

## ECONOMIC SCIENCES

**V. I. Malyuk, I. G. Salimyanova**

### *PRODUCT PORTFOLIO FLEXIBILITY ASSESSMENT METHODOLOGY*

*The article proposes a methodology for assessing the flexibility of a product portfolio of an enterprise, examines the problems of the theory of the issue.*

**Keywords:** *product portfolio of an enterprise, development strategy of an enterprise, flexibility of a product portfolio, environmental factors, portfolio analysis*

**Fedorova L.A., Zhikina O.V.**

### *ORIENTATION OF THE ENTERPRISE TO THE CONSUMER AS A NEW OPERATIONAL MANAGEMENT STRATEGY*

*The article discusses a new, promising approach to operational management - focus on the buyer, the end consumer of products or services (CSRP - Customer Synchronized Resources Planning).*

**Keywords:** *operational management, buyer, end consumer of products and services, computer information systems*

**Voronov M.V.**

### *FORMATION OF THE PORTFOLIO OF ORDERS OF THE ENTERPRISE IN REAL TIME*

*The article is devoted to the technology of replenishing the company's order portfolio in real time. A method and algorithm for the operational development of a plan for the implementation of a new production plan is presented.*

**Keywords:** *management, model, enterprise, real time*

**Kasatkin B.P., Emelyanov D.A.**

### *METHODOLOGY OF RISK DIVERSIFICATION MANAGEMENT OF THE MAIN BUSINESS PROCESSES OF AN INDUSTRIAL ENTERPRISE USING MATHEMATICAL CRITERIA FOR SELECTION*

*For effective management of risk diversification, it is necessary to give a clear algorithm or methodology for making decisions. Most of the decisions made by business entities take place under conditions of uncertainty. To solve the problem of optimizing management decisions made in conditions of uncertainty, it is necessary to introduce a number of assumptions and simulate risk management processes. The purpose of this work is to create a methodology for diversifying risks for an industrial entrepreneurial project, subject to its application in various situations and at various enterprises. The methodology should include the main provisions, a terminological base, a program for the implementation of the system, a list of methods and procedures for assessing risks in accordance with the main algorithms for creating maps, diagrams, risk ladders, defining the roles of the main structural units. The main condition for the implementation of the risk management methodology is the formulation of the problem of making a decision on the diversification of risks in conditions of uncertainty.*

**Keywords:** *risk diversification, risk diversification management, uncertainty, risk, risk matrix, diversification criteria, diversification algorithm, methodology for risk diversification of an industrial entrepreneurial project*

**Kiseleva N.N., Bratkova V.V.**

### *SPATIAL GROWTH CONTROL*

*The article proposes an approach to determining the possibilities of spatial growth and its determinants. Spatial growth is accompanied by a decrease in the level of population concentration in city centers, an increase in semi-periphery and peripheral territories, the emergence of new points and areas of development, an increase in the uniformity of population distribution and economic activity across the territory. It is proved that tools for managing spatial growth are diversified depending on the type of growth zone. Prospects for spatial growth are primarily associated with new forms of spatial organization of the economy.*

**Keywords:** *agglomerations, urbanization, stakeholders, technopolis, infrastructure*

**E.V. Korolyuk, E.V. Mezentseva**

**DEVELOPMENT OF THE INSTITUTIONAL ENVIRONMENT OF ENTREPRENEURSHIP IN KRASNODAR REGION UNDER PROGRAM-TARGETED MANAGEMENT**

*The article examines the key factors in the formation of the institutional environment of entrepreneurship from the point of view of the program-targeted approach. Various scientific views on program-targeted management, federal targeted and regional programs as the most important tools for managing the socio-economic development of the region (Krasnodar Territory) are considered. Highlighted the activities within the program-target approach, which contribute not only to the formation of a favorable institutional environment for entrepreneurship, but also to the further socio-economic development of the region.*

**Keywords:** entrepreneurship, institutional environment, program-targeted management

**Sergeeva E.Yu.**

**TRAINING ORGANIZATION AS A WAY TO SOLVE PERSONNEL PROBLEMS**

*The article discusses the need to create a learning organization in the context of the conditions of instability of the external environment and the concept of education throughout life. It was revealed why and in what direction companies need to transform in order to remain competitive, what prevents to build a learning company, the influence of unqualified personnel. In this context, the authors highlight modern factors contributing to an increase in labor productivity, and also proposed an algorithm for organizational changes, which is a complex system of measures aimed at creating a learning organization and increasing the adaptability of the company.*

