

## ANNOTATION

### **ECONOMIC THEORY. WORLD ECONOMY**

**Novikov A. V.**

**DOI 10.46418/2079-8210\_2022\_4\_1**

#### **INNOVATION POLICY OF RUSSIAN COMPANIES IN MODERN CONDITIONS**

*The specifics of the modern business environment are increasingly manifested in the active involvement of creative industries that ensure the growth of the entire economy. Creative innovation is increasingly seen as a key tool for creating value, achieving business success, and sustainable prosperity in society. Countries that are able to adapt creative innovation to new world challenges are significantly strengthening their economic position in the international arena. Analytical research is needed to manage innovative development, which is the current background of this work. The purpose of this study is to analyze and evaluate the use of innovative creative technologies to create value. The objective of the study is a comparative assessment of the dynamics of innovative creative development of Russia and leading countries at the world level. Currently, in the context of the global crisis and the strengthening of economic sanctions against the Russian Federation by the United States and the European Union, the innovative orientation of the state's economic policy is of paramount importance. This is due to the fact that the achievements of innovative technologies, as never before, determine the dynamics of economic growth, the level of well-being of the population. Global indices of innovative development create a research area in which innovative factors, including creative activity, are under constant assessment. This assessment is a key tool for making a decision to increase the level of development of modern business processes and determine strategic priority vectors for development in the future in order to strengthen the economic position and competitiveness of the national economy.*

**Keywords:** creative technologies, innovative development, competitiveness of the national economy

**Lashkova N. G.**

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#### **ISSUES OF THE USE OF INFORMATION SYSTEMS FOR THE PURPOSE OF BANKRUPTCY PREVENTION AND ENSURING THE ECONOMIC SECURITY OF BUSINESS**

*The article deals with the issues of production sustainability in the context of information technology in the management of the company, the problems of financial success and prevention of economic threats.*

**Keywords:** modern computer technologies in management activities in order to guarantee economic stability and information security of a business entity

**Budagov A. S., Molchanova R. V.**

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#### **FORESIGHT TECHNOLOGIES IN AVIATION EDUCATION: MANAGERIAL ASPECT**

*The article is devoted to the study of the possibilities and methods of using foresight technologies in the management of educational organizations and the education sector as a whole. Foresight is considered from a conceptual and methodological standpoint, which emphasizes giving the technologies implemented within its framework (foresight technologies) a proactive character, as well as sub- jective unity in its organization and practical implementation - the integration of state representatives with its regulatory influence, science and the actual real sector of the economy. The features of aviation education are identified and typified, their relationship with educational foresight in aviation educational institutions and the directions that should be followed in the formation of strategic management decisions focused on foresight are*

characterized.

**Keywords:** foresight, continuing professional education, aviation education, educational foresight, foresight technologies

**Lizovskaya V. V., Salikhova Ya. Yu.**

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**MARKETING COMPETENCES IN MORDERN CONDITIONS: CLUSTER ANALYSES OF PROFESSIONS**

*The article deals with the development of the specialty «Marketing» in the context of changing market conditions and current requirements of the labor market. As a result of a critical review of the literature, the features of the competency-based approach used in education for managing personnel and companies in modern conditions were identified, which allows both to train the most sought-after specialists on the market and to increase the efficiency of a company by improving the quality of human resources. As an example for the analysis, the specialty «marketing» was chosen and the features of the competency-based approach to the development of marketing competencies were identified. Further, the authors analyzed the vacancies of the HeadHunter platform in terms of specializations and requirements for employees in the field of marketing. With the help of cluster analysis, it was possible to identify the profiles of the «Marketing» specialization, as well as to form recommendations for the training of marketers.*

**Keywords:** competency-based approach, specialty profile, marketing competencies, cluster analysis

**Zhulega I. A.**

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**PECULIARITIES OF DEVELOPMENT OF URBAN INFRASTRUCTURE TAKING INTO ACCOUNT MODERN TECHNOLOGIES**

*The author analyzes the relationship between the change in technological patterns of socioeconomic development and the sustainable development of urban infrastructure. The challenges of the next way of the technological revolution with the widespread introduction of digitalization are outlined. Topical aspects of managing the development of urban infrastructure using advanced intelligent information technologies «Smart City» are considered. In the course of the study, topical problems of education and development of society in the context of urban digitalization were considered. As a methodological basis for the study, the dynamics of changes in the field of urban development and education using digital technologies is proposed for consideration. An important role for «smart management» of knowledge management, including the management of human capital, representing the creative potential of people, is noted. It has been proven that intellectual resources have greater value and competitive advantages than material resources. It is substantiated that with the development of the digitalization of society, the sustainable development of urban infrastructure is based on the use of intellectual capital. Strategic vectors for the development of education and society in the context of universal digitalization are proposed.*

