

## **ECONOMIC SCIENCES**

**M. N. Titova**

### **CONFIGURATION MANAGEMENT AND SUBSYSTEMS OF QUALITY CHARACTERISTICS OF GOODS, WORKS AND SERVICES**

*Methodological approaches to the development of management systems are considered, the classification characteristics of types of management are structured, a configuration management model, quality management scenarios in the space of macroeconomics are proposed. Quality parameters are harmonized with the initiating factors of demand. Quality management is considered in the context of a model of change and sustainability of systems*

**Keywords:** scenario, sustainability, change, quality, configuration management

**Z.V. Vdovenko, O.T. Shipkova**

### **METHODOLOGICAL ASPECTS OF DIAGNOSTICS AND RISK MANAGEMENT OF A SCIENTIFIC PROJECT (ON THE EXAMPLE OF A MASTER SCHOOL OF A TECHNICAL UNIVERSITY)**

*The article analyzes the methodological aspects of risk assessment in the implementation of scientific work of graduate students of a technical university. The authors emphasize the importance of risk monitoring when performing research projects. The lower the degree of incompleteness of innovations, the higher the risks. Their timely diagnosis and assessment allows minimizing possible damage to the innovator and identifying promising areas for maximizing the positive results of innovation. The authors proposed and tested a step-by-step method of qualitative risk analysis in the educational process when preparing a master's thesis*

**Keywords:** risks of innovation, qualitative risk analysis, risk session

**Temnova N.K.**

### **BUSINESS MODEL OF INDITEX COMPANY AS A NEW TOOL FOR DEVELOPMENT OF DOMESTIC LIGHT INDUSTRY ENTERPRISES**

*The article presents the advanced foreign experience of Inditex in the implementation of a vertical type business model, which can serve as an additional motive for Russian light industry specialists in the search for new opportunities and tools for the development of enterprises in the industry.*

**Keywords:** fashion industry, fast fashion, management, development, enterprise, industry, tool

**Smetanina T.V., Lashkova I.A.**

### **THE PHENOMENON OF CUMULATIVE SYNERGETIC EFFECT FROM THE ACTION OF THE LEVEL OF MANIFESTATION OF NEEDS**

*The article calculates the cumulative effect of the influence of the level of manifestation of needs on the individual. Conclusions are made about the cumulative effects of needs at the level of a sovereign territory and industries. This study aims to expand the use of organization theory in the hierarchy of needs theory. Will serve to expand the qualitative understanding and awareness of quality management standards by individuals. The moments characteristic of individual individuals and organizations in the hierarchy of needs have been determined. The findings can be used to develop the theory of the penetration of international management standards into a sovereign territory. The method can be used to determine the competitiveness of organizations, industries and sovereign territories.*

**Keywords:** industry, organization, sovereign territory, cumulative effect, synergy, individual, hierarchy of needs, theory of penetration, international standards, level of needs

**Fradina T.I., Konakova A.V.**

### **LOAN AND LOAN EXPENSES BY INTERNATIONAL AND RUSSIAN STANDARDS: SIMILARITIES AND DIFFERENCES**

*The article provides a comparative description of the procedure for recording expenses on loans and borrowings in accordance with international and Russian standards. Particular attention is paid to the issue of capitalization of expenses on borrowed funds*

**Keywords:** IAS 23, credit, borrowing, interest, qualifying asset, investment asset, capitalization of

**Malyuk V.I.**

**METHODOLOGY FOR FORMING A RATIONAL FOOD POLICY OF THE COMPANY**

*The article proposes a methodology for the formation of a rational policy for the development of the company's product portfolio.*

**Keywords:** *strategy, product portfolio of the company, strategic area of management, rank analysis, portfolio analysis*