**Keywords:** learning organization, labor productivity, increasing the adaptability of the company

**Bratkova V.V., Ageeva E.A.**

**CIVIL SOCIETY INSTITUTIONS IN A CHANGE**

*The article is devoted to the current vector of state policy - support of civil society institutions - access of socially oriented non-profit organizations to budget funds. Special attention is paid to the difficulties arising from rapid changes in the socio-political and financial-economic spheres, for which the authorities and civil society institutions are not ready.*

**Keywords:** civil society, socially oriented non-profit organizations, providers of public benefit services, quality of change

**Podberezko E.O.**

**QUALITY MANAGEMENT IN ART BUSINESS**

*The article examines the specifics of the art business as a type of activity, defines the approaches to the quality management system of the subjects of the art market, defines the characteristics of organizations. Art objects are considered as a key category. The classification of galleries and auctions is carried out, the features of the promotion of conceptual art are considered.*

**Keywords:** art business, exhibition, gallery, auction, quality, art object

**PHILOSOPHICAL SCIENCES**

**Prozersky V.V.**

**DISPUTE ABOUT THE NATURE OF THE LANGUAGE OF AESTHETICS**

*The article discusses a discussion between supporters of the conceptual approach to aesthetic research and representatives of the analytical school, focusing on the problems of the language of aesthetic discourse. It is concluded that the methodological positions of analysts can only be understood taking into account the context of modern artistic culture, which puts forward certain requirements for aesthetics.*

**Keywords:** aesthetics, language, art, discourse, logic, denotation, reference, aesthetic experience, context, communication

**Kukso K.A.**

**GIFT OF THE FUTURE (TIME AND SAINTS IN THE EXPERIENCE OF THE PLAGUE OF THE XIV-XVI CENTURIES)**

*The cross-cutting interest of the article asked the question of the possibility of the experience of the future in a situation of radical pressure of death during the spread of plague in Europe in the 14th-*

16th centuries. The openness of this was associated with the cults of specialized patrons of the plague-stricken and in a state of relentless threat of possible physical destruction. The work reveals their mechanisms that saturate the present always only with the coming. A unique experience of recreating this temporal structure with material forms is also shown. The materials introduced into the analytical turnover lead to the problem of the ontology of hope.

**Keywords:** surviving, collapse of the social, cults of saints, sacrifice, kenotic feat, otherness and saturation with the future

**Smirnov A.V.**

#### *MUSEUM OF EVERYDAY: OPTICS OF POWER*

The purpose of the article is to demonstrate that the emergence of museums of everyday life (Soviet life) in modern Russia reflects new strategies of the authorities in the field of forming the discourse of the historical past. This task is solved by analyzing the activities of several museums of everyday life of the socialist era.

**Keywords:** USSR, Soviet everyday life, Soviet everyday life, government strategies, museum of everyday life, museum of everyday life, culture of everyday life, history of everyday life

**Maltseva N.N.**

#### *IRISH NATIONALISM IN THE DISCOURSE OF THE POSTCOLONIAL APPROACH*

Irish nationalism has deep historical roots and many unique cultural characteristics, however, a methodical study of this phenomenon allows us to highlight the general trends inherent in nationalist processes around the world. The study of nationalism in Ireland began in the 20th century, and approaches to the analysis and interpretation of facts and events have changed significantly over the past 50 years. At this point, the postcolonial approach offers a wide range of concepts for analyzing political, social and cultural phenomena within the framework of the nationalist process, which allows us to see nationalism and its impact in a new light. The main representatives of the postcolonial approach are F. Fanon, E. Said and P. Chatterjee,

**Keywords:** Irish nationalism, postcolonialism, theory of nationalism, political ideologies, political history of Ireland

### **PEDAGOGICAL SCIENCES**

**Amirkhanyan A.M., Lebedeva I.V.**

#### *TO THE QUESTION OF THE RELEVANCE AND PROSPECTS OF TEACHING THE RUSSIAN LANGUAGE AND LITERATURE IN ARMENIA*

This article examines the processes of modeling the methodology of teaching the Russian language and literature in Armenia, the issues of creating textbooks and teaching aids, the functions of mental practices in teaching the Russian language as an area of holistic thinking and the content of types of speech activity for various forms of education and nationally oriented concepts in compilation methods. textbooks.

