

**ECONOMIC SCIENCES****A. V. Arkhipov****ANALYSIS OF THE COMPETITIVENESS OF APPLICANTS IN THE PROBLEMS OF SELECTION BASED ON THE COMPREHENSIVE MODEL OF THE COMPETITIVE SITUATION**

The problems of choice (decision making) and assessment of the competitiveness of active agents - objects of choice are considered and it is proposed to describe their relationship using a unified coupled model. The approach expands the possibilities of meaningful and formal analysis of competitive situations and allows the formation of statistical assessments of the competitiveness of active agents in the economy, marketing, personnel management and other areas.

**Keywords:** choice, Pareto optimality, competition, competitiveness, conjugate model, simulation

**Malyuk V.I.****ANALYSIS OF ACTIVITIES AND PROSPECTS FOR DEVELOPMENT OF AUTOMOTIVE CLUSTER OF ST. PETERSBURG**

The article offers an analysis of the state of the automotive industry in St. Petersburg, considers the possibility of solving the problem of increasing the localization of production, and also gives some organizational recommendations that contribute to its solution.

**Keywords:** import substitution, localization, automotive cluster, auto assembler, supplier of auto parts, motivational mechanism

**Lavrova Z.I., Shishkina E.V.****USE OF MATHEMATICAL METHODS FOR ANALYSIS OF FACTORS AFFECTING EMPLOYEE SATISFACTION, ON THE EXAMPLE OF THE COMPANY "ALTERNATIVA" LLC**

With the help of correlation-regression analysis, the authors examined the factors that affect the satisfaction of the personnel of the company "Alternative" with working conditions. The authors calculated the significance of the factors, highlighted the most significant factors, verified the regression model, analyzed the residuals and approximation errors, Student's t-test, Fisher's F-test. Key words: correlation analysis, regression analysis, job satisfaction, satisfaction analysis, factor analysis, influencing

**Keywords:** correlation analysis, regression analysis, job satisfaction, satisfaction analysis, analysis of factors affecting staff satisfaction, student t-test, Fisher's f-test, regression equation

**Sutyagin V.Yu., Bepalov M.V., Radyukova Ya.Yu.****ON THE PRINCIPLES OF FORMING THE STATE INVESTMENT POLICY**

The article substantiates the relevance of the formation of state investment policy. For this purpose, the authors analyze the current situation in the field of investment activity, and also investigate the main reasons that caused it. Based on the results of the study, the authors identified priority areas in the field of state investment policy.

**Keywords:** investments, foreign investments, investment policy, monetary policy, monetization of the economy

**Treiman M.G., Kopanskaya A.A.****DEVELOPMENT TRENDS OF BACK FLOW LOGISTICS IN THE MEGAPOLIS**

The article discusses the problems of waste management in large cities and megalopolises, notes the shortcomings of the existing method of disposal and outlines the prospects for the deterioration of the quality of the environment with the further use of outdated logistics solutions and imperfect technologies for waste disposal. The article reveals the theoretical aspects of working with reverse and return flows of waste and outlines the tasks and goals of logistics activities for waste management, in addition, problems are identified that impede the improvement of the development of reverse flows and the return of secondary raw materials back to production. Based on the analysis of the existing situation, measures were proposed to improve the processes of waste transportation.

**Keywords:** waste, return flow logistics, waste management

**Kharlamova T.L., Zirchenko L.A.**

**MANAGEMENT OF THE DEVELOPMENT OF ENTREPRENEURIAL STRUCTURES IN CONDITIONS OF INSTABILITY AND RISKS**

*One of the most important tasks of modern economic science is associated with the search for directions that increase the efficiency of the functioning of entrepreneurial structures in the context of globalization. The experience of domestic and international entrepreneurship demonstrates an ever deeper penetration of global processes into all spheres of economic and non-economic life. This transforms the models of behavior of economic entities, which, along with the emergence of new opportunities provided by globalization, must take into account the increasing instability, as well as the increasing degree of risks affecting the management system. Since the emerging risks are mainly associated with external sources, the possibilities of countering them are limited, which modifies the requirements for managing the development of entrepreneurial structures.*

**Keywords:** *governance, instability, risks, globalization, entrepreneurship, competition, economic dependence*

**Kasatkin B.P., Dronin A.A.**

**RISK MANAGEMENT IN INNOVATIVE PROJECTS**

*The article discusses the features of the implementation of innovative projects from the point of view of risk management. A detailed classification of the risks of innovative projects is given, recommendations are made on the formation of a risk management system in the implementation of innovative activities.*