**Emirov N.D., Emirova A.E.**

**SOCIAL ASPECTS OF THE TRANSPORT CRISIS**

*The article is devoted to the almost unexplored issue of the impact of the economic crisis of 2014-2015 in Russia on the social aspects of transport. The authors consider the dynamics of the main indicators of the industry's activity in comparison with the dynamics of the gross domestic product of Russia and divide the task set by them into two aspects: a) intra-industry social consequences of the current economic crisis for employees of enterprises and organizations of the industry; b) "external" social processes influenced by the activities of the transport complex. In both directions, the authors cite numerous statistical data and specific examples from practice, illustrating the role of the economic crisis in the implementation of the social functions of transport in Russia. In particular,*

**Keywords:** *transport, transport system, economic crisis, social sphere, social development*

**Dobroshtan O.V., Dobroshtan V.M.**

**ABOUT THE BACKGROUND OF THE CREATION AND STRUCTURE OF THE MARKETING DEPARTMENT OF MINIMUM PACKAGING**

*This article describes the structure of the marketing department in the minimum configuration, options for combining the main job responsibilities of employees of such a marketing department, the key pros and cons of work for both the owner and the employee. Also, the authors touch upon the main problems that usually arise before a minimally staffed marketing team, and suggest possible ways to solve them.*

**Keywords:** *budget marketing, interaction of departments, minimum equipment of the marketing department*

**Pinkovetskaya Yu.S.**

**MODELING THE ACTIVITY OF SMALL AND MEDIUM-SIZED ENTERPRISES: PRODUCTION FUNCTIONS**

*The article presents the results of modeling the dependences of the proceeds of small and medium-sized enterprises on fixed assets and wages of employees. The results of estimating two-factor power-law production functions are considered. Modeling was carried out on the basis of official statistical data for 2015 for the regions of the country. Functions describing the revenue for three size categories of enterprises have been built. The high quality of approximation of the initial data using production functions has been proven. It is shown that the factor of wages of workers in production functions affects the proceeds of small and medium-sized enterprises approximately to the same extent as the factor of fixed assets. The practical significance of the study lies in the ability to use the results to substantiate resources and monitor the level of entrepreneurship development.*

**Keywords:** *production function, small enterprises, medium-sized enterprises, production volume, fixed assets, wages*

**Mkrtchyan T.R.**

**METHODOLOGICAL BASIS OF INNOVATIVE PROVISION OF QUALITY MANAGEMENT IN THE ENTERPRISE**

*The main elements of innovative support in the conditions of a new economy of values are considered, which determines the formation of mental values as the main factor in improving quality at an enterprise. The development trends of the world's leading corporations, which are also relevant for the Russian economy in the context of import substitution, have been identified. The article considers methodological approaches to the development of innovative potential, the*

*use of which is legitimate in the context of the implementation of the strategy of long-term socio-economic development of domestic enterprises.*

**Keywords:** *innovative support, enterprise, quality, creative economy, import substitution*

**Smetanina T.V., Mikhailova A.I.**

**USE OF GRAPH THEORY IN DETERMINING THE OPTIMUM TIME OF CERTIFICATION OF THE ORGANIZATION'S QUALITY MANAGEMENT SYSTEM**

*The article offers a graphical interpretation of the organization's quality management system certification. The method of network graphs, tree of goals is used. The tasks that need to be solved for the implementation of the set research goal are determined. The article is focused on small and medium-sized businesses. It was emphasized that such business entities cannot afford to have a QMS specialist on their staff. The proposed development can help organizations to improve their level of competitiveness and reduce the use of scarce resources for these purposes. The authors emphasized the connection between the development of the level of standardization of business objects and the level of their competitive stability.*

**Keywords:** *quality, organization, management system, quality management, business entities, standardization, competitiveness, sustainability, algorithm, network graph*

**Druzgalskaya N.M., Nedvedskaya K.Yu., Zavgorodnyaya A.V.**

**REGIONAL FEATURES OF FORMING A SMALL BUSINESS STRATEGY**

*The article discusses the issues of organizing a modern small business in the competitive markets of St. Petersburg*

