

ECONOMICAL SCIENCES**I. V. Ilyinsky, A. A. Moldovan****CHINA'S FREE ECONOMIC ZONES**

A relatively new and important phenomenon for the development of international trade and individual national economies in the world economy has become a sharp increase in the number of special economic zones around the world. It is generally believed that special economic zones serve as one of the most effective tools for the development of national economies. By 2019, according to the international organization UNCTAD, there are more than 5,300 special economic zones in the world, while the organization did not take into account more than 8,300 other similar economic zones in its study due to the peculiarities in the approach to the definition of such economic entities. The spread of SEZs, indeed, has a global character, since their formation is observed today in more than 190 national economies. Although SEZs have become widespread worldwide in the last two decades, however, the stage of formation of this phenomenon began in the 1980s, for example, in the economies of the United States and China. The most successful and effective in the global economy were the first special economic zones of China.

Keywords: trade, SEZ, GDP, budget, economic development, economic sector.

A. V. Samoilov, A. P. Drozdova**STATE CORPORATIONS AND INNOVATION DEVELOPMENT OF RUSSIA**

The article analyzes the role of state corporations in the innovative development of the Russian economy, highlights common problems of innovative development of state corporations, and suggests ways to solve them problems of innovative development of state corporations.

Keywords: state corporation, innovative development, problems of innovative development of state corporations.

M. V. Chigiriniva**SELECTION AND ADAPTATION OF BUSINESS MODELS OF STARTUPS IN THE CREATIVE FIELD**

The article discusses the theoretical aspects of business modeling, promising directions and alternative approaches to research in this area, as well as the possibilities and ways of applying the results of these studies in the creation of startups in the creative field.

Keywords: business model, value, template, startup, value creation, innovation, segment, competition, crowdsourcing, customization.

I. A. Zhulega**INTERNATIONAL SETTLEMENT SYSTEM: DIVERSIFICATION OF FOREIGN EXCHANGE RESERVES**

The article is devoted to the analysis of the situation in the global financial markets in the context of the monetary policy pursued by the US Federal Reserve at the present stage. The proportions of foreign exchange reserves of developed and developing countries are considered, as well as the position and prospects of the American dollar in the international settlement system. Dynamics of international financial relations are described and prospects of currencies of other leading economies of the world are estimated.

Keywords: dollarization, foreign exchange reserves, financial markets, securities.

K. N. Aleksandrov, N. G. Ivanova**MARKET CAPITALIZATION AS AN INDICATOR OF TRUST**

The American, Chinese and Russian stock markets were observed in the article. The capitalization of companies and its ratio to other financial indicators were assessed. Based on the results obtained, a comparative analysis of the markets was carried out to find out a correlation between financial indicators of companies and trust. A quantitative indicator of trust in a national stock market is proposed, which refers to the capitalization of companies and the macroeconomic situation in each country. The level of trust to these stock markets was assessed. Macroeconomic and financial indicators which influence on the choice by economic agents of national stocks were distinguished.

Keywords: national stock market, investor, trust, capitalization, P/E, dividend yield, inflation, key rate, GDP.

M. E. Salakhova, A. A. Dorogovtseva**THE ROLE OF BUSINESS -PROCESSES IN THE ORGANIZATION**

The scientific article is devoted to the analysis of business process modeling methodologies and their role in enterprise management. Theoretical aspects and fundamentals of business processes and their management are considered. The classification of business processes and the place of business processes in the formation of the organization are analyzed.

Keywords: business processes, business management, business, classification of business processes, description of business processes, automation of business processes.

N. N. Trofimova

FEATURES OF ADDITIVE AND SUBTRACTIVE PRODUCTION TECHNOLOGIES IN THE CONTEXT OF THE NEW INDUSTRIAL REVOLUTION

The author shows that since the last industrial revolution, production technologies have never stopped developing, and enterprises are still striving to introduce faster, cheaper or better production methods into their business processes. In the last few decades, some of the most reliable processes for the manufacture of non-standard parts have been related to two aspects: additive and subtractive production. The advantages and disadvantages of additive and subtractive production technologies are investigated. On the basis of the identified advantages and disadvantages, the features of modern additive and subtractive production technologies in the conditions of the new industrial revolution are emphasized.

Keywords: manufacturing, additive technologies, subtractive technologies, 3D-production, 3D-printers, 3D-printing, industrial revolution.

T. V. Volkova, A. N. Litvienko, A. S. Tatevosyan

ANALYSIS OF THE INFLUENCE OF FOREIGN ECONOMIC ACTIVITIES ON ECONOMIC SECURITY OF ST. PETERSBURG

The article assesses the impact of foreign economic activity on the economic security of the city of St. Petersburg by using the method of correlation-regression analysis of such indicators as the foreign trade turnover of the city of St. Petersburg and its gross regional product for 2013–2019, a review of scientific literature on the research topic.