**Keywords:** digitalization, socio-economic development, smart city, education, strategic management

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

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**ENSURING THE ECONOMIC SECURITY OF AN ECONOMIC ENTITY AT THE STAGES OF COUNTERING THREATS**

*The authors consider threats to the economic security of economic entities, their classification, as well as the challenges facing theory and practice in the field of countering threats. The authors analyzed theoretical and practical management tasks at the stages of identification, prevention, neutralization, elimination of consequences from threats. Examples of general and specific threat prevention are presented.*

**Keywords:** economic security, threats, counteraction, identification, prevention, neutralization, elimination of consequences, economic entity

**Ivanova N. A., Varfolomeeva V. A.**

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**ENERGY COMPLEX: A MANAGEMENT MECHANISM IN THE CONDITIONS OF DIGITALIZATION**

*The authors analyze the mechanism for managing the energy complex in the context of digitalization. The relevance of the topic of this study is due to the fact that the prospects for economic growth and the welfare of the country largely depend on the degree of development of its energy complex. The purpose of the study is to identify the impact of digitalization on the mechanism for managing the energy complex of the Russian Federation. When conducting the study, we use the methods of analysis and generalization of the material on the mechanism for managing the energy complex of the Russian Federation in the context of digitalization, and we will also systematize theoretical and practical knowledge. The introduction of digital technologies has a positive effect on the economic efficiency of domestic companies in the energy complex. Thanks to the acceleration of the pace of digitalization in Russia, the country's energy complex will be able to significantly increase its profits. The authors come to the conclusion that the energy complex of Russia has significant development prospects due to the introduction of digital technologies, which, in turn, will help improve the mechanism for managing complexes and increase its efficiency.*

**Keywords:** energy complex, digitalization, oil and gas industry, raw material base

**Tsobkallo E. S., Afonin A. N., Tikhomirov A. F., Kiseleva N. N.**

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**SMALL AND MEDIUM-SIZED ENTREPRENEURSHIP IN LIGHT INDUSTRY**

*The authors consider trends in the development of light industry enterprises in the Russian Federation with a focus on small and medium-sized businesses. The problems of expansion and growth of textile, clothing and leather production in the sector of small business are outlined. Measures for the development and support of small and medium-sized enterprises in the light industry under the negative impact of sanctions are formulated. The measures of state support provided to various small and medium-sized enterprises are considered.*

**Keywords:** small and medium entrepreneurship, light industry, import substitution, state support

**Terentyev Yu. V.**

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**BRANDING FACTORS FOR DETERMINING THE EFFECTIVE FREQUENCY OF CONTACTS WITH THE TARGET AUDIENCE**

*This article based on the Ostrow model and understanding essence of the communication process in formation brand associations in the potential consumers minds, is considered the stage of assuming the effective frequency of the contacts number with the target audience during brand promotion. The factors are presented by the Ostrow model analogy that can influence the efficiency of brand association formation. A brief analysis of each of the presented factors is provided.*

**Keywords:** trademark, brand, brand association, current brand image, communication process of brand associations, communication message, effective frequency

**Kosareva A. N.**

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**ENTERPRISE ARCHITECTURE: PRESENT AND FUTURE**

*The experience and problems of introducing a process approach to the management of small and medium-sized enterprises are considered. Modern technologies are presented, which will allow transferring enterprise management to a new level.*

**Keywords:** digital economy, enterprise architecture, business architecture, operating architecture, business processes, information and communication technologies

**Mikhaylova A. G., Kokodey T. A., Kolesnikov A. M.**

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**ROLE OF INTERCULTURAL SENSITIVITY IN CONSTRUCTIVE INTERACTION IN**

## **MULTINATIONAL SPACES**

*The studied problem is essential for the system of domestic higher education, since intercultural sensitivity affects the success and productivity of communication between representatives of different cultures. The paper is based on the communicative theory of education developed by E. I. Passov. Personal factors of intercultural competence are considered, intercultural sensitivity and its main indicators are characterized. As part of the study, experimental work was carried out, including diagnostic methods: the SAIR test, the method of S. V. Dukhnovsky (Questionnaire «Subjective assessment of interpersonal relations»). The results of the experiment showed a significant increase in the levels of indicators formation of intercultural competence as person's integral characteristic, which is a system of multicultural knowledge, skills, abilities, interests, and values.*

**Keywords:** intercultural susceptibility, multinational society, intercultural communication, ethnocentrism, culture

**Baghdasaryan R. A.**

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### **CALLER OF THE RUSSIAN-ARMENIAN BROTHERHOOD. (TO THE 90TH ANNIVERSARY OF THE FAMOUS TEACHER, LITERARY SCHOLAR, EDUCATOR MIKHAIL DAVIDOVICH AMIRKHANYAN)**

