

ECONOMIC SCIENCES

A. S. Budagov, E. G. Gubareva, A. M. Kolesnikov

THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF STRATEGIC MANAGEMENT OF THE ENTERPRISE

The article discusses the theoretical and methodological foundations of strategic enterprise management, namely, the analysis of the existing conceptual apparatus and the concept of strategic enterprise management is carried out, the definition of strategy as a proactive impact on the influence of the environment is proposed. The balanced scorecard is considered as a tool for implementing the strategy. A method is proposed for the formation of balanced indicators for measuring the efficiency of an enterprise, which allows not only to receive operational information regarding changes in the enterprise environment, but also to timely identify potential threats, as well as to carry out scenario forecasting of the further development of the research object.

Keywords: *strategic management, strategy formation models, classical strategic planning models, balanced scorecard*

Malyuk V.I., Silkina G.Yu., Radaev A.E., Danilov A.A.

RESEARCH OF DEVELOPMENT PROCESSES OF INDUSTRIAL ENTERPRISE BASED ON MODELS OF LOGISTIC DYNAMICS

The article proposes a methodology for the formation of an economic and mathematical model belonging to the class of models of logistics dynamics, its approbation on a real project implemented by one of the companies in St. Petersburg.

Keywords: *economic and mathematical model, model of logistics dynamics, investments in the development of an enterprise, the optimal amount of investment in the project, the interval of rational investment of the project*

Titova M.N.

MANAGING DYNAMIC CONFIGURATIONS IN THE FASHION INDUSTRY

The analysis of the fashion industry in its key segments has been carried out. The role of the initiation of the innovation process in the context of modification of the types of innovations on the scale of long waves is shown. The features and prospects of the fashion industry in the XXI century are reflected. The models of Bain & Co, McKinsey & Co, Mintel and the author's approaches of Jean-Noel Kapferer Bernard Catrie are considered. To change the competitive landscape of the fashion industry, the interpretation of configuration management based on driver / fashion configurations, values and customization, technological changes is proposed.

Keywords: *fashion industry, configuration, hierarchy, customization, driver, initiation, innovation process, technology, service factory*

Permyakova D.V.

THEORETICAL BASIS OF ECONOMIC ENGINEERING INNOVATION IN THE ENTERPRISE

The article discusses possible options for the interpretation of the term "engineering", and also reveals the components of engineering activities - creativity and business. Moreover, for a clearer understanding of the specifics of engineering innovations, the concept of innovations is analyzed and their classification is given.

Keywords: *engineering, innovation, innovation activity, innovation engineering, innovation management, innovation project*

Abramova S.V., Suchalkina E.A.

PECULIARITIES OF ACCOUNTING OF REINSURANCE OPERATIONS DURING THE TRANSITION TO A NEW ACCOUNT PLAN

The article examines the essence of reinsurance operations and the peculiarities of their reflection in accounting in connection with the transition of insurers to new industry standards and chart of accounts.

Keywords: *chart of accounts, standard, reinsurance, reinsurer, reinsurer, insurance premium, commission, bonus, insurance payment*

Finozhenkova N.A., Kasatkin B.P.

THE CONCEPT OF A COORDINATING RISK MANAGEMENT SYSTEM IN THE PROCESS OF IMPLEMENTATION OF A PRODUCTION ENTREPRENEURIAL PROJECT OF PUBLIC-PRIVATE PARTNERSHIP

The article is devoted to the issues of risk management of industrial entrepreneurial projects implemented in the format of public-private partnership. The article describes the basic principles and features of the risks of such a partnership. The authors disclosed the necessity and expediency of forming a unified joint risk management system for a PPP project, and gave its definition. It was revealed that in order to build an effective risk management system for a PPP project, constant monitoring and coordination of partners' actions is required. The concept of a coordination system of risk management for the implementation of a PPP project based on a signal system for identifying and preventing risks by monitoring risk indicators, which allows timely identification and prevention of problem situations without interfering in independent areas of activities of partners, is proposed. To assess risks, it is recommended to build a risk monitoring system based on key indicators that correspond to the goals of the partnership. Generalized principles for the selection of such indicators are given and a step-by-step algorithm for monitoring their values is presented. The authors conclude that following the proposed concept of risk management for an industrial PPP project, partners will be able to effectively manage risks using a variety of methods and methods, control the processes occurring within the project, and achieve their goals.

Keywords: *risk, risk management, risk management system, risk monitoring, risk indicators, risk management concept, industrial entrepreneurship, public-private partnership*

Chigirinova M.V., Petrova I.E.

APPLICATION OF INSTRUMENTAL METHODS OF STRATEGIC CONSULTING

The article examines an example of the practical application of strategic consulting tools when deciding on adjusting a firm's strategy in the face of falling demand for the services offered. Strategic consulting allows you to attract competent specialists who own the entire set of tools and methods to determine the ways for a company to overcome the crisis and directions for its development.