Keywords: correlation-regression analysis, foreign economic activity, economic security, foreign trade turnover, gross regional product, St. Petersburg.

N. G. Lashkova

MODERN APPROACHES TO ENSURING THE ECONOMIC SUSTAINABILITY OF THE ENTERPRISE

The article deals with the development of entrepreneurship, analyzes the external conditions and internal causes that affect poor governance. Management solutions used to detect risk factors allow to carry out control measures to ensure the economic security of the company, to protect against economic risks and to provide a subsequent warning against financial threats.

Keywords: organizational directions of the management system, information components that create conditions for economic security of companies, the use of software for planning and control of spending.

A. V. Novikov

GLOBALIZATION OF THE WORLD ECONOMY AND GLOBALIZATION PROCESSES

The author discusses the concept of globalization, the degree and dynamics of the spread of globalization processes in various sectors of the world economy, as well as modern trends in economic development in their relationship with cyclical fluctuations in macroeconomic conditions. Interaction of dynamics of processes of globalization and deglobalization with periods of growth and recession of world economic conditions is described. The need to analyse the phenomenon of deglobalization in the context of existing comparative advantages in the conduct of international trade is emphasized.

Keywords: globalization, financial markets, international financial institutions, cyclical economic development.

I. G. Golovtsova, O. D. Dimitrichenko

MODERN PROBLEMS OF HOUSING AND COMMUNAL SERVICES OF THE RUSSIAN FEDERATION THAT HINDER THE EFFECTIVE WORK OF INDUSTRY ORGANIZATIONS

The importance of housing and communal services cannot be overestimated. The problem lies in the fact that, despite the national significance and the national scale of solving the housing problem, the population of most regions of our country is, in general, dissatisfied with the quality of housing and communal services (the share of satisfied consumers does not exceed 30–40 %), although there is some tendency to improve the situation. is still observed. The results of the activities of regional authorities to improve the quality of housing and communal services provided to the population are ranked second among the seven factors that form the population's aggregate assessment of the activities of executive authorities. In this article, the author made an attempt to scientific analysis and critical reflection on the features of modern problems in the housing and communal services sector of the Russian Federation.

Keywords: housing and communal services, depreciation of fixed assets, problems of management of housing and communal services of the Russian Federation, housing services, effective management.

N. G. Lashkova

QUESTIONS OF ASSESSING THE LEVEL OF ECONOMIC STABILITY OF A FIRM

The author discusses the issues of ensuring the economic stability of business, analyzes the external conditions and internal causes affecting the ineffective management of the organization. Management decisions used to detect risk-containing factors make it possible to carry out control measures to ensure the economic security of the company, protect against economic risks, and provide a subsequent warning against financial threats.

Keywords: methodology for assessing the level of economic strength, organizational areas of the management system, information

components that create conditions for industrial security of companies, the impact of corporate resources and entrepreneurial opportunities on economic sustainability.

N. A. Ivanova, V. A. Varfolomeeva

THE CONCEPT OF TAX PLANNING IN ORGANIZATIONS DURING THE PANDEMIC

The COVID-19 crisis has seriously disrupted the world order and at the same time has put significant pressure on public finances. A significant part of taxpayers have been deprived of their resources, and this problem affects both individuals and legal entities. During the pandemic, many enterprises faced a reduction in their activities and were forced to close offices, international deliveries were stopped, organizations and enterprises lost large sums of money. In order to stay afloat, we need support from the state, and first of all it concerns tax policy. Therefore, the topic of the article is relevant. The purpose of this article is to consider the essence of tax planning in organizations during the pandemic. The main method of tax planning is tax optimization. To do this, it is necessary to consider the directions of tax optimization as an element of tax planning, to determine the factors affecting it, the problems that any organization in the field of tax optimization can face during a pandemic. The authors believe that the main direction of tax planning should be tax optimization, which should lead to a reduction in the tax burden. All this is necessary to support businesses and organizations during the pandemic.

Keywords: tax optimization, tax planning, income tax, special economic zones, innovation activity, knowledge-intensive organization.

A. A. Boreisho

QUALIMETRIC ASSESSMENT OF MANAGEMENT QUALITY

The author discusses the assessment of the quality of management using a qualimetric approach. A method of digitizing data based on expert assessments and the scaling method is presented, categories of experts are formed and questionnaire forms are compiled for each category. On the basis of an extensive database, the application of the methodology for assessing the quality of management is considered. Approaches to assessing the quality of management based on linear convolution, multi-criteria evaluation using finding the Kemeni median and neural network programming are presented.