*The anniversary article reveals the multifaceted activities of the famous educator, teacher, philologist, head of the Center for the Russian Language and Culture of the Yerevan State University. Valeria Bryusova, Chairman of the Friendship Society «Armenia - Russia» in the Armenian Society for Cultural Relations of Mikhail Davidovich Amirkhanyan. The scientist-educator is the author of a unique project and the permanent organizer of 19 international scientific and practical conferences «Russian Classics: Russian and National Literature» (2009-2022), bringing together many scientists from around the world, and primarily from Russia. Creative heritage of M. D. Amirkhanyan compiles dozens of books on Russian-Armenian literary and cultural ties. A special place is occupied by his works on the Armenian Genocide and its coverage in Armenian and Russian literary sources.*

**Keywords:** M. D. Amirkhanyan, teacher, educator, philologist, organizer of international scientific and practical conferences "russian classics and national literatures", books by the scientist

**Trufanova T. A., Kuzmin A. V., Bespalov M. V.**

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### **TO THE QUESTION OF THE CHOICE OF TRAINING METHODS IN THE SYSTEM OF PROFESSIONAL DEVELOPMENT OF THE ORGANIZATION'S PERSONNEL**

*The authors discuss the concept, goals, forms and methods of professional training of personnel. The essence and specifics of professional development as a type of vocational training are revealed and a systematic approach to improving the qualifications of personnel in the organization is considered. The authors of the article present a system of continuous professional development of personnel in the organization, consisting of operational, systematic and self-learning professional development. The choice of training methods based on a systematic approach to continuous professional development of personnel in the organization is justified.*

**Keywords:** training, vocational training, advanced training, system of continuous professional development, forms of training, methods of training, choice of methods of personnel training in the organization

**Matveeva M. S., Rezinkina L. V.**

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### **THE STUDY OF THE PHENOMENON OF SELF-DIRECTED LEARNING: HISTORICAL AND CULTURAL ANALYSIS, RESEARCH METHODOLOGY**

*For students studying in higher education institutions, self-directed learning as a way to develop themselves and improve their professional skills is the most relevant method of learning. However, in a free information society where information consumption is not regulated in any*

way, it is quite difficult to impart self-directed learning skills to learners. Before forming an environment conducive to the development of independence students, it is necessary to develop a special methodology that takes into account the original philosophical concepts, approaches to understanding the term «self-directed learning», creation of the method and techniques of research in this way, that the results meet the criteria of empirically valid material. In the article, it is planned to conduct a historical and cultural analysis of the phenomenon of self-directed learning, and to consider this as a holistic system that occupies a special niche in the social and cultural life of society.

**Keywords:** self-directed learning, research methodology of self-directed learning, self-directed learning levels

**Koshkina N. V., Mikheyeva E. V., Mordvinova O. V.**

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**IMPLEMENTATION OF INTERDISCIPLINARY APPROACH TO HIGHER MATHEMATICS CLASSES AT MILITARY UNIVERSITY**

*The article considers some theoretical and methodological aspects of training cadets in higher mathematics at a military university. The main directions and features of the training methodology were identified. The main educational and educational tasks solved by teachers in the process of implementing an interdisciplinary approach are indicated. The article on several practical examples examines the peculiarities of its implementation in practical and lecture classes of the Higher Mathematics discipline in a military university. The implementation of the interdisciplinary approach is carried out within the framework of existing professional competencies.*

**Keywords:** pedagogy, cadets, military university, training methodology, intersubject connections, interdisciplinary approach, competencies

**Rozhkov V. I.**

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**EXPERIENCE OF TEACHING THE DISCIPLINE «ERGONOMICS IN AUTOMATED CONTROL SYSTEMS» AT A TECHNICAL UNIVERSITY**

*With the increasing complexity of process control tools in the central heating and heat power industry, caused by the introduction of more complex computer technologies, automated process control dispatching systems during the transition to Industry 4.0 technologies, the role of the human factor affecting the quality of their functioning increases. Reducing the number of dispatchers' errors caused by their unprofessional actions during the operation of new equipment is one of the main tasks in the field of professional training of university specialists. Among the university disciplines that directly affect the quality of their training, there is a special discipline «Ergonomics in automated control systems», which allows students to look at the activities of specialists of enterprises taking into account the human factor. To improve the quality of graduates' training in the ergonomic direction, it is essential to use proven scientific and practical methods in the educational process, which allow graduates to give specific tools with which they can improve the quality of specialists' activities in the workplace, taking into account the production environment.*

**Keywords:** ergonomics, algorithms of activity, generalized structural method of functional-structural theory, improving the quality of teaching discipline, improving the competencies of university graduates