

ECONOMICAL SCIENCES

A. A. Vorona, A. G. Getman, L. A. Kopteva

PROMISING AREAS OF DIGITALIZATION OF TRANSPORT AND LOGISTICS SYSTEMS OF THE EAEU

In modern conditions, all spheres are undergoing change, and transport and logistics systems, which are particularly susceptible to the influence of both internal and external factors, are no exception. The development of digital technologies affects the process of active digitalization in the transport and logistics sector, which is in particular need to introduce advanced digital solutions. In this regard, it becomes relevant to consider the issue of the impact of economic, legal, external and internal factors on economic security while ensuring the development of transport and logistics flows on the territory of the Eurasian Economic Union (EAEU) with the introduction of digital technologies. Digitalization makes it possible to increase the efficiency of the main processes and operations of transport and logistics systems, in particular, to improve the accuracy of planning and forecasting the parameters of material flows, to process incoming requests for delivery with high speed, to select the most appropriate mode and type of vehicles in relation to the characteristics of the goods, to determine rational transportation routes, speed up the execution of orders for delivery. All this indicates the need to expand the potential of logistics as part of the development of modern digital ecosystems of transport and logistics services and accelerate the transition to the next technological order from the traditional (analogue) form of economic management to the digital economy and digital logistics. The paper considers the significant changes taking place in the transport and logistics processes of the EAEU and substantiates the need for their digitalization in modern conditions associated with the COVID-19 pandemic. In addition, the authors identified the current problems that can make significant changes to the final results and economic security of the functioning of the transport and logistics systems of the EAEU. Promising directions for the development of transport and logistics systems in connection with the transition to Internet commerce are proposed.

Keywords: international supply chains of goods; logistics processes; transport and logistics systems; integration associations; digital transformation; digital logistics technologies; economic security.

S. L. Gorobchenko, D. A. Kovalev, J. S. Kovaleva

APPLICATION OF THE «SYSTEM TRAPS» TOOL FOR ANALYZING AND FORECASTING CHANGES IN GLOBAL MARKETS

The issues of applying a systematic approach to the analysis and forecast of changes in global markets are considered. The «System Traps» tool is demonstrated, which can give an idea of the course of changing processes in global markets in conditions of their turbulence. A working example of assessing and forecasting changes in global market relations «Russia — the Collective West» in the medium and long term is shown.

Keywords: System approach, system traps, market turbulence, global changes, key points of change in the behavior of systems, assessment and forecast of the development of system traps.

Yu. S. Valeeva, O. V. Dyudina

THE MAIN DIRECTIONS OF THE COUNTRY'S ENVIRONMENTAL POLICY

The current crisis phenomena in the economy of most countries have a great impact on the implementation of the main directions of environmental policy related to the policy of replacing energy resources with «clean» ones that do not pollute the atmosphere and do not harm living organisms and the environment. The impact of the crisis may slow down the implementation of many policy points in developed countries, including in the European Union. The article examines the experience of implementing environmental policies in different countries, provides the main concepts and ways of developing new economic models (in particular, the green economy) of some developed countries, and also examines the directions of transition to renewable energy sources (RES) in developing countries.

Keywords: environmental policy, green economy, sustainable economic development, nuclear power plants, renewable energy sources.

A. V. Grachev, A. N. Litvinenko, L. V. Sikorskaya

SMUGGLING AS A THREAT TO THE NATIONAL SECURITY OF THE COUNTRY: PROLIFERATION FACTORS AND COUNTERACTION TOOLS

The authors consider smuggling as a threat to the national security of the country by analyzing the content of the conceptual foundations of Russia's national security and highlighting the consequences of smuggling for the country's economic system. The authors draw attention to the modern realities of the economy, which expand the importance of smuggling for individual economic entities and the entire economic system. The factors of the spread of smuggling in Russia are determined. The role of the internal affairs bodies in countering this phenomenon is determined.

Keywords: smuggling, national security, economic security, factors, counteraction, internal affairs bodies.

Yu. V. Terentyev

BRAND TYPE SYSTEMATIZATION

This article describes two approaches to branding types systematization. For each systematization approach there is a proposed structural principle on which brand type systematization takes place: the first one is based on the system construction of the society; the second one is based on the communication promotion process of a trademark (brand).

Given the practical essence of branding usage in the development and promotion of trademarks (brand), the second systematization approach is highlighted as the most productive for strategic brand management. Each brand type reviewed in the second approach gets its main specifications.

