

ECONOMIC SCIENCES**Yu.A. Antokhina, A.G.Mikhailova, A.M. Kolesnikov, T.A. Cocode****THE ROLE OF PERSONAL AND BUSINESS QUALITIES IN THE FORMATION OF A PROFESSIONAL**

The problem studied in this article is important for the modern system of higher education, since a high level of formation of personal and business qualities ensures the graduate's ability to successfully adapt to practical activities in contradictory and constantly changing conditions. The growing interest in this scientific problem is due to the fact that vocational training at the university today is actively involved in the global processes of modernization of education for the purposes of sustainable development. Based on the analysis of foreign and domestic experience, modern approaches to solving the problem of the formation of personal and business qualities are systematized, the concept of "personal and business qualities" is clarified and supplemented.

Keywords: professional, professionalism, atlas of new professions, acmeology, acmeological approach, supra-professional competencies, personal and business qualities, interaction

Okrepilov V.V.**PETERSBURG AS A SOCIO-ECONOMIC SYSTEM DURING THE DIGITALIZATION OF THE ECONOMY**

The article examines the impact of digitalization of the economy on the development of socio-economic systems on the example of St. Petersburg. The changes taking place in the city from the point of view of managing its development, creating a new environment for residents are considered. Attention is also paid to the achievements of St. Petersburg in the field of digitalization and the main problems in this area. In addition, the role of metrology at the current stage of development and the importance of the Metrological Academy in the era of digitalization are considered.

Keywords: digitalization, socio-economic system, smart city, metrology, metrological academy

Kharlamov A.V., Fokin M.A.**ANALYSIS OF STATE REGULATION OF THE ECONOMIC SYSTEM OF RUSSIA**

The relevance of the issue of the limits of state regulation of the country's economic system is due to the fact that the state is an integral element of self-organization of various economic entities. In the modern world, special attention is paid to state regulation of the economy, which has the most significant coefficient in the implementation of state policy and is reflected in various spheres of society's life, putting economic interests in the foreground, subsequently influencing other elements of the economic system. That is why this work will focus on state regulation of the economic component of the economic system as one of its main elements.

Keywords: state regulation, state budget, economic system, economic instability, Russian economy

Lashkova N.G.**ACCOUNTING AND ANALYTICAL PROVISION OF THE ECONOMIC SECURITY OF THE ENTERPRISE UNDER THE CONDITIONS OF APPLICATION OF INFORMATION AND COMMUNICATION SYSTEMS**

The relevance of the article is determined by the fact that the implementation of actions for financial recovery, increasing the economic security of an enterprise depends on its capabilities for restructuring property status, modernizing production processes. The article discusses activities related to the assessment of economic activities, finding management solutions to improve the economic stability of the company. According to the authors, ensuring financial stability in the long term is due to the assessment of the likely results in the implementation of the selected tools and the timely introduction of appropriate adjustments.

Keywords: resource-functional approach, risk factors, mechanisms of financial recovery of a company, financial balance of an enterprise

Ivanova N.G.**APPROACH TO DETERMINING THE LEVEL OF ECONOMIC SECURITY IN RUSSIA**

The article discusses the types of security by economic levels. The types and components of economic security are shown. Indicators and threats to Russia's economic security are presented. To assess it, a well-known macroeconomic approach was used, supplemented by a comprehensive one. On the basis of the proposed complex methodology for determining the level of economic security of the Russian Federation, calculations of integral and averaged indicators have been performed. The main directions of counteraction to internal and external threats to the economic security of Russia have been determined.

Keywords: *security, economic security, level, internal and external threats, threshold values of indicators, indicators of economic security*

Kasatkin B.P., Finozhenkova N.A.

METHODOLOGICAL ASPECTS OF THE IMPLEMENTATION OF THE RISK MONITORING SYSTEM OF A PPP PROJECT

The article is devoted to the issues of risk management of industrial entrepreneurial projects implemented in the format of public-private partnership. The emphasis is on the practical issues of developing a risk monitoring system in the process of project implementation.

Keywords: *risk, risk management, risk management system, risk monitoring, risk management concept, industrial entrepreneurship, backbone infrastructure, comprehensive plan, public-private partnership*

Lashkova N.G., Drozdova A.P.

