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ECONOMIC SCIENCES

M. V. Ermachkov, A. V. Tchaikovskaya

DOI 10.46418/2079-8210_2023_4_1

IMPROVING THE MANAGEMENT OF LIGHT INDUSTRY ENTERPRISES IN INDUSTRY 4.0

The article describes in detail the definition of "Industry 4.0", which includes various innovative tools such as digital technologies, automation and the Internet of Things, which contribute to the management of light industry enterprises. Some key aspects of improving the management of light industry enterprises in the context of Industry 4.0 are also listed.

Keywords: Industry 4.0, digitalization, internet of things, