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ECONOMIC SCIENCES

A. V. Novikov

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ECONOMIC SECURITY IN THE CONTEXT OF INNOVATION POLICY: INSTITUTIONAL ASPECT

At the end of the 20th century, both foreign and domestic scientists justified the need to move from an industrial to an innovative economy. Innovation increases production efficiency, improves product quality, allows you to withstand market competition and thereby ensure economic security. On the other hand, ensuring economic security is the basis for sustainable development. Thus, innovative development and economic security are interrelated. Currently, the results of innovative development in Russia cannot be considered satisfactory in a number of indicators compared to world-class developed countries. The relevance of the proposed topic of the article is justified by the need to improve state policy in the innovation field to ensure sustainable development of the economy and its protection from real and potential threats. In this regard, the state of innovative development of Russia in the Global Innovation Index (GII) system was considered. A comparative analysis of the levels of innovative development of Russia and the leading countries in the GII rating is given. We analyzed in detail the institutional factors that affect innovative activity and are threats to Russia's economic security. Possible solutions have been proposed to increase the level of innovative activity that ensures the economic security of the Russian Federation.

Keywords: innovative development, economic security, innovation index, institutional indicators.

B. P. Kasatkin, D. V. Krivenkov

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THEORETICAL ASPECTS OF IMPROVING LOGISTICS ACTIVITIES TAKING INTO ACCOUNT CUSTOMS LOGISTICS RISKS

The purpose of this article is to substantiate the ways of developing logistics activities, taking into account customs risks. Research methodology based on the analysis of logistical risks and the development of ways to optimize the risk management system in the customs authorities.

The article classifies logistical risks when goods pass through customs duties. Features of the risk management system in the customs authorities are included. It is concluded that the priorities of customs administration, as well as the assessment of the declaration of false documents, are important, and this is a priority task of the risk management system, which optimizes, speeds up and improves the quality of customs control of goods and services, both in the process of declaring and after release.

Keywords: risk management system, risk, risk management system in customs authorities, customs authorities, customs control.

N. G. Lashkova

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ISSUES OF INCREASING THE EFFICIENCY OF RECEIVABLES MANAGEMENT IN THE CONTEXT OF COMPLIANCE WITH THE ECONOMIC SECURITY OF THE ENTERPRISE

The article deals with the impact of receivables on the economic stability of the company, the efficiency of its activities, since competent management of obligations on the part of debtors and creditors is the key to the success of the company and its economic security.

Keywords: multifunctional goals of economic stability, asset turnover, risky causes of economic stability and mechanisms for their elimination, enterprise economic security system.

N. N. Trofimova

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ORGANIZATIONAL ASPECTS OF THE DIGITAL TRANSFORMATION OF THE ENTERPRISE

One of the unique benefits of digital transformation is that it encourages and supports a digital innovation environment within an organization. Employees who are given access to powerful technology tools are more likely to collaborate and learn how to work with new technologies. The key parameters and main barriers to digital transformation from an organizational point of view are considered.

Keywords: personnel management, digital transformation, human capital, digital competencies.

I. A. Zubareva, B. P. Kasatkin

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THE ROLE OF INNOVATIONS IN EFFECTIVE RISK MANAGEMENT OF ENTERPRISES IN THE OIL AND GAS SECTOR OF THE ECONOMY

This article examines the role of innovation in the risk management process. The use of innovative technologies and methods can help companies more effectively identify, assess and manage risks, as well as create a more adaptive and dynamic risk management system.

The article describes what innovations can be used for risk management, such as analytical tools, artificial intelligence and digital technologies. In general, the article emphasizes the importance of using innovations in risk management for the successful operation of the company in an ever-changing business environment.

Keywords: risk management, innovation, analytical tools, artificial intelligence, digital technologies, efficiency, adaptability.