IMPROVEMENT OF FINANCIAL CONTROL IN THE SPHERE OF PLACING ORDERS AND PUBLIC PROCUREMENT MECHANISMS

The article analyzes the importance of public procurement, which are one of the most effective tools for managing the entire economy, occupy an important place in terms of the country's budget expenditures, which determines their strict regulation. When using public procurement, not only the connection between the customer and the supplier is ensured, there is a large control system behind the whole process. For the procurement control system to work, the state has a number of various functions aimed at reducing budget expenditures, suppressing uncontrolled costs, and managing material resources.

Keywords: *mechanisms and types of public procurement, special electronic trading platforms for holding tenders, competitive and non-competitive procurement*

Ivanova V.Ya., Skorodumov V.F., Antonov A.P.

ECONOMIC AND MATHEMATICAL MODELING OF THE INFLUENCE OF THE PARAMETERS OF THE INTERNAL ORGANIZATIONAL ENVIRONMENT ON THE EFFICIENCY OF THE LABOR PROCESS

The article presents the formalization of the relationship between the quantitative characteristics of the organizational culture and the indicator of the efficiency of the labor process. An algorithm was proposed and tested in the conditions of an enterprise actually functioning in the labor market, the result of which was the construction of an economic and mathematical model necessary for the development of operational intra-organizational solutions aimed at increasing the efficiency of the labor process of individual employees and increasing the efficiency of the organization as a whole.

Keywords: *efficiency of the labor process, intra-organizational environment, organizational culture, economic and mathematical modeling*

Trofimova N.N.

STRATEGIC ASPECTS OF IMPLEMENTING TALENT MANAGEMENT IN BUSINESS PROCESSES OF HUMAN RESOURCES MANAGEMENT OF A SCIENTIFIC ENTERPRISE

The article examines the issues related to the management of talent of personnel in a science-intensive enterprise. Clarified the concept of talent management. The main and auxiliary business processes of talent management in the framework of human resource management of a science-intensive enterprise are highlighted. The strategic directions of talent management of a high-tech enterprise are investigated. Practical recommendations are given for the implementation of talent management in the business processes of human resource management of a science-intensive enterprise and a number of promising directions for the development of the management system in this area are proposed. It is concluded that it is necessary to introduce talent management into the

business processes of human resource management in a science-intensive enterprise in order to increase the efficiency of its work.

Keywords: *talent management, personnel, personnel management, personnel development, human resources, talent development, business processes, strategic management, knowledge-intensive enterprises*

Malyshev A.V., Lanina L.A., Romodanovskaya N.B.

CLUSTERS OF "CREATIVE INDUSTRIES": DEVELOPMENT PROSPECTS (ON THE EXAMPLE OF REGIONAL FILM CLUSTERS)

Modern economic processes increasingly require new approaches to inclusive growth, new patterns of production and consumption, as well as organizational and institutional changes at the micro and macro levels. Against this background, "cluster strategies" are becoming an increasingly popular approach to economic development of territories. "Creative industries" are the fastest growing sectors of the world economy, not only in terms of income generation, but also as initiators of job creation and export earnings. The article analyzes film production as a sector of "creative industries" and the development trends of film clusters in international practice. The possibilities of implementing a complex of regional programs to support film production were considered, based on the provision of subsidies (rebates) and the creation of film commissions as a basis for the subsequent organization of a regional film cluster. The authors focus on the social and institutional dependence of the film cluster at the initial stage of the life cycle, and also propose the directions of regional policy in the field of its development as part of the "creative industries" of the region.

Keywords: *film industry, creative industries, film clusters, rebates, regional*

Maltseva E.A.

ROLE OF BLOCKCHAIN TECHNOLOGY IN THE DEVELOPMENT OF ACCOUNTING IN THE DIGITAL ECONOMY

In the digital economy, under the influence of technological opportunities, the information support of economic processes is changing. Such changes lead to changes in accounting in the context of digitalization. Blockchain technology is a great potential for the development of accounting in the context of the digitalization of the economy. This technology has an impact on the development of elements of the accounting method. The development of blockchain technology is a prerequisite for the development of accounting in the digital economy. The article discusses the essence of blockchain technology, its advantages and disadvantages.

Keywords: *information, accounting, digital economy, digital environment, digital technology, blockchain technology*

E.A. Suchalkina

IMPACT OF DIGITALIZATION ON ORGANIZATION AND ACCOUNTING

The article discusses the impact of digitalization on the organization and maintenance of accounting. The digitalization of the economy is making changes to the system for collecting, storing and processing information. In this regard, new requirements are imposed on accounting. Digital data is becoming a key factor in all areas of economic activity. In this regard, new requirements are imposed on the organization and maintenance of accounting.