**Keywords:** *business, competition, market, strategy*

**Shelgunova E.A.**

**THE INFLUENCE OF THE INSTITUTIONAL FACTOR ON THE ECONOMIC BEHAVIOR OF HOUSEHOLDS IN MODERN RUSSIA**

*The article is devoted to assessing the influence of the institutional factor on the economic behavior of households in modern Russia. The essence of the institutional factor was revealed and the main directions of the influence of this factor on households were established. On the basis of statistical data, the degree of influence of the institutional factor on Russian households was established.*

**Keywords:** *household, economic behavior, institutional factor, information revolution, institutional environment*

## **PHILOSOPHICAL SCIENCES**

**Dobroshtan V.M.**

**ON THE MODERN SOLUTION OF SOME PHILOSOPHICAL PROBLEMS OF NATURAL SCIENCE**

*The article discusses issues related to the assessment of the role of science in the development of society. The article is based on two opposite approaches to assessing the role of science in the development of society: scientism, whose representatives emphasize the significant transformative role of science, and humanistic thinkers who focus on the negative phenomena generated by scientific and technological progress.*

**Keywords:** *nature, natural science, humanization, scientism, antiscientism, philosophy of nature, philosophy of science*

**V. V. Kuznetsov**

**THE PHILOSOPHY OF DIGNITY AND ITS PROBLEM FIELDS**

*This article is devoted to the issue of human dignity. The author views philosophy as a unity of correct thinking and worthy being. The problem investigated in this work is that this unity is constantly lost in the course of the historical development of European discourse. The concept of theory and the original meaning of the term "theoros" are analyzed as not participating in the drama of being and devoid of the fullness of life praxis. It is concluded that it was the discursiveness of European metaphysics that caused the splitting of philosophy as an integral life praxis. There was a splitting of the beautiful (aesthetics), the just (ethics), and the true (epistemology). Therefore, the task of modern philosophy is to search for new foundations and*

ways to recreate the lost unity of the technique of thought and strategy for a worthy, intelligent life.

**Keywords:** philosophy, metaphysics, ethics, dignity, humiliation, philosophy of dignity, theory, theoros

**Tikhonova V.B.**

**NATIONAL IDEA AND MENTALITY PHILOSOPHICAL AND HISTORICAL ANALYSIS OF CONCEPTS**

*The author compares and correlates ambiguous, but highly demanded in science concepts - the national idea and mentality, while referring for examples to the phenomena of the domestic mentality and the "Russian idea"*

**Keywords:** national idea, mentality, national character, self-awareness, identity, national ideology, "Russian idea"

## **PEDAGOGICAL SCIENCES**

**Koh O.B.**

**THE FIGHT FOR HIGHER SCHOOL AUTONOMY IN THE EARLY 1920s. IN THE "NEW" UNIVERSITIES IN SOVIET RUSSIA**

*The article examines the history of the "university crisis" of 1921 using the life of the teaching staff of the Petrograd Institute of Out-of-School Education as an example: the struggle to preserve the principle of autonomy of higher education*

**Keywords:** history of higher education in Russia, autonomy of higher education, institute of out-of-school education

**Chigareva D.V.**

**USE OF CASE TECHNOLOGY IN TEACHING THE COURSE "ADVERTISING AND PR IN TOURISM"**

*The paper describes the role and place of case technology in professional tourism education. The classification of cases is presented. The features of the implementation of case technology in the study of the course "Advertising and PR in tourism"*

**Keywords:** advertising and pr in tourism, professional education

**Kochneva S.V.**

**PEDAGOGICAL APPLICATION OF BYOD TECHNOLOGY FOR FORMING BACHELOR'S MEDIA COMPETENCE (FROM WORK EXPERIENCE)**

*The article proposes the author's view of the possibilities of using BYOD technology for the formation of media competence of students in new educational conditions.*

**Keywords:** standard, BYOD technology, media competence, pedagogical technologies, human qualities and skills of the XXI century