I. A. Zhulega, D. D. Kudelkina

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CUSTOMS CONTROL AS AN INSTRUMENT OF STATE REGULATION OF FOREIGN ECONOMIC ACTIVITY

In the context of the difficulties in trade caused by the regime of sanctions and sanctions in the European space and the rapidly growing processes of economic integration between Russia and Asian countries, the role and importance of the effectiveness of customs control as a type of state control and the main form of public administration in the customs sphere is growing. The strategic goals of the Federal Customs Service (FCS) of Russia at the current stage are to increase the competitiveness of the national economy and create favorable conditions for the development of foreign economic activity. Achieving these goals, in the context of the development of integration processes of the Eurasian Economic Union (EAEU) and unrelenting Western sanctions, is possible due to the further improvement of customs control mechanisms. The purpose of this study is a comprehensive analysis of the content and features of the control activities of customs authorities at the current stage of customs development. In this regard, the key aspects of legal regulation of customs control are considered in this work. The concept of customs control, the purpose of the conduct, forms and methods of conduct are defined. Various interpretations of this category of customs are presented, depending on the competencies of different regulatory documents. The specifics of the implementation of one of the main functions of customs authorities, customs control in modern conditions, as well as the role of customs authorities in ensuring economic security are considered.

Keywords: Eurasian integration, state control, customs authorities, economic security.

G. O. Ganotskii

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METHODS AND MODELS OF SPORTS MANAGEMENT IN PROFESSIONAL BASKETBALL CLUBS

Professional basketball clubs partially differ from other organizations in their specific activities, management models, and the end result of aspiration. One of the most effective and successful principles of sports organization is good sports results, continuous, purposeful sports management and organizational work. In the changing modern conditions, many professional basketball teams are forced to look for new models and methods to improve their performance.

To achieve the goals of a professional basketball club, teamwork is of great importance, combining human skills, thinking and other factors into a single whole. However, many basketball clubs determine the effectiveness of their activities based on results and rarely provide standards and evaluation criteria due to "trade secrets". Therefore, it is important to investigate what determines the existence and formation of successful, effective basketball sports organizations.

Sports management is an important and integral link for the effective performance of basketball teams. A sports organization requires a management culture that includes its mission, vision, adaptation of the organization, effective participation in the organization.

In order to improve sports management, it is desirable to take into account more external and internal aspects for the effective operation of a professional basketball club; to increase the involvement of players in the activities of the club.

Keywords: sports management, strategy, professional sports, basketball club, general manager, basketball players, sponsorship.

R. R. Galimov

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MODERN RESEARCH IN MANAGEMENT BY OBJECTIVES

The article presents an overview of modern research by foreign authors in the field of development of management by objectives (Management by Objectives, MBO) methodology.

Keywords: Management, employee effectiveness, goal setting, MBO.

I. A. Zhulega, Ya. V. Mulyavin

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FEATURES OF AUDIT IN THE FIELD OF PUBLIC CATERING

The article outlines the features of the audit in the field of public catering, highlighted by systematizing the available information on the activities of regulatory authorities and public catering enterprises in this area.

Keywords: audit, public catering, catering enterprises, regulatory authorities.

O. A. Uchaev

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PROBLEMS OF MEDIUM-TERM CYCLICAL ECONOMIC DEVELOPMENT OF THE RUSSIAN FEDERATION

The article deals with the issue of medium-term cyclicity of economic development of the Russian Federation in the period since the early 1990s and identifies the main factors of this cyclicity. The article shows that the medium-term cyclicity of macroeconomic dynamics in the Russian economy after the transition to market relations and integration into the global economy was determined by fluctuations in the external commodity markets, which is due to the choice of the commodity model of economic development, which remains to this day. It becomes a problem against the background of the development of crisis processes in the world economy and the formation of new conditions of economic relations between Russia and the main world. The solution to this problem is associated with the need to meet national development objectives concerning the transition from the raw material to the innovative model of economic development of the Russian Federation.

Keywords: cyclicity of economic development, medium-term economic cycles, export-oriented strategy of economic development, commodities.

A. A. Yakovlev

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CUSTOMER-CENTRICITY OF BANKING ACTIVITIES IN THE CONDITIONS OF DIGITAL ECONOMY

The article describes digitalization of banking activities closely related to client-centricity.

Keywords: client-centricity, customer-centricity, digital economy, CSI indicator, banking, digitalization.