Keywords: *digitalization, digital economy, accounting, information, information technology*

Zhutyayeva S.A., Suchalkina E.A.

USE OF MACHINE LEARNING TECHNOLOGY IN TAX ADMINISTRATION

The article reveals directions for the work of tax administrations using machine learning, which open up opportunities for increasing work efficiency. The budget expenditures for financing the digitalization of the Federal Tax Service are analyzed. The article presents recommendations to consider when implementing machine learning methods, with particular attention to aspects of legality and ethics.

Keywords: *machine learning, digitalization, financing, legality and ethics, AIS "Tax-3"*

Michurina O.Yu., Dubinina N.A., Golivtsova N.N., Barmina E.Yu.

MODELS OF NETWORK INTERACTION IN THE INTEGRATED ASSOCIATIONS OF THE FISHERIES COMPLEX OF THE RUSSIAN FEDERATION

The ultimate competitiveness of an enterprise in the fishery complex depends on the renewal of fixed assets, financing of innovations and R&D, the volume of field exploration and other factors, the implementation of which is possible only on the scale of horizontally and vertically integrated structures through the development of associations in the fishing industry. The article identifies the most effective forms of entrepreneurial associations that have become widespread in the fishery sector of the Russian Federation. Models of network interaction for associations and unions, vertically and horizontally integrated holdings are proposed, which can serve as an analytical tool for identifying the features of the construction and functioning of large integrated formations in the fishing industry of the Russian Federation.

Keywords: *entrepreneurial structures, integration in the fishery complex, associations of the fishing industry, horizontal and vertical integration, models of entrepreneurial networks*

Terentyev Yu.V.

COMMUNICATION PROCESS OF FORMING BRAND ASSOCIATIONS IN THE CONSCIOUSNESS OF POTENTIAL CONSUMERS

In this article, based on the understanding of the essence of the trademark and the macromodel of the communication process, the communication process of the formation of brand associations in the minds of potential consumers is considered. The actors involved, the intermediate objects and the sequential sub-processes of this process are presented. A brief analysis of the sub-processes is given and the main errors that can occur during the implementation of each of the sub-processes are presented.

Keywords: *brand, brand association, desired brand image, current brand image, macromodel of the communication process, communication process of forming brand associations*

Balashova K.V.

THE ROLE OF ORGANIZATIONAL AND MANAGEMENT INNOVATIONS IN THE FORMATION AND ASSESSMENT OF THE MECHANISM OF MANAGEMENT OF INNOVATION ACTIVITIES

The article examines the approaches to determining the structure of the mechanism for managing the innovative activities of enterprises. The role of organizational and managerial innovations in the formation of a mechanism for managing innovative activities has been determined. A methodological approach is proposed to determine the effect from the implementation of all types of innovations by enterprises, including the effect from the implementation of product and technological innovations and the effect from the implementation of organizational and managerial innovations.

Keywords: *organizational and managerial innovations, innovative development, mechanism, management, indicators, efficiency, radio-electronic industry*

Balashova K.V.

DEVELOPMENT OF APPROACHES TO COMPREHENSIVE ANALYSIS OF THE MANAGEMENT PROCESS OF INNOVATIVE DEVELOPMENT OF ENTERPRISES AND THEIR INNOVATIVE ACTIVITIES

The article discusses theoretical and methodological approaches to the definition of innovative development, innovative potential, innovative activity. The factors that determine the conditions and potential opportunities for the transition of an enterprise to an innovative type of development are highlighted. An indicator for assessing the likelihood of implementing innovative development measures is proposed. The approach to assessing the deviation of the level of innovative development from the possible is mathematically formalized using the model of the stages of the product life cycle. The functions of management and the main methods of their implementation in the context of ensuring effective innovative development have been clarified. Methodological approaches to assessing the competitive position with the definition of an innovative strategy are proposed.

Keywords: *innovative type of development, assessment indicator, models of product life cycle stages, innovation strategy*

PEDAGOGICAL SCIENCES

Kolesnikova L.N.