**Keywords:** *innovation, risk management, risk minimization, risk classification*

**Chigirinova M.V.**

**THE PROCESS AND ADVANTAGES OF IMPLEMENTING ELECTRONIC DOCUMENT FLOW IN THE ENTERPRISE**

*The article discusses the prerequisites and technology for the introduction of electronic document management in an enterprise, the example given allows you to demonstrate the high efficiency of using modern methods of document management.*

**Keywords:** *documentation, management, electronic document management system, information, technology, data, project, economy*

**L.V. Averina**

**THE CONCEPT OF A COMPETENCE APPROACH IN THE TRAINING OF CONTRACT MANAGERS**

*The article discusses the substantive characteristics of the competence-based approach used in the implementation of programs of additional professional education (hereinafter referred to as APE) in the field of procurement. Methodological approaches are proposed, tested in the teaching activities of the author on the basis of the Federal Innovation Platform in the field of procurement of FSBEI HE "Samara State Economic University" from 2014 to the present. The importance of the rate of formation of the competence of the contract manager is emphasized and its essential content is revealed. The author develops clusters of competencies for contract managers, which makes it possible to optimally adjust CPE programs when preparing contract managers for the needs of the social and economic environment. A hypothesis is put forward that*

**Keywords:** *contract system, procurement, additional education, qualifications system, professional standards*

**PHILOSOPHICAL SCIENCES**

**Tsukanov E.A.**

**HI-TECH & HI-HUM: MEDIA AS A TOOL FOR RESTORING THE WORLD**

*The article is devoted to the consideration of the process of resacralization from a new angle - as a renaissance of gnostic ideological attitudes that form a negative, life-denying attitude. The author shows that the specificity of resacralization lies in the fact that it is carried out on the basis of two facts - the electronic technologies of the "profane" West and the gnosticism of the "sacred East", the meeting of which takes place in the phenomenon of media. In this connection, the media*

*performing ritual functions are qualified by the author as a tool of resacralization.*

**Keywords:** *media, resacralization, hi-tech, hi-hume, second religiosity, gnosticism, gnosis, ritual, Nietzsche, mediality*

**Stavtseva O.I.**

**PHILOSOPHICAL BASIS OF THE CONCEPT OF "PRODUCTION OF PRESENCE" H.-U. GUMBREKHTA**

*The article reveals the philosophical origins of the literary and cultural concept of the presence of H.-U. Gumbrecht - Heidegger's understanding of being and a poetic attitude to the world, as opposed to the technical, aimed at capturing and mastering things. As a result of the analysis, three interpretations of Gumbrecht's concept of presence are proposed - theological, psychoanalytic, and also related to Heidegger's ideas of thinking of being.*

**Keywords:** *M. Heidegger, H.W. Gumbrecht, overcoming metaphysics, presence, technique, poetic, lumen of being, epiphany*

**Busurkina I.P.**

**CYBERSPACE: PROSPECTS FOR ETHICAL CONSIDERATION**

*The purpose of the article is to consider the features of the ethos of the virtual space of the Internet as a modern stage in the development of society, as well as to highlight the forms of its ethical comprehension. We intend to solve this problem by means of the following steps: to reveal the properties of cyberspace; to isolate the subjects, as well as the peculiarities of their interaction in cyberspace; highlight the problems of cyberspace regulation, including through ethical review. Based on the properties of cyberspace, the main features are considered, as well as the possibilities of the future ethical examination.*

**Keywords:** *cyber ethics, cyberspace, information ethics, ethical expertise, media, virtual reality, internet ethics*

**Tsukanova I.V., Tsukanov E.A.**

**THE INFLUENCE OF GNOSTICISM AND HERMETISM THE RISE OF EUROPEAN SCIENCE AND TECHNOLOGY**

*The article is devoted to the problem of interaction of scientific and parascientific forms of knowledge in the process of forming a scientific picture of the world in the Renaissance and Modern times. This process is considered from the point of view of a certain tradition of constructing a new picture of the world on the basis of the pantheistic philosophy of Neoplatonism and the texts of the Hermetic Corpus. Gnosticism is viewed as an element of a binary code, which, being inverted in the course of the historical and cultural process, sets the necessary pace for the creation of new media and improves the technological culture of mankind.*

**Keywords:** *gnosticism, hermeticism, science, magic, parascience, technology, worldview*

**Bydanov V.E.**

**REVIEW ON THE MONOGRAPH OF V. M. DOBROSHTAN "ART AND WORLD VIEW" [V. M. DOBROSHTAN "ART AND WORLD VIEW": MONOGRAPH. SPB.: FGBOUVO SPbGUPTD, 2018.83 p.]**