PEDAGOGICAL SCIENCES

E. P. Zheltova, N. V. Marsheva

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PROGRAM AND METHODOLOGY OF THE SPECIAL COURSE ON THE LEVEL OF STUDENTS' INTERCULTURAL COMPETENCE IMPROVEMENT AT NON-LINGUISTIC UNIVERSITIES

The article deals with the relevant paradigm of foreign language teaching in the system of higher education shifting on intercultural orientation and new pedagogical conditions for increasing the effectiveness of technical university students' communicative intercultural competence formation. The article describes the special program in the context of intercultural communication, its structure and content and suggests methodological techniques of its actualization on the basis of pedagogical experience and analysis of students' academic activities after the course realization in the Institute of Master Studies at SPbSUT.

Keywords: intercultural communication, foreign language, special course program, intercultural competence, methods of teaching intercultural communication.

E. P. Zheltova, N. V. Marsheva

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LANGUAGE MODELS FOR GENERATING FOREIGN-LANGUAGE TEXT IN FOREIGN LANGUAGE TEACHING IN HIGHER EDUCATION

This article attempts to explore the application of generative artificial intelligence networks in the educational process of a technical university. The surge of interest in neural networks for text generation occurred in late 2022 after the launch of ChatGPT, one of the most advanced generative artificial intelligence (AI) programs. Although research on implementing generative AI programs and technologies in the school and university educational process is actively conducted in various countries around the world, the issue remains highly controversial and requires additional research and development of pedagogical principles and methods for application in educational sphere. This paper describes the author's experience of using ChatGPT in the "Foreign Language for Research Work" course at the Master Institute of St. Petersburg State University of Telecommunication. In order to check the efficiency of this technology in the course for master's students to develop academic skills in critical reading, highlighting and analyzing the information on the module "Academic Reading" the AI-based tutorial is introduced, also recommendations and possible risks are formulated. The authors outlined the issues requiring further consideration to enhance the competency and justification of using AI-powered products by both students and teachers, taking into account the goals and objectives of the educational process in higher schools. The research results may serve as the basis for developing new teaching methods, improving the quality of education, and enhancing the effectiveness of the educational process in general.

Keywords: ChatGPT, educational process, foreign languages teaching, master's degree student.

A. A. Vilandeberk, A. A. Polumordvinova

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STUDYING: THE "CLASSMATES" PROJECT AS A NEW REALITY OF THE METHODOLOGY OF TEACHING SUBJECTS OF THE HUMANITARIAN CYCLE

The article considers a number of pressing problems of modern education: the lack of motivation for teaching teachers and schoolchildren, the "aging of teachers," the conservatism of the school education system, etc. According to the results of a study including a survey of students of the philological faculty of the Herzen State Pedagogical University of Russia, possible solutions have been proposed in the framework of studying the subject "Literature" at school: transferring literary education to a network space, teaching schoolchildren in the "Alpha generation language," conducting methodological experiments at school by graduates of pedagogical universities that contribute to the professional growth of a young specialist and increase the attractiveness of the teaching profession. An analysis of the testing of the network project "OneClassic," aimed at vocational guidance work with schoolchildren in the process of mastering the main educational program, was carried out. Conclusions are presented on the significance of the proposed project for philological education of the 21st.

Keywords: prognostic model, digitalization of education, network worldview of a student, problems of the modern education system, popularization of the profession "teacher".

V. V. Kirillova, K. A. Sechina

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DEVELOPING STUDENTS LANGUAGE COMPETENCES WHILE TRAINING THEM FOR PARTICIPATION IN INTERNATIONAL CONFERENCES

The aim of this study is to investigate the process of language skills development of students of nonlinguistic specialties in the process of their training for participation in the English language conference "Dialogue of Cultures" held for many years by the teachers of the Foreign Language Department of the Higher School of Technology and Energy SPb GUPTD. The article presents clear principles, methods and modern approaches to foreign language teaching in a non-linguistic university, as well as determines the basic organizational and pedagogical conditions necessary for students' language training. Scientific novelty of the study is represented by the technology of language skills development of students, which is implemented in the process of their training for speaking in English. The practical significance of the study is confirmed by using its results in the selection of language content, as well as methods used in the process of teaching foreign language communication.

Keywords: foreign language in a technical university, communicative culture, intercultural communication, communicative foreign language competence, development of language skills, independency of students' work.