**Keywords:** Russian language, literature, culture, teaching methods, textbook, study guide, language teacher

**Gorshkova V.V., Tonkonogaya E.P.**

#### *FACTOR OF ADVANCING EDUCATION OF ADULTS IN MODERN RUSSIA*

The modern understanding of andragogical education as a phenomenon of domestic and world culture requires a new look and comprehensive theoretical and practical development. The article focuses on the idea of advanced education, which is interpreted as strategic, system-forming, dominant, as well as issues of predictive development of the adult education system in Russia.

**Keywords:** adult education, advance factor, andragogy, predictive development, subject of education

**Gorskikh O.V.**

#### *RELATIONSHIP OF THE CONCEPTS "NATIONAL" - "ETHNIC", "IDENTITY" - "MENTALITY" IN THE THEORY OF LITERARY EDUCATION*

The article examines the essential concepts that characterize the type of thinking, models of behavior of people and different ethnocultural communities in relation to literary education.

Examples of artistic mastering of the concepts "national" - "ethnic", "identity" - "mentality" at

*different levels, verticals and horizontals of the national picture of the world are given.*

**Keywords:** *national worldview, ethnic, mentality, national identity, mentality, intracultural and intercultural dialogue, methods of teaching literature*

**Kochneva S.V.**

#### **PHILOSOPHICAL AND PEDAGOGICAL TRENDS AND TECHNOLOGIES OF INNOVATIVE EDUCATION**

*The changes taking place in modern education are associated with the metaphorical concept of “aborigines and immigrants of the digital world”, introduced by Mark Prensky back in 2001. Today's young people studying in schools and universities are representatives of the first generation who grew up with digital Internet technologies and computer games that have become an integral part of their lives. “Digital natives” are changing the philosophy of education at the level of changing goals. The traditional goal of transferring the cultural experience accumulated by mankind to the future generation through the system of knowledge, skills and abilities is undergoing serious changes, as people are being prepared for life in a society that does not yet exist. The emerging philosophical and pedagogical trends are focused on the continuity of learning throughout life, taking into account the existing phenomenon of individualism and the influence of the media. Continuity of learning throughout life is associated with a person's personal responsibility for the success in realizing his destiny. Traditional pedagogical principles in digital education are undergoing changes, contributing to innovations focused on the development of media competence of all participants in the educational process.*

**Keywords:** *philosophy of education, pedagogical trends and principles, information and educational environment, digital natives, innovation*

**Marnitsyna E.S.**

#### **ON THE ROLE OF STUDENT FEEDBACK IN THE MODERN HIGHER EDUCATION SYSTEM**

*The article substantiates the relevance of organizing events to collect feedback from students in order to improve the quality of education in higher educational institutions. Against the background of a review of different views on the concept of "feedback", a definition is provided that corresponds to this goal, mechanisms for collecting feedback are described, and recommendations for the preparation of questionnaires and the conduct of questionnaires are provided.*

**Keywords:** *feedback, student questionnaires, monitoring the quality of education, higher education*

**V.V. Gorshkova, S.V. Konanchuk**

#### **CURRENT PROBLEMS OF MODERN ART: THE PHENOMENON OF SYNESTHESIA**

*The article deals with the problems of contemporary art history associated with the emergence of new synesthetic forms of art. It is noted that modern artistic culture and actual artistic practices have a synesthetic quality, which makes it necessary to apply new synesthetic approaches to their study based on the study of the phenomenon of synesthesia.*

**Keywords:** *contemporary art history, contemporary aesthetics, synesthesia, synesthetic paradigm, synthesis of arts*

**Akupova V.V., Spiridonova N.S.**

#### **FEATURES OF TEACHING THE FRENCH LANGUAGE AS A SECOND FOREIGN LANGUAGE AT THE UNIVERSITY**

*The methodology of teaching a second foreign language at a university has its own characteristics. The main difference is that due to the small number of hours allocated for IL2 in the curriculum, the educational process should be intensified, while realizing the principle of consciousness and encouraging the independence of additional educational actions of students.*

**Keywords:** *French, IL 2, university, RD, intensification, consciousness, independence*