Keywords: *strategy, consulting, development, diversification, accounting services, tool, matrix, market*

Verbin A.A., Verbin A.A.

BACK TO POLITICAL ECONOMY?

The article analyzes the discussions going on in Western countries around neoclassical economic theory, its teaching in higher education and the possible consequences for the teaching of this economic theory in our universities.

Keywords: *neoclassical economic theory, political economy, teaching economics, formalization of the concept of power, power and results of economic activity*

Abramova S.V., Khinevich M.A.

FEATURES OF THE CLASSIFICATION OF INSURANCE CONTRACTS DURING THE TRANSITION TO INDUSTRIAL STANDARDS

The article deals with the classification of insurance contracts in connection with the transition of insurers to a new chart of accounts and industry standards. The procedure for determining insurance, investment, service contracts, contracts with a non-guaranteed possibility of obtaining additional benefits, contracts containing derivative financial instruments and deposit components is considered.

Keywords: *contract, conditions, insurance risk, insurance claim, insurance premium, deposit, financial derivative*

Zharov A.G.

KEY PERFORMANCE INDICATORS (KPI) IN THE MANAGEMENT OF THE COMPETITIVENESS OF THE ORGANIZATION

The article discusses the importance of key performance indicators (KPI) in modern conditions of economic activity. In addition, the classification of KPIs by goals was made, objects of influence were identified, and the role of KPIs in the formation of the organization's strategy was determined.

Keywords: *key performance indicators, kpi, personnel management, organization management*

Koitova Zh.Yu., Borisova E.N., Matsenova N.V.

EVALUATION OF THE EFFECTIVENESS OF THE CURRICULAR PLANS OF EDUCATIONAL PROGRAMS

The article presents the main provisions of the methodology for assessing the effectiveness of curricula, which allows you to determine the correspondence of the number of rates calculated according to the total load of the curriculum of the educational program, the number of rates of scientific and pedagogical workers (SPR), calculated by the contingent of students. To assess the effectiveness of the curriculum of educational programs (EP), the following indicators are proposed: coefficient of effectiveness of curricula, the number of students calculated (effective), the actual ratio of the number of teaching staff and students according to the curriculum, and the calculated load for the contingent. These indicators make it possible to assess the correspondence of the costs of the implementation of the educational program to the allocated subsidies, to determine the minimum number of students,

Keywords: *curricula, rate, student population, efficiency, normative costs*

PHILOSOPHICAL SCIENCES

Sidorov A.M.

MODERNITY AS A TRAUMA: THE REMOVAL OF NIHILISM IN THE WORKS OF S. BECKETT

The article is devoted to the research of S. Beckett's creativity in the context of modern history. In a number of concepts, modernity is viewed as a post-traumatic era that has experienced an unprecedentedly sharp break with the past and a crisis of all cultural and existential values, which received the name of nihilism in the 19th century. Various cultural phenomena of the last two centuries can be viewed as options for responding to the challenge of nihilism. According to S. Critchley and D. Kleinberg-Lewin, the works of S. Beckett are not only among the most profound comprehensions of the modern situation by means of literature, but also embody the paradoxical possibility of hope for meaning in the post-religious and post-metaphysical world after the "death of God". This hope is connected with the language itself, in which, despite its present alienated and reified state, the "promise of happiness" lives,

Keywords: *beckett, modernity, nihilism, trauma, language, meaning, happiness*

Yurieva A.V.

PHILOSOPHICAL AND ARCHITECTURAL ANALYSIS OF SPACE. HISTORICAL APPROACHES ON THE WAY TO MODERNITY

The article deals with the issues of correlation and mutual influence of philosophical creativity and architecture as art. With the emergence and development of the first large civilizations, architecture, in addition to purely utilitarian significance, was called upon to solve the most important problems of organizing space and worldview. In antiquity, the understanding of the laws of being and the development of classical canons of harmony become the subject of reflection for both architects and philosophers. The subsequent destruction of these canons in the process of evolution of European culture leads to its own philosophy of shaping. Many philosophical systems have symbolic analogs in architectural styles, which once again proves the deep connections and parallelism of these phenomena.

Keywords: *philosophy of architecture, ancient thought, theory of architecture, modern philosophical trends, aesthetics, non-classical architecture*

Khamaganova K.V.

BRAND DISCOURSE: SOCIAL AND PHILOSOPHICAL ASPECTS

The relevance of the study is due to the paradigm of considering brand discourse as an instrument of social interaction. The article examines some aspects of the philosophical understanding of the discursive nature of the brand, actualizes the understanding of the brand's discursiveness as its

essential characteristics and practical necessity. The author attempts to correlate the philosophical essence of the brand with the capabilities of its discursive practices and determine their communicative capabilities.

Keywords: *brand, philosophical concept, discourse, brand discourse, social interaction, discursive practices*

Kislitsyna A.A., Beloborodova A.R.