Z. A. Kiselyova

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METHODS OF REPLENISHING STUDENTS' VOCABULARY WITH MODERN VOCABULARY IN ENGLISH CLASSES

In this paper, it is said that the replenishment of the vocabulary of students with modern vocabulary in the process of learning English is necessary, since the vocabulary of the language is constantly changing and being updated. The importance of studying new, modern vocabulary is emphasized, which will allow students to communicate in present-day English, navigate in new professional terms, understand the texts of modern English-language publications and audio and video materials and be aware of new trends in society. The article provides examples of new words (neologisms) that have recently appeared in the English language, describes some ways of their formation and trends associated with their appearance. It is noted that enriching students' vocabulary with modern words, it is important not to forget about broadening the horizons of students, giving them knowledge in the field of linguistics, lexicology, cultural linguistics. The interest in the appearance of new words in the language will undoubtedly motivate students to further learning English. This article discusses some methods and techniques for replenishing students' vocabulary with new, modern vocabulary that have proven themselves well and are successfully used in English classes. Examples of various lexical exercises on the topic of "Fashion", compiled by the author of this work, are presented. These exercises contain the most popular words and expressions widely used in modern colloquial speech. Also, in order to activate new vocabulary, the author suggests using lexical games and various creative tasks in the classroom. Speaking about the problem of replenishing students' vocabulary with modern vocabulary, the author concludes that teaching new words, a teacher needs to apply a variety of teaching methods and techniques, use up-to-date educational materials in the classroom, be interested in new trends and strive for self-development.

Keywords: vocabulary, teaching modern vocabulary, methods of teaching vocabulary, new words and collocations, neologisms, lexical exercises, fashion, trends.

V. I. Rozhkov

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METHODOLOGY FOR ASSESSING THE LEVEL OF PRACTICAL TRAINING OF UNIVERSITY STUDENTS USING AN ERGONOMIC APPROACH

When assessing the quality of practical training, the question becomes critical to what extent a particular specialist is prepared to perform specific tasks. The traditional way of assessment is a 5-point system of assessment of skills and abilities. The assessment is given by a teacher (instructor) with extensive experience in servicing these systems. The resulting assessment, as a rule, is subjective and often reflects not only the level of skills and abilities of the student, but also the degree of attitude of the examiner to him.

Keywords: training, ergonomics, normal distribution law, Gauss method, level of practical training.

K. A. Sechina

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DEVELOPING STUDENTS' COMMUNICATIVE AND PROFESSIONAL SKILLS IN THE PROCESS OF TEACHING THE BASICS OF SCIENTIFIC PRESENTATION IN A FOREIGN LANGUAGE

This article considers the process of training students of a non-language university how to give a presentation for a conference in a foreign language. The main attention is paid to the most important stages in the preparation of a scientific presentation, its structure, the features of scientific oral and written speech for presentation and also the methods of developing students' presentation skills. The novelty of the research is the development of practical methods of giving a presentation in English, allowing to train students to present the results of scientific research in English. The challenges of creating a presentation, which students face in the process of training, as well as ways to solve them are analyzed.

Keywords: professionally oriented approach, foreign language for professional purposes, foreign language communicative competence, scientific presentation, presentation skills, creative activity, students' independent work, modern teaching technologies, training students to give a presentation in English.

A. I. Sushitsky

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FEATURES OF MONITORING THE PEDAGOGICAL TRAINING OF FUTURE OFFICERS IN NG

The article discusses the concept and essence of monitoring the quality of training of cadets in a military university, which is an important factor in improving the effectiveness of professional training of future officers. Monitoring the quality of training at the military institute includes an assessment not only of training programs, but also of their compliance with the requirements for a military specialist. In the process of monitoring, the quality of the knowledge obtained by future military specialists is assessed during the entire training period (current and final control).

Based on the results of monitoring, the general level of training of future military specialists is assessed, curricula are adjusted in order to improve the quality of education. Evaluation of current results is implemented in a generally accepted manner by certification, which is carried out during the training of a cadet at a university.

Keywords: monitoring of the quality of training, current and final control, monitoring system, diagnostics, levels of monitoring of the quality of training

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