RUSSIAN RHEETORICAL IDEAL OF THE TEACHER: TRADITIONS AND MODERNITY

The article analyzes the problem of effective influence and interaction of the rhetorical personality of the teacher with the students; the Russian rhetorical ideal of a university teacher is considered: tradition and modernity. The images of university teachers of the past and the present are analyzed and compared, the main characteristics of the Russian rhetorical ideal are revealed, the features of modern academic intercultural communication in the context of digitalization of education and distance learning are revealed, and certain conclusions are drawn.

Keywords: *Russian academic eloquence, Russian rhetorical ideal of a teacher, academic intercultural communication, digitalization of education, distance learning, the role of a teacher*

Boeva G.N., Sharafadina K.I.

EDUCATIONAL POTENTIAL OF CULTURE-ORIENTED CONTENT OF MODERN MEDIA

The relevance of the article is due to the recently seriously increased attention in the theory of mass media to the axiological aspect of modern communication channels, in particular, to the problem of value impoverishment of culture-oriented content in new media. The article presents an expert assessment of the heading cluster of digital resources with a projection on the domestic literary canon, referring to the corpus of classical works - from Pushkin to Bulgakov and Nabokov. The authors of the article insist on a methodological strategy for mastering the literary canon (domestic and foreign) as one of the key in the educational program a modern media specialist, assuming the systematic formation and development of both general cultural and professional competencies aimed at mastering integrative technologies for creating a media text.

Keywords: *liberal arts education, media specialist, competencies, media concept sphere, culture-oriented content, literary canon, media text*

T.V. Yakushkina

PEDAGOGY AND TECHNOLOGY IN THE PANDEMIC PERIOD: FOREIGN EXPERIENCE

The Association for the Dissemination of Computer Technologies in Education (AACE) has prepared a publication summarizing the reaction of the educational community of English-speaking countries to the transition of education to online format during the COVID-19 pandemic. According to the author of the article, the publication may be of interest to the Russian academic community for several reasons. First, as a new genre model of scientific publication, designed for rapid response in emergency situations. Secondly, as an online learning experience, in many respects overlapping with the Russian one. Finally, this book raises serious questions about the future of the entire system of modern education, regardless of the country.

Keywords: *AACE, online education, training during the covid-19 pandemic, technologies in education, emergency remote education*

Mkrtchyan T.R.

APPLICATION OF THE PRINCIPLES OF THE LEAN APPROACH IN THE DEVELOPMENT OF THE CONCEPT OF "SYNERGY EDUCATION"

The actual problem of modern business education is the lack of practical orientation and the relative ability to quickly compensate for the intellectual gaps in the competencies of company employees in the context of innovative development. The principles of a lean approach to the formation of a model of a flagship university - the core of the formation of an industry cluster are considered. The article uses the SERVQUAL methodology in the study of the quality criteria of an educational product in order to model the "synergistic effect" of education as a connecting element of the science-education-industry complex.

Keywords: *business education, quality, lean approach, practice orientation, innovation, gap, synergetic education, flagship university, cluster*

Nazarova L.V., Pomeranets I.B.

DISTANCE LEARNING EXPERIENCE

The article highlights the experience of the transition to distance learning a foreign language in a pandemic. The technical and content components of distance learning are discussed in detail. The problems of introducing a remote educational process are described, an analysis of student satisfaction with learning outcomes on the Internet platforms is presented.

Keywords: *distance learning, online platform, video conferencing, covid-19 pandemic, online resources, online survey*

Mironova N.A.

*PEDAGOGICAL POTENTIAL OF THE ELECTRONIC BOOK: UPDATE OF
METHODOLOGICAL POSSIBILITIES*

The article reveals the pedagogical potential of an electronic book, the methodological possibilities of using digital books in the learning process. Several definitions of an e-book, proposed by various research scientists, are being updated. The book by J. Merkoski "Book 2.0. The past, present and future of e-books through the eyes of the creator of the Kindle ", the new possibilities of readers are revealed, the prospects and risks of using the readers in the teacher's professional activity are explained.

Keywords: *pedagogical university, e-book, comfortable reading, reader*

Rezinkina L.V., Yanyk I.V.

MANAGEMENT CULTURE OF COLLEGE STUDENTS

The article makes an attempt to consider the concept of "managerial culture of a college student" on the basis of an analysis of various approaches to this phenomenon, reveals the relevance of its research in a college environment.

Keywords: *management culture, college student, vocational secondary education*