

## ECONOMIC SCIENCES

**I. V. Ilyinsky, V. V. Lizovskaya**

### *HUMAN CAPITAL AND THE MODERN STAGE OF THE SCIENTIFIC AND TECHNICAL REVOLUTION*

*The article examines topical issues of the impact of the scientific and technological revolution on the characteristics of human capital in an innovative economy.*

**Keywords:** *human, scientific and technological revolution, human capital, science, education*

**Titova M.N., Zheltak O.K.**

### *MACS: MARKET-INITIATED CORPORATE STRATEGY*

*Analyzes the strategic decisions relevant to the falling and growing market. The possibilities of portfolio analysis, resources of the typological grouping are shown. A market-activated corporate strategy or MACS (market-activated corporate strategy) has been proposed.*

**Keywords:** *market type, portfolio analysis, project approach, market activation, corporate strategy, business unit, business value*

**Malyuk V.I.**

### *METHODOLOGY FOR ASSESSING THE INFLUENCE OF THE QUALITY OF LABOR RESOURCES ON THE RESULTS OF THE ENTERPRISE*

*The tasks of strategic management of the development of an organization today are largely solved on the basis of the experience and qualifications of experts, the existing analogies for solving such problems at operating enterprises of the industry (or the economy as a whole) and, for this reason, are subjective. More objective approaches to solving such problems, most likely, can be formed on the basis of the widespread use of various models that adequately describe the processes taking place in the organization. In the context of limited resources available in the organization, the problems of their rational use, most likely, also cannot be solved without the involvement of modeling. One of the most important types of organizational resources is reasonably considered labor resources, the basis of which is a person with his qualifications, general education, outlook, understanding the development goals of the organization, etc. It is these characteristics that should describe the quality of the enterprise's labor resources. The growth in the quality of labor resources is ensured by investments that should pay off. There are no methods today to assess the effectiveness of investments made in the development of the labor force. This article is devoted to the definition of a rational, reasonable amount of investment in improving the quality of the enterprise's labor resources.*

**Keywords:** *economic and mathematical modeling, s-models, enterprise development, rational investment, return on capital, quality of labor resources*

**Fradina T.I., Karpova T.P.**

### *ANALYSIS OF TRANSACTIONS WITH RELATED PARTIES IN ACCORDANCE WITH INTERNATIONAL AND RUSSIAN ACCOUNTING STANDARDS*

*The article deals with the accounting of transactions with affiliated parties (related parties) in accordance with the requirements of Russian and international standards, as well as the requirements of international auditing standards when auditing transactions with related parties.*

**Keywords:** *international auditing standards, Russian and international accounting and financial reporting standards, affiliates, related parties, transactions with related parties*

**Lashkova N.G.**

### *QUESTIONS OF ASSESSMENT OF ENSURING ECONOMIC SECURITY AND FINANCIAL SUSTAINABILITY OF BUSINESS*

*The article examines the circumstances affecting the development of entrepreneurship, examines the assessment of management problems, external conditions and internal causes, of which the main one is ineffective management and the development of recommendations for protecting against economic risks and ensuring the subsequent prevention of financial threats. Management*

*system solutions used to detect risk situations provide a subsequent warning against financial threats.*

**Drobotun N.V., Lashkova I.A., Soshnikov A.V.**

**SMALL BUSINESS IN RUSSIA**

*The article presents the results of a study on the development of small business in Russia.*

**Keywords:** *business, small business, medium business, large business, micro business, business statistics*

**Temnova N.K., Tikhomirova D.V.**

**MANAGEMENT TECHNOLOGIES FOR SUCCESSFUL OPERATING ACTIVITIES IN BUSINESS**

*The article provides an analytical overview of the experience of the strategic development of Starbucks and the use of management technologies of operating activities to implement a vertical type business model, which expands the understanding of management technologies for successful entrepreneurship and can serve as an incentive for managers and specialists of Russian companies in search of new opportunities and development tools. ...*

**Keywords:** *management technologies, business model, customer focus, innovation, expansion, franchising, social responsibility*

**Soshnikov A.V.**

**METHOD TO REDUCE ORGANIZATIONAL EQUIPMENT DOWNLOADS WHEN CHANGING THE PRODUCT RANGE**

*The problem of reducing unproductive losses of time in multi-product industries associated with the need to readjust equipment when changing the range of products is considered. A model of a typical production situation has been developed in the form of a combinatorial problem of finding a chain in a complete directed graph. A heuristic method for solving the problem is proposed, which uses a number of techniques that make it possible to significantly reduce the amount of enumeration when searching for a variant of the sequence of processing various types of products that is acceptable by the criterion of the total duration of changeovers. Examples are given that confirm the possibility of using the method for solving this type of problem in production conditions in an on-line mode.*