Keywords: brand, trademark, branding, branding types systematization.

V. V. Lizovskaya

PERSONAL BRAND: FINANCIAL MODEL

Previously, a personal brand referred more to famous politicians, actors, singers and other representatives of show business, but now this is an important issue for businessmen, managers, and even employees. In addition, the issue of personal brand development has acquired particular importance in sports. The article is devoted to the analysis of the concept and essence of a personal brand and brand models that can be used to study a personal brand. Using examples from business, politics and sports, well-known personal brands, their significance, as well as tools for promoting personal brands and financial aspects of personal branding are considered. A personal brand model has been developed that takes into account the financial component.

Keywords: personal brand, personal branding, brand promotion, image, reputation, monetization, brand investment.

M. G. Treyman

ECOLOGICAL AND ECONOMIC FEATURES OF WATER RESOURCES MANAGEMENT IN URBAN CONDITIONS — PROBLEMS AND PROSPECTS IN URBAN CONDITIONS — PROBLEMS AND PROSPECTS

An important aspect of water resources management in the region is the organization of ecological and economic activities of the water supply and sewerage enterprise. In this case, the study reveals the specifics of the organization of production activities and regulatory regulation of fees for negative environmental impact. The assessment of the payment for the negative impact on the environment is carried out monthly and forecasts for the receipt of funds for the enterprise for the year are given. The payment mechanism performs compensating and stimulating functions and is important and effective for subscribers, but we note that today it does not fully compensate for the damage caused to the environment.

Keywords: water resources, payment for negative impact, ecological and economic activity, water supply and sewerage enterprises.

I. S. Pinkovetskaia

THE USE OF DIGITAL TECHNOLOGIES AT ENTERPRISES IN RUSSIA

In recent years, there has been a transformation of management and technological processes at manufacturing enterprises based on the introduction of computers and digital technologies. In the course of the study, an assessment was made of indicators characterizing the current level of use of three groups of digital technologies at manufacturing enterprises in the regions of Russia, namely machine learning based on neural networks, computer intelligence and natural language processing. The official statistical information for 2020 was used as the initial empirical data. The main attention in the study was paid to the regional peculiarities of the use of the technologies in question. The study was conducted using mathematical models representing the density functions of the normal distribution. Such functions have been developed for each group of technologies. The study showed that in 2020, on average, one in five enterprises used machine learning and neural networks in their production activities. On average, every fourth company used computer intelligence technology. Every seventh company used natural language processing technology. The results of the study can be used by federal and regional government bodies in justifying measures for the development of digitalization.

Keywords: machine learning; neural networks; computer intelligence; natural language processing; normal distribution functions.

Vinogradov L. V., Kolbina A. D., Li Junxian

THE QUALITY OF IT PRODUCTS IN THE OVERALL QUALITY CONCEPT

The article presents a retrospective view on the development of the concept of quality, analyzes the place of software quality testing within the framework of the concept of total quality management. Software in modern conditions is a key factor in the digital transformation of the global economy, and quality management of IT products seems to be an evolutionary continuation of the concept of quality. As part of the study, modern models of software quality were identified and the key advantages of using these models were revealed.

Keywords: information technology, IT, software quality, control, quality concepts, statistical quality control.

E. A. Suchalkina, M. Kerimova, D. R. Fayziev

FORMATION OF ACCOUNTING STATEMENTS IN THE CONDITIONS OF TERMINATION OF ORGANIZATIONS

The authors examines the formation of accounting statements in the conditions of termination of activity on the example of JSC «AVTOHIDROPODEMNIK», an analysis of the financial situation of the enterprise under study is carried out. It also reveals the theoretical aspects of the formation and content of accounting statements, namely the general rules and requirements for it, the structure and content of the main forms of accounting statements in the conditions of termination of activity.

Keywords: accounting statements, economic analysis, termination of activity, liquidation, bankruptcy.

PHILOSOPHY SCIENCES

N. G. Druzhinkina

RELIGIOUS AND PHILOSOPHICAL SEARCHES OF THE RUSSIAN INTELLIGENTSIA IN THE LATE XIX — EARLY XX CENTURIES

The author considers participation of Russian intelligency in discussion of questions of church reforming, a substantiation of concepts Church. By the important stage in evolution of God-seeking are considered (examined), реформаторства there was an occurrence of religious — philosophical assemblies and societies «веховских» ideas. This current has received the name on issued in Moscow in 1909 to the collection of «Mark» in which have taken part M. O. Gershenzon, S. N. Bulgakov, P. B. Struve, S. L. Franc, etc. God-seeking of Russian intelligency has left far for frameworks of the academic discussions, on pages of newspapers and special magazines, began credo of their life and has defined character of an epoch.