Keywords: management quality assessment, qualimetric assessment, integral quality indicator, expert assessment.

PEDAGOGICAL SCIENCES

V. V. Gorshkova

UNIVERSITY CONCEPTS IN THE MODERN ERA: ANALYSIS OF THE EXPERIENCE OF ADVANCED UNIVERSITIES IN THE WORLD COMMUNITY

This author analyzes the concepts of universities in the context of modern information culture. The most promising initiatives and directions for the development of the educational environment of higher education are presented. The problems of introducing the information model into the world systems of higher education and universal factors of influence on the efficiency of its functioning are considered.

Keywords: Educational technologies, the concept of information development, distance education, information culture, educational platform.

L. V. Kudrina, K. I. Sharafadina

INTERACTIVE WAYS OF FORMING THE MEDIA TEXT COMPETENCE OF FUTURE JOURNALISTS

The article is devoted to the systematic generalization of the experience of using interactive innovative educational technologies in the process of training future journalists as media specialists with broad professional competencies. The object of methodological reflection was the case method used in the classroom as part of the elective author's course «Technology of creating and editing media texts», introduced into the bachelor's work plan by the Department of Journalism of St. Petersburg Humanitarian University of Trade Unions. The case strategy of practicing the skills of creating journalistic, advertising and PR texts contributes, according to the authors, to the actualization of the creative potential of students. Simulation individual and team tasks and discussion of their results also contribute to the joint creative process and are promising for the distance learning process.

Keywords: media specialist, media convergence, innovative training, professional competencies, case method, media texts, PR text, advertising media text.

N. A. Mironova

TECHNOLOGY FOR CREATING A VIRTUAL TOUR OF THE MOSCOW PAGES OF LIFE M. YU. LERMONTOV: FROM EXPERIENCE IN A PEDAGOGICAL UNIVERSITY

In modern methodological science, a virtual tour through the pages of the life of a writer is considered as a kind of extramural excursion in the context of digitalization, as a result, excursionists (participants) are almost completely immersed in the picture of events through computer technologies. This article highlights the main typological characteristics of a virtual tour through the pages of the writer's life, and also reveals the methodology for preparing a philology student to create a virtual tour through the Moscow pages of M.

Yu. Lermontov. The content of the research consists of the materials of the author of the article, developed for the methodological disciplines «Methods of teaching literature», «Multimedia technologies in literary education», «Modern forms of classes in literature.» Designing a virtual tour through the pages of a writer's life, carried out by students of philology in a practical lesson on a methodological discipline, is one of the forms of organizing an intracultural dialogue between classics and modernity.

Keywords: Technology, virtual tour, creative, methods of training a student-philologist, forms and methods of organization.

N. A. Popova

DESIGNING LITERATURE LESSONS AT A SEMINAR AT A PEDAGOGICAL UNIVERSITY:
LITERATURE LESSONS ON PROSE BY GUZEL YAKHINA

The author describes the design of educational materials during the development of the courses «Methods of teaching literature», «Modern literature lesson» and «Reading practices». M. A. Rybnikova spoke about the importance of teaching future wordsmiths to design lessons in the 30s of the XX century. The scientist's views are reflected in the Federal State Standard of Higher Education, which states the requirement for students receiving pedagogical education to master the skills of independent design of literature lessons. Modern literature, prose by Guzel Yakhina is used as a methodological resource. Modern prose provides unlimited opportunities for the formation of the necessary skills and abilities of future teachers of literature, as it encourages them to show maximum independence when designing lessons. Therefore, we propose to use the potential of modern prose in the classes of the methodological cycle at the university. The choice of the work for analysis is due to the wide public resonance and actualization of the ideas of classical literature in the novel by G. Sh. Yakhina. The article offers methodological recommendations for working on the text of the novel «My Children» at a pedagogical university and talks about the work carried out.

Keywords: reading practices, modern literature lesson, modern literature, pedagogical university.

T. V. Malkova, A. Iu. Baranov

WAYS OF USING INTERACTIVE GAME TECHNOLOGIES IN FOREIGN LANGUAGE TRAINING

The authors evaluate the advantages and feasibility of using interactive games as a modern method of learning, their impact on the effectiveness of the educational process and the level of motivation of learners to learn a foreign language. It examines some information resources allowing to develop foreign language communicative competence and improve foreign language practical skills. The creation of interactive quizzes and their use in foreign language classes is discussed in more detail on the example of PuzzGrid — interactive quizzes generator.

Keywords: interactive forms of learning, interactive game, quiz, information technologies, foreign language learning, learning effectiveness, motivation, Internet resources.