**Keywords:** *technological equipment, changeover costs, work ordering, heuristic method, algorithm speed*

**Treiman M.G.**

**MANAGEMENT OF TECHNOLOGICAL PROCESSES AND INNOVATION ACTIVITIES IN PRODUCTION STRUCTURES OF FOREIGN ENTERPRISES AND COMPANIES**

*Currently, technologies and equipment are constantly being improved in the modern conditions of the development of the world. Therefore, innovation is becoming an integral part of our lives. The leading country in terms of the introduction of innovations is rightfully Japan. The article examines the features of the innovative development of Japan: a comparison of the introduction of innovations at enterprises in Japan and Germany, highlighting the features, forms of support for venture business and government incentives for the introduction of innovative processes into the practice of companies. A cluster approach to the development and implementation of innovations is considered on the example of the "Sapporo Valley" project.*

**Keywords:** *innovative activity, resource component, management principles, venture business, incentives for enterprises*

**A.S. Antsupova**

**UNCERTAINTY AND RISKS IN THE TASKS OF COMPETITIVE SELECTION IN THE LABOR MARKET**

*The factors of uncertainty that give rise to risks when making decisions by labor market participants are considered. The content of two typical tasks is given - the task of choosing the directions of professional training by graduates of secondary educational institutions (the task of the applicant) and the task of hiring an employee (the task of the employer). It is shown that, along with the objective factors due to the uncertainty of the circumstances of the future, there are subjective factors associated with the lack of awareness of labor market participants.*

*Recommendations are made aimed at reducing the level of uncertainty and thereby increasing the validity of the decisions made by the subjects and reducing the negative consequences of both personal and social nature.*

**Keywords:** *labor market, subjects and objects of competitive choice, activity of subjects and objects, uncertainty, risk, the task of the applicant, the task of hiring an employee*

**Lavrova Z.I., Shishkina E.V.**

**FOUR-DAY WORKWEEK STUDY: NEW OPPORTUNITIES**

*The authors of the article investigate the foreign experience of introducing a four-day working week, consider its features, positive, negative aspects and analyze the possibility of introducing such a practice in Russia, and the attitude towards this flexible form of employment. In addition, the authors investigate the fears of fellow citizens about the negative consequences of the introduction of a four-day work week and try to bring unbiased arguments to refute or confirm such fears. At the end of the article, the authors provide recommendations for companies that decide to implement such a form of employment as a four-day work week.*

**Keywords:** *flexible working hours, four-day work week, productivity, job satisfaction, innovation, work efficiency*

## **PHILOSOPHICAL SCIENCES**

**Dobroshtan V.M.**

**ESTIMATED ASPECTS OF WORLD UNDERSTANDING**

*The article analyzes the processes associated with the formation of a person's worldview. On the one hand, the world outlook is a system of views, ideas of a person about nature, about the Universe, about the position and purpose of mankind and man in it. On the other hand, the worldview is also the answers to many meaningful questions. Depending on the answer to the fundamental questions of life individuals come to, it is possible to judge the content of the attitude of an individual person or the world outlook of the corresponding epoch.*

**Keywords:** *attitude, worldview, worldview, value, assessment, significance, choice, action*

## **PEDAGOGICAL SCIENCES**

**Ivanova G.A., Zakharova I.B.**

**USE OF STORITELLING COMMUNICATIVE TECHNIQUE IN THE EDUCATIONAL PROCESS**

*The relevance of the topic is due to the interest in the storytelling technique - an effective technique for attracting the attention of the audience (listener) with the help of stories. As materials for educational cases, we chose not publicistic sources, but excerpts from Russian classical literature, so that students could hear and feel the beauty of the artistic word. The highest achievement in independent work of students is the personification of the personality, since it is important to visualize the character of the story in order to achieve the greatest influencing effect.*

**Keywords:** *communication techniques, storytelling, educational process, prosopography, character, description of appearance*

**Zhestkova E.A., Fomina N.I.**

**POSSIBILITIES OF THE ELECTRONIC INFORMATION AND EDUCATIONAL ENVIRONMENT OF THE UNIVERSITY IN THE ORGANIZATION OF INDEPENDENT WORK OF STUDENTS**

*In the context of the modernization of Russian higher education, education should be built on a differentiated basis, have a problematic and developmental character. The main goal of higher education is to prepare a graduate who is not only knowledgeable, but also able to dispose of his knowledge. In this regard, there is a need for continuous self-education and self-development, in the development of skills for selecting useful professional development and improvement of information for students. At the same time, the teacher's efforts should be aimed at creating an environment focused on independence, interactivity, productivity of students' activities, an environment that provides an opportunity to form an individual educational experience of a student moving along his own educational trajectory. To organize effective independent work of students, it*