Keywords: Russian religious philosophy, God-seeking, Vekhi, intelligentsia, Russian Orthodox Church, catholicity, pan-unity

F. I. Satsyperov

IMPERATIVE AND UNIVERSAL VALUES OF HUMANISM

The purpose of the article is to formalize the purpose and value basis of humanism. The article formulates the goal of humanism, substantiates the criterion approach of identifying the applicability of values as the basis of humanism (universal values), identifies universal values, their essence and humanistic role. A critical assessment of human life within the framework of humanism is carried out, its connection with universal values is revealed. The requirement of a holistic perception of a person for attributing values to the foundations of a humanistic worldview is formulated.

Keywords: humanism, the basis of humanism, universal values, postulates of humanism, criteria of values, human life, worldview, expansion, atomization, Universe, lack of predestination, anti-humanism.

PEDAGOGICAL SCIENCES

A. A. Melnikova, M. V. Sozinova

VALUE RESOURCE OF CULTURE AS THE BASIS OF A NEW EDUCATIONAL PARADIGM

The purpose of the article is to analyze the values of students in the context of the search for a basis for a new educational paradigm. Russia's exit from the Bologna educational system actualized the need to build its own paradigm of higher education, and therefore an analysis is needed: what can serve as the basis for building such a paradigm. Undoubtedly, a significant component of education is not only the knowledge gained, but also the values that are laid down in the learning process. Values are directly related to culture. In this regard, the article analyzes not only the values of modern students, but also the options for using culture as an educational resource, in which the necessary, but currently missing values are laid.

Keywords: student values, education paradigm, cultural foundations of education, cultural resources.

L. V. Adonina, T. A. Kokodey, A. M. Kolesnikov

FORMATION OF AN ANALYTICAL PROFILE AND STRATEGIES OF AN EDUCATIONAL ORGANIZATION

Currently, Sevastopol ranks only 44th out of 85 in the Russian Educational Supervision rating, which assesses the quality of general (school) education in various regions. The situation is significantly worse in the Republic of Crimea, which occupies only 71st place in the above-mentioned rating. At the same time, the national leaders are St. Petersburg, Moscow and the Leningrad Region. In this study, the analysis of the educational organization of general education is carried out (using the example of secondary school No. 52 Sevastopol). At the first stage, an analytical profile of this organization is formed, that is, an analysis and forecast of the main indicators of its effectiveness is carried out. As a result of this stage, the key features, characteristics, problems and competitive advantages of the school in the educational services market are identified. Thus, the authors introduce the concept of an analytical profile of an organization, which includes its general characteristics and features, competitive advantages and «problem points». At the second stage of the study, based on the results of the analysis and forecast, the strategies of the educational organization are formulated and their implementation is planned, while the developed strategies optimally correspond to the previously identified «problem points». The implementation of strategic alternatives formulated in this way contributes to improving the effectiveness of the organization under consideration with low educational results.

Keywords: analysis, forecasting, forecast, strategy, educational organization

E. V. Guselnikova, E. A. Stogova, A. I. Stogova

IMPLEMENTATION OF DISCIPLINES OF THE DEPARTMENT OF PHYSICAL EDUCATION DURING THE PANDEMIC

The authors discuss options for organizing the educational process in physical culture during the pandemic. The analysis of the level of health of students for the effective construction of the educational process is carried out. The means and methods for determining the readiness of students for control and evaluation activities for the successful development of competencies prescribed by federal standards of higher education are proposed.

Keywords: pandemic, distance learning, federal standards, self-monitoring diary, physical development, health, control and evaluation activities.

A. N. Tsatsulin

WILL THE DEVELOPMENT STRATEGY OF RUSSIAN SPORTS SAVE POSITION OF ITS INDIVIDUAL

SPORTS?