*The monograph prepared by V. M. Dobroshtan presents materials that can be used in universities in the study of the history and theory of arts, various areas of design, in the study of such academic disciplines as "Philosophical problems of the humanities and natural sciences", "Culturology", "History", "Philosophy", "Sociology", "Ethics", "Journalism", "Pedagogy", etc. The content of the monograph can also arouse theoretical and practical interest among readers interested in the formation of a person's worldview, value orientations and the search for the meaning of life.*

## **PEDAGOGICAL SCIENCES**

**V.V. Gorshkova**

**THE FORMATION OF THE PHILOSOPHICAL AND PEDAGOGICAL IDEAS OF JOHN DEWEY**

*The article examines the formation of John Dewey as an outstanding philosopher of education, as well as the formation and development of his philosophical and pedagogical ideas. Particular attention is paid to the factors that influenced the understanding of pedagogical problems by*

scientists and issues related to school education. The contradictions between the mental potential of the scientist and the traditional ideas about the teacher and pedagogical activity are revealed, which served as the initial factor for the work of thought and the demonstration of the independent thinking of the scientist. The conditions that influenced the cardinal solution of the issues of school education, considering the school as a "cell of public life" and human society in the format of a micro-society, are concretized in a special way. J. Dewey touches upon the problem of the relationship between school and the life of a child and sees a way out in creating in which the child will live and learn from life itself. Dewey proposes a revolutionary revolution in the educational process, which consists in reconstructing the life-saving and constantly evolving experience of the child, as well as in creating the environment necessary for the detailed recreation of the content of the activity, corresponding to the natural course of development of the child's abilities and experiences.

**Keywords:** philosophy of education, John Dewey, education and training, school and society, reconstruction of experience

**Gorskikh O.V.**

#### **FORMATION OF A NATIONAL PICTURE OF THE WORLD IN THE CONTEXT OF ETHNOCULTURAL EDUCATION**

The article is devoted to the problems of forming a national picture of the world in the aspect of ethnocultural education. The article covers the problems, theory and practice of ethnocultural education, its influence and tools for updating the national picture of the world in pedagogical discourse. The main strategic directions of the development of ethnocultural education in the Tomsk region are considered. The experience and mechanisms of interaction between institutions of general education, universities, national-cultural autonomies, public organizations on the issues of creating a single barrier-free ethno-educational environment are revealed on specific examples.

**Keywords:** national picture of the world, ethno-cultural education, a network of centers of ethnocultural education, ethno-educational environment, national world, culture code

**Peshkova V.P.**

#### **CORPORATE STUDENT CULTURE AS A RESOURCE FOR IMPROVING THE QUALITY OF EDUCATION AT THE UNIVERSITY**

The article discusses the issues of improving the quality of higher education. The phenomenon of corporate culture of students is investigated as a resource for improving the quality of higher education. The essence and structure of this concept, its functions and characteristics are revealed.

**Keywords:** quality of education, competence-based approach, corporate culture of students, educational environment

**Chigareva D.V.**

#### **METHODOLOGICAL ASPECTS OF SEMIOTICS OF PROFESSIONAL TOURIST EDUCATION**

Within the framework of this article, the specificity of the methodological aspects of semiotics in the professional training of students in the field of tourism is revealed. To model the structure of educational material and systematize its concepts, it is proposed to use a semiotic approach to the representation of knowledge. It significantly expands the possibilities for the personal and professional development of students, allows them to successfully carry out tourist activities and provides an opportunity to implement the semantic component of education. The necessity of studying metalanguages and their systems, intended for the formation of professionally significant semiotic learning spaces, is determined. The content of education is viewed not only as educational information provided to students, but also as a phenomenon of meta-art, which illustrates the complexity of thinking and is person-centered. The urgency of interdisciplinary integration as a methodological basis for the formation of competencies corresponding to the types of tourism activities is substantiated.

**Keywords:** semiotics, semiotic approach, metalanguage, tourism, methodological aspects, professional tourism education, interdisciplinary integration

**Mkrtchyan T.R., Yudina N.A.**

#### **PROSPECTS FOR THE DEVELOPMENT OF ST. PETERSBURG IN THE SPHERE OF THE ECONOMY OF KNOWLEDGE**

*The article examines the results achieved and the outlined prospects for the development of the modern education system of St. Petersburg in the format of the "knowledge economy", which can significantly enhance the human resources of the city's economy and the level of quality of life in it. The significance of this strategic landmark in the digital economy is determined by the use of innovative computer technologies, the widespread use of Internet services with the emergence of fundamentally new opportunities for the formation of social relationships of individuals in the process of education and professional activity.*

**Keywords:** *strategy, "Knowledge Economy", digital economy, innovation, educational technology, competitiveness, quality of life*