*is advisable to create an integrated system for organizing this work based on the information and educational environment of the university. The article presents the experience of organizing independent work of students of the Arzamas branch of the Nizhny Novgorod State University through the electronic information and educational environment of the university*

**Keywords:** *student, independent work, higher education, electronic information and educational environment, electronic course*

**Natus N.I.**

#### **ENVIRONMENTAL EDUCATIONAL DESIGN AS A FACTOR OF FORMATION OF THE PROJECT CULTURE OF FUTURE DESIGNERS**

*The article examines the features of the educational environment of educational institutions as conditions for the development of creative abilities, learning opportunities, personality formation and the prospects for the formation of a project culture aimed at creating socio-cultural values of the pedagogical process in college, affecting the state of the individual, increasing requirements for the profession of a designer and the needs of society in competitive specialists. In the interconnection of building a new educational environment with a high intensity of various forms of project culture, the development of new technological models for the development of the educational environment in the formation of professional and personal qualities of students in college through interaction with science, art and support of social pedagogical initiative.*

**Keywords:** *project culture, educational design, educational process, educational institution, criteria, aesthetic perception, designer*

**Rezinkina L.V., Kaveshnikova N.A.**

#### **FORMATION OF RESEARCH COMPETENCE OF FUTURE BACHELORS OF DESIGN IN THE PROCESS OF TEACHING THE DISCIPLINE "INTRODUCTION TO SPECIALTY"**

*The discipline "Introduction to the specialty" for students - future bachelors of design traditionally has an introductory character. It gives first-year students a general understanding of the profession, introduces the requirements for a designer at the present stage of the development of the profession. In the article, the author proposes to introduce into the lecture course of the discipline "Introduction to the specialty" the topic of the role and place of research competence in the structure of professional competence of a designer. A modern designer needs a broad outlook, multilateral knowledge, skills in the field of independent search and critical processing of a large amount of information. Cooperating with engineers, designers, technologists, architects, artists, sociologists, specialists in the field of ergonomics and marketing, the designer must find the most rational way to combine all the consumer properties of the designed object in its integral structure and harmonious form. Implementation of such a function requires a wide range of scientific knowledge from the designer. A deep understanding of this feature of the profession should form a stable internal motivation for the future bachelor of design to form his own research competence.*

**Keywords:** *Bachelor of Design, Research Competence, Motivation, Introduction to Specialty Discipline*

**Gorobets N.I.**

#### **PEDAGOGY OF COOPERATION IN EXTERNAL READING CLASSES**

*The article reveals the technology of using the pedagogy of cooperation in the process of joint activities of a teacher and cadets to stimulate linguoculturological interpretations of students, the formation of their reading and spectator culture. The material for establishing dialogical relations in a foreign-language audience is a joint reading of episodes from the film story "Kalina Krasnaya" by V. M. Shukshin and watching fragments of the film of the same name.*

**Keywords:** *joint activities, dialogue, extracurricular reading, film story, episode, film fragment, foreign audience, culture, reader, viewer*

**Pogodina N.N.**

#### **ENGLISH: FORECAST AND REALITY**

*The article examines the prospects for the English language, as well as the reasons for its great popularity in the world. The conditions that are necessary for a language to take its rightful place as the lingua franca are considered. The author compares reliable historical facts and statistical data. First of all, attention is paid to the capabilities of the main competitors of the English*

language, such common languages in Europe as German and French. Among the languages that are really capable of challenging the primacy of English, the author singles out Spanish, Chinese, Arabic and Russian. The author has no doubts that English will remain the leading language in the world for the foreseeable future. This is primarily due to the great influence of the cultural and scientific component in the world of such English-speaking countries as the United Kingdom and the United States. Various predictions and forecasts must always have a "solid foundation" under them. In this case, the justification of culture and science as the main factors that determine lingua franca in the world is the very attempt to lay it down. At the end of the article, the author presents the practical significance of his conclusions directly for the education sector.

**Keywords:** lingua franca, international significance, domestic and foreign policy, culture and science, English

**Nikolaeva E.A.**

#### **FOREIGN LANGUAGE INDEPENDENT WORK OF STUDENTS IN THE CONDITIONS OF INTERACTIVE LEARNING**

The author discusses the problem of organizing foreign language independent work of students of non-linguistic faculties in an interactive form. A variant of creating a set of exercises for organizing effective independent work is proposed. Attention is focused on didactic and methodological principles, in which a set of exercises can be a means of promoting students' independent work. The types of tasks included in the set of exercises are considered.