The article is devoted to assessing the prospects for the life of the main sport — athletics, which in itself is extremely important, which had a good reputation in the past, many Olympic champions, world records, outstanding coaches, advanced methods and practices for training athletes of the highest sportsmanship category. In recent years, a number of serious violations and doping scandals have led to the fact that Russian athletics has found itself on the sidelines of world sports and has lost the opportunity for full development in connection with the announced sanctions. The purpose of the material is the authors' attempts to study the recent past of the development of Russian athletics, look into the near future and assess the real prospects for overcoming the deepest systemic crisis. The goal determined the tasks, object and subject of applied research within the framework of this article. The presence of a satisfactory information base, literature support on the topic, detailed reviews from the media made it possible to properly organize the study of phenomena and events, to involve statistical methods of analysis and the theory of structural shift. And also draw the necessary conclusions, give the author's recommendations regarding the way out of the current impasse, which has humiliated the dignity of both Russian sports and the Russian state. In particular, we are talking about strict compliance with the requirements of the so-called road map, developed jointly with the Russian side by international organizations IOC, World Athletics, WADA and CAS.

Keywords: athletics, state statistics, reporting form, index method, structural shift, gender, sports doping, sanctions

T. V. Malkova, A. Iu. Baranov

ANALYSIS OF THE BENEFITS OF USING HUMOR AS A PEDAGOGICAL TOOL AFFECTING THE EFFECTIVENESS OF THE LEARNING PROCESS

Humor is an integral part of the learning strategy, and its competent use refers to the professionally significant components of the teacher's pedagogical skills. It helps to create a favorable learning environment, maintain the involvement and interest of students, enhance their mental activity, increase the effectiveness of perception and acquisition of learning material. Humor helps to remove communication barriers, to reduce the psychological distance between the teacher and the student and leads to more meaningful interpersonal relationships between them. The aim of the article is to analyze and synthesize the results of several foreign studies on the integration of humor into pedagogical activities and teachers' attitudes towards the use of humor as a component of effective learning. The authors conclude that the pedagogical potential of humor in learning is large enough and should not be underestimated. On the contrary, it is advisable for teachers to purposefully study issues related to the consistent use of humor in the educational process, in order to achieve a deeper understanding of its benefits, as well as to develop their own sense of humor, to use it correctly and appropriately in pedagogical activities.

Keywords: humor, pedagogical tool, teaching, learning, pedagogical process, efficiency, educational environment, survey.

Yu. I. Karpova, P. M. Tkachenko

INNOVATIONS IN THE TEACHING OF ART (BASIC) DISCIPLINES AT THE HIGHER SCHOOL OF DESIGN AND ARCHITECTURE OF ST. PETERSBURG POLYTECHNIC UNIVERSITY AND ST. PETERSBURG UNIVERSITY OF INDUSTRIAL TECHNOLOGIES AND DESIGN

The article proposes to consider the main issues of teaching painting and composition in graphics for the training of designers in SPbPU and SPbGUPTD. The tasks received at the intersection of different disciplines that develop universal skills are considered and analyzed.

Keywords: computer technologies, perception, creativity, design and art thinking, composition, plastic idea, color, shape, line.

N. V. Koshkina, E. V. Mayorova, S. A. Sokolovskaya

METHODOLOGICAL ASPECTS OF MILITARY UNIVERSITY CADETS TRAINING IN HIGHER MATHEMATICS

The authors consider some theoretical and methodological aspects of the formation of mathematical concepts in the training of cadets in higher mathematics at a military university. The main directions and features of the methodology for the formation of mathematical concepts have been identified. Using examples, the formations of concepts by a specific-inductive and abstract-deductive method are considered. The main educational and educational problems solved by teachers in the process of forming mathematical concepts are indicated. Objective and subjective reasons for adjusting the program of higher mathematics for cadets of team specialties were identified on the basis of the development and introduction into the educational process of inter-subject relations of mathematics with special military disciplines. The implementation of the study is carried out within the framework of existing professional competencies.

Keywords: competencies, lecture, definition, training methodology.

E. M. Karimulaeva

VISIBILITY AS A MEANS OF FORMING KNOWLEDGE AND SKILLS OF STUDENTS IN THE LESSONS OF LAW

The use of various visual tools allows to increase the efficiency and quality of students' learning of educational material, helps to include additional reserves and methodological techniques to improve the results of educational activities and reveals the methodology of effective work with visual learning tools. The principle of visibility is the fundamental principle of learning, which recreates the form, essence of the phenomenon, its structure, connections, interaction to confirm theoretical positions. The main requirement for a law lesson is the teacher's ability to provide motivation for teaching; to arouse students' interest in the content and methods of work, to create a creative, emotional atmosphere in the classroom.

Keywords: visibility, the principle of visibility in teaching, means of visibility, school education, activation of

cognitive activity.