DIGITAL TECHNOLOGIES AS A TOOL OF THE COMMUNICATIVE POLICY OF THE STATE

The article is devoted to the consideration of the role and functions of modern digital technologies in the communicative policy of state power. One of the key problems of modern states is the insufficient involvement of citizens in the political process, which negatively affects the level of trust in the activities of state authorities in general. Digital technologies are used by modern states in various areas of communication policy. New channels of communication between the state and citizens are, first of all, a list of government resources on the Internet, which make it possible to establish, if not instant, then much faster, two-way communication, support the principles of information openness of government bodies.

Keywords: *state power, political process, digital technologies, web resources, young electorate, communication policy*

PEDAGOGICAL SCIENCES

Rezinkina L.V., Dromova N.A.

FORMATION OF PROFESSIONAL READINESS FOR DESIGN-DESIGNING STUDENTS OF A TECHNICAL UNIVERSITY IN THE CONDITIONS OF THE FGOS IMPLEMENTATION

The article analyzes research in the field of professional readiness as a concept that characterizes the effectiveness of training a modern specialist, outlines and substantiates the structure, principles and approach to its formation, considers the possibilities and effectiveness of applying a personal developmental approach in the process of preparing students of a technical university for design design in conditions implementation of GEF.

Keywords: *design engineering, professional readiness, competence, designer, federal state educational standard*

Kochneva S.V.

APPLICATION OF PERSONALLY-ORIENTED PEDAGOGICAL TECHNOLOGIES IN TEACHING HUMANITIES COURSES

In the modern pedagogical process, there is a change in the educational knowledge paradigm. Creating conditions for the formation of professional competencies requires adjusting the traditional approach to teaching and the search for active pedagogically expedient methods and technologies of teaching. The need to replace verbal techniques for transferring knowledge to techniques conditioned by the system-activity approach allows you to design the educational process differently, taking into account such forms of organizing student interaction that contribute to the improvement of both professional skills and personal qualities of a future specialist. The article presents not only the theoretical aspect of personality-oriented technologies (module, project, case), but also the practical experience of their application by the author. This confirms the idea that the implementation of the same technology,

Keywords: *pedagogical process, personality-oriented approach, technology, module, project, case, innovation*

Nikolaeva E.A.

FOREIGN LANGUAGE TRAINING AND RESEARCH ACTIVITY OF STUDENTS OF THE FACULTY OF INFORMATION TECHNOLOGIES

The article presents the methods of improving the foreign language professional and communicative competence of students of the Faculty of Information Technologies within the framework of the organization of effective foreign language educational and research activities using the technologies of projects, cases, workshops.

Keywords: *IT students, foreign language professional and communicative competence, project*

technology, case technology, workshop technology, professionally oriented reading, oral communication, written communication

Kochetok N.G.

USE OF MULTISENSOR TECHNOLOGIES FOR DEVELOPING THE CREATIVE POTENTIAL OF YOUNGER SCHOOL CHILDREN (ON THE EXAMPLE OF A MULTISENSOR ROOM)

The article reveals the features of the use of game multisensory technologies for the development of the creative potential of primary schoolchildren. The concept of creativity, its interpretation by various scientists, as well as the conditions for its development in primary school age are considered. An original means of implementing multisensory technologies in the form of a multisensory game room is proposed.

Keywords: *creativity, creativity, creativity, multisensory technology, multisensory room, junior schoolchildren, creativity development, creative potential, creativity development programs*

Burlyayeva V.A., Semkina E.N., Chebanov K.A.

THE DUAL SYSTEM OF LEARNING IN THE MODERN HIGHER EDUCATION SYSTEM AS A RESPONSE TO THE CHALLENGES OF GLOBALIZATION: ADVANTAGES AND CHALLENGES

The article examines the dual education system in the modern higher education system as the most effective model for the modernization of education in the context of globalization transformations, as well as a way to implement an increase in growth rates and a breakthrough in the economy, announced by the President of the Russian Federation V.V. Putin in his Address to the Federal Assembly in 2018 ... The statement is made of the clear advantages of dual training over the dominant education system, which is determined by the European ideology of neoliberalism and the process of globalization. The article also analyzes the range of problems that universities face when trying to implement dual education.

Keywords: *graduate, higher education, world trade organization, globalization, diversification, dual learning, internationalization of higher education, mentor, industrial practice, vocational education, employer, social partnership, social transformation, internship, transnational corporations*

Guselnikova E.V.

IMPLEMENTATION OF PROJECTS FOR THE DEVELOPMENT OF PHYSICAL CULTURE AND SPORT IN RUSSIA

Sport in the XXI century plays a significant role in the system of world culture, strengthens its position in Russian society, affects the socialization and education of the individual. A large role in the development of physical culture and sports is assigned to the state and state support.

Keywords: *physical culture, sports, sports training, education, human potential, strategy, program*