Sun Ts., I. P. Tsvetova

USING NATIONAL SPEECH ETIQUETTE TRADITIONS IN RKI TRAINING

The article contains the material of the module «Speech Communication,» for classes with foreign students in Russian under the section «Courtesy Formulas. Appeal. Greetings, Farewell. Euphemism. «The relevance of the work is determined by two aspects: 1. The need to adapt foreign students to the realities of the Russian speech tradition. 2. Familiarity with a variety of basic communicative techniques. The novelty of the work is determined by the material used, taken from the media and its interpretation from the point of view of the traditions of Russian and Eastern (Chinese) etiquette. Examples of speech etiquette of Russian and Chinese politicians are investigated by means of comparative methodology. The practical value of the article is the possibility of using its material in classes on speech communication, speech culture and the style of the Russian language with Chinese students.

Keywords: style of pedagogical communication, etiquette formulas, speech intents, appeal, greeting.

D. V. Shtepo, V. A. Domansky

SOCIO-CULTURAL EDUCATION IN A MILITARY UNIVERSITY

The article reveals the essence of socio-cultural education, its purpose and objectives, examines the peculiarity of the socio-cultural education of cadets of a military university through national spiritual and cultural axiologems. The recognition of the need to strengthen the socio-cultural component of the upbringing of cadets of military universities is substantiated, which is enshrined in the normative acts, «The concept of spiritual and moral development and upbringing of the personality of a citizen of Russia».

There is no need for a unified approach to the theory and practice of sociocultural education, justification of the means that will ensure its implementation. The authors have developed a model of the socio-cultural environment of a military university, its structural components — target, methodological, technological, criterion-evaluative blocks. In its most general form, the pedagogical model includes target, methodological, technological, criterion-evaluative blocks. The target block contains goals and objectives; methodological — philosophical, general methodological and specific scientific approaches; technological — forms and methods (first of all, debatable); criterion-evaluative — indicators that allow you to identify the success, the effectiveness of the implementation of education.

Keywords: sociocultural education, sociocultural environment, military university, pedagogical model, pedagogical modeling.

T. A. Nalimova

QUESTIONS OF CULTURE OF WRITTEN SPEECH AND LANGUAGE COMPETENCE OF AUTHORS OF SCIENTIFIC PUBLICATIONS

The article analyzes the main violations of language norms in scientific texts; attention is drawn to difficult cases in spelling and punctuation; the need for continuous improvement of the language competence of the authors of scientific publications is noted.

Keywords: culture of written scientific speech; the main violations of language norms in scientific texts, difficult cases in the system of spelling and punctuation norms.

T. A. Nalimova, T. E. Milevskaya

LANGUAGE PROBLEMS OF THE DESIGN OF MODERN SCIENTIFIC WORKS

The authors discuss some of the features and difficulties of creating scientific texts in modern conditions; the main violations of language norms in them (grammatical, lexical, stylistic) are analyzed. The authors note the dependence of the identified violations on serious changes in the practice of writing scientific papers related to the digitalization of all spheres of modern life. Attention is drawn to the need to constantly improve the level of language competence of the authors of scientific publications.

Keywords: culture of speech, written scientific speech, text, violation, language norm, paragraph, digitalization, Internet.

S. V. Gorskaya, E. V. Gubanikhina, E. A. Zhestkova, N. S. Kudakova, I. V. Yudenkova

MODERN APPROACHES TO THE FORMATION OF MEDIA COMPETENCE OF STUDENTS OF A PEDAGOGICAL UNIVERSITY

Higher educational institutions face the task of preparing students who are mobile, critically thinking, able to analyze, justify their point of view, possess information and communication technologies, ready to realize their intrapersonal potential through media technology. The purpose of this article is to describe a model of media competence formation that allows students of a pedagogical university to function harmoniously in the information society and be an active participant in the transformations in it.

Keywords: media competence; media space; student of a pedagogical university; professional activity; information society.

A. M. Kazimirovich

THE PRACTICE OF IMPLEMENTING PRIORITY DIRECTIONS FOR THE DEVELOPMENT OF PROFESSIONAL ORIENTATION TO INFORMATION SECURITY AMONG CADETS OF MILITARY INSTITUTES

The article is devoted to the study of the effectiveness of certain areas of training cadets of military institutes to ensure information security. The article notes that such training directly depends on the degree of development of the relevant aspect of professional orientation. For the development of professional orientation to information security among cadets of military institutes of the National Guard troops, the implementation of the educational work program «Culture of information security officer», as well as scientific and representative events is proposed. The effectiveness of the proposed measures is checked by the diagnostic tools complex «Diagnostics of significant characteristics of personality qualities in matters of information security». The results obtained indicate the effectiveness of the presented organizational and methodological support in the development of professional orientation to information security. In conclusion, it is noted that, taking into account the development.

Keywords: information security, professional training of cadets of military institutes, diagnostics and information security technologies.