

# CONTENT

## ECONOMIC SCIENCES

<b>Yu.A. Antokhina, A.G.Mikhailova, A.M. Kolesnikov, T.A. Cocode</b> The role of personality and business qualities in becoming a professional .....	3
<b>IN. V. Okrepilov</b> Petersburg as a socio-economic system during the period of digitalization of the economy .....	9
<b>BUT. V. Kharlamov, M. A. Fokin</b> Analysis of the state regulation of the economic system of Russia .....	14
<b>N. G. Lashkova</b> Accounting and analytical support economic security of the enterprise in the context of the use of information and communication systems .....	18
<b>N. G. Ivanova</b> An approach to determining the level of economic security of Russia .....	24
<b>I. Z. Kasatkin, N. A. Finogenova</b> Methodological aspects of the implementation of the PPP project risk monitoring system .....	34
<b>N. G. Lashkova, A. P. Drozdova</b> Perfection financial control in the field of placing orders and public procurement mechanisms .....	37
<b>IN. I. Ivanova, V. F. Skorodumov, A. P. Antonov</b> Economic and mathematical modeling of the influence of the parameters of the intra-organizational environment on the efficiency of the labor process .....	42
<b>N. N. Trofimova</b> Strategic aspects introducing talent management into the business processes of human resource management of a science-intensive enterprise .....	50
<b>BUT. V. Malyshev, L. A. Lanina, N. V. Romodanovskaya</b> Clusters "creative industries": development prospects (on the example of regional film clusters).....	56
<b>E. A. Maltseva</b> Role of technology blockchain in the development of accounting in the digital economy .....	64
<b>E.A. Suchalkin</b> Influence digitalization for the organization and maintenance of accounting .....	67
<b>FROM. A. Zhutyayeva, E. A. Suchalkina</b> Using machine learning technologies in tax administration .....	70
<b>O. Yu. Michurina, N. A. Dubinina, N. N. Golivtsova, E. Yu. Barmina</b> Models network interaction in integrated associations of the fishery complex of the Russian Federation .....	74
<b>Yu.V. Terentyev</b> Communication process formation of brand associations in the minds of potential consumers .....	82
<b>K. V. Balashova</b> The role of organizational and managerial innovations in the formation and assessment of the mechanism for managing innovative activities .....	90
<b>K. V. Balashova</b> Development approaches to a comprehensive analysis of the process of managing the innovative development of enterprises and their innovative activities .....	94
<b>PEDAGOGICAL SCIENCES</b>	
<b>L. N. Kolesnikova</b> Russian rhetorical ideal of the teacher: tradition and modernity .....	101

<b>G. N. Boeva, K. I. Sharafadina</b> Educational potential of culture-oriented content of modern media .....	107
<b>T. V. Yakushkina</b> Pedagogy and technologies during a pandemic: foreign experience .....	115
<b>T. R. Mkrтчhyan</b> Applying Lean Principles to development of the concept of "synergetic education" .....	120
<b>L. V. Nazarova, I. V. Pomeranets</b> Experience distance learning .....	126
<b>N. A. Mironova</b> Pedagogical potential of e-books: actualization of methodological possibilities .....	134
<b>L. V. Rezinkina, I. V. Yanyk</b> Managerial culture of college students .....	138