**Dregulo A.M.**

**ECOLOGICAL EDUCATION AND EDUCATION: RELIGIOUS AND MORAL COMPONENT**

*The article is devoted to the topical problem of raising the ecological responsibility of the younger generation. The Christian view of the problems of ecology, the roots of which are concentrated in the spiritual sphere of human existence, is characterized. Determining the nature of the article, the author does not try to enter the criticism of science from the standpoint of religion; a lot of literature has been published on this topic. To understand the spiritual and moral problems of ecology, the author emphasizes the importance of an example based on Christian teachings that society can offer to the younger generation, capable of showing a moral principle that prevails over quick benefits that harm the environment. The necessity of involving the Church in the issues of environmental education and upbringing is shown. The purpose and tasks of ecological education, ecological culture of children in the conditions of faith are determined. Examples of environmental programs that can be applied in the systematic approach of social and religious-moral aspects in pedagogy are given. To do this, it is necessary to pay close attention to possible relativistic manipulations, which, from the point of view of both the science of theology and sciences in the whole spectrum: biology, chemistry, physics, etc., are completely destructive in*

*approaches to the systemic dialogue of religion and science.*

**Keywords:** *environment, ecological education, social ecology, Christian pedagogy*

**Rymkevich P.P., Altukhov A.I., Cheburkov M.A.**

**PRINCIPLE FOR ASSESSING RESIDUAL KNOWLEDGE BEFORE TAKING PRACTICAL EXERCISES ON PROFESSIONAL CYCLE DISCIPLINES**

*The principle of assessing the residual knowledge of students using testing and determining a comprehensive assessment to identify the level of theoretical knowledge and practical skills is considered. The dependence of the average time for completing practical tasks on the level of residual knowledge is considered. A variant of the development of tests for conducting entrance control for a practical lesson is proposed, taking into account interdisciplinary relationships*

**Keywords:** *interdisciplinary communication, student, complex assessments, testing, residual knowledge*

**Olekhova Yu.P.**

**LEVEL OF QUALIFICATION OF A TEACHER IN THE POSTGRADUATE EDUCATION SYSTEM**

*The article discusses the system of organizing advanced training courses for teachers using personalized training and a competency-based approach. The author of the article establishes a correlation between the levels of teacher professionalism and the development of his professional competencies*

**Keywords:** *professional competence, skill levels, certification procedure*

**Obukhova E.G., Mulyava O.D.**

**DEVELOPMENT OF CULTURAL COMPETENCE OF FUTURE OFFICERS IN THE CONTEXT OF THEIR LIFE**

*The article deals with the development of culturological competence of students in acquaintance with the military cultural heritage of St. Petersburg. In order to increase the effectiveness of the study of cultural studies, a sociological survey of cadets was carried out, which made it possible to build the process of mastering the discipline in accordance with the identified cognitive needs of students, to orient them in choosing the content and methods of spending free time. This, according to the authors, will increase the readiness of future commanders for educational work with subordinates in the future.*

**Keywords:** *military culture, cultural competence, objects of military glory, artifact, leisure*

**ARTISTIC CRITICISM, REVIEWS, REVIEWS**

**Konovalova L.I.**

**REVIEW ON THE LEARNING AID "IN THE WORLD OF RUSSIAN POETRY [" IN THE WORLD OF RUSSIAN POETRY ": A TUTORIAL ON LEARNING THE ANALYSIS OF RUSSIAN POETRY TEXT: IN 2 HOURS SPB**

*The review provides a brief description and analysis of a textbook for teaching the analysis of Russian poetic text in a foreign audience.*

**Keywords:** *Russian poetry, study guide, foreign audience, review*

**Sharafadina K.I.**

**REVIEW ON THE TEACHING AND METHODOLOGICAL AID OF G. A. IVANOVA "SPEECH CULTURE OF THE SPECIALIST OF THE EDUCATIONAL INSTITUTION" [G. A. IVANOVA "SPEECH CULTURE OF A SPECIALIST OF AN EDUCATIONAL INSTITUTION": A TUTORIAL. SPB .: LOIRO, 2016.181 S.]**

*The manual, prepared by G. A. Ivanova, presents materials of interest for advanced training and self-education of workers in the field of education. Note that the author selected information that is significant for improving skills in professional oral and written speech of specialists of educational institutions.*