**Keywords:** set of exercises, independent work, students of non-language faculties, didactic principles, methodological principles, interactive forms of education, video content, audio content, oral communication, written communication, foreign language reading, interactive educational platforms

**Ermolenko V.S.**

#### **TO THE QUESTION OF FORMATION OF PROJECT COMPETENCE OF THE HEAD OF A PROFESSIONAL EDUCATIONAL ORGANIZATION AS AN ELEMENT OF MODERNIZATION OF THE MANAGEMENT SYSTEM**

The article is devoted to the urgent problem of forming the project competence of the heads of professional educational organizations, due to the need to modernize management systems through the introduction into practice of the most promising project management technology today. The article presents the experience of the experimental work of the Resource Center for the Training of Specialists, operating on the basis of the St. Petersburg State Budgetary Professional Educational Institution "Academy of Beauty Industry" LOKON", on the formation of the readiness of the heads of professional educational organizations to use project technology in management.

**Keywords:** project competence, professional competence, project management, project coaching

**Shlat N.Yu.**

#### **PRACTICE-ORIENTED MODEL OF PREPARATION OF FUTURE EDUCATORS (ON THE MATERIAL OF PEDAGOGICAL LOCAL STUDIES)**

The article reveals the essence and educational potential of pedagogical local lore in the process of implementing a practice-oriented model of training a future educator: 1) substantiates the way to implement the main functions of pedagogical local lore (cultural, theoretical - methodological and practice-oriented) through the design of a practice-oriented model of training a teacher of preschool educational organizations (ECE); 2) the methodological foundations for the construction of the declared model are determined (systemic, axiological, activity-oriented, integrative, personality-oriented, ethno-regional approaches); 3) the components of the model (target, meaningful, organizational - technological and productive - criteria) and their content are identified. The materials include the author's interpretation of the methodological equipment for effective training of future educators for educational activities based on the socio-cultural regional component. The article presents the results of a pilot experiment to identify the effectiveness of approbation of a practice-oriented model of training a teacher of pre-school education on the content of pedagogical local history.

**Keywords:** model of training a future educator based on local history content, pedagogical local history

**Luchina T.I., Zhestkova E.A.**

**FAMILY EDUCATION AND PROFORIENTATION OF YOUNGER PUPILS**

*The article is devoted to the problem of vocational guidance of junior schoolchildren in the framework of family education. The urgency of this problem has been substantiated. Some modern approaches to the problem are revealed. The interrelation of the development of the character traits of a student (independence, responsibility, kindness, generosity, honesty, purposefulness) with his choice of profession is noted. The main directions of career guidance in family pedagogy are determined: acquaintance with the world of professions and the development of the qualities of a person's character. Some methods and techniques of upbringing that can be used by parents in the process of family education for vocational guidance of children of primary school age are considered.*

**Keywords:** vocational guidance, self-determination, family education, younger students

**Solovyova T.A., Guseva V.A.**

**THE FORMATION OF MERCY AS A STRONGER OF THE FOLK RUSSIAN CULTURE**

*The relevance of the study of the problem stated in the article is due to the discovered contradiction between the understanding by a part of the pedagogical community of mercy as a "bourgeois invention", neglect of this concept and its interpretation in the Concept of spiritual and moral development and education of the personality of a citizen of Russia as a basic national value. The purpose of the article is to substantiate mercy as a priority of the moral health of a Russian person, an integral element of Russian folk culture recorded in his genetic memory, and a psychological and pedagogical explanation of the set of conditions that ensure the development of mercy in schoolchildren in their educational activities. In the article, using civilizational and axiological approaches, it is substantiated that mercy is "stored" in the "collective unconscious" of the Russian people, reflecting thoughts and feelings common to all Russian people, as a result of their shared emotional past. Mercy in pedagogical practice should be considered as the basis for the formation of a student's moral and ethical orientation, that is, one of the universal personal learning actions.*

**Keywords:** historical and genetic method, mercy, folk culture, pedagogical conditions, schoolchildren, emotional skill

**Golubchikova A.V., Lazurenko S.B., Movshovich P.M., Razumeev K.E.**

**DESIGNING A TEXTILE-BASED DEVICE FOR PREPARATION FOR LEARNING TO LEARN IN THE BRILLE SYSTEM FOR BLIND AND VISUAL-VISUAL CHILDREN**

*A description of the author's device on a textile basis for preparation for teaching reading and writing in Braille for preschool children with visual and intellectual impairments is given. The design solution of the device is made taking into account the peculiarities of the formation of perception and productive activities in children with concomitant developmental disorders.*

**Keywords:** blind and visually impaired children, rehabilitation aids, braille reading and writing, adaptive textiles, special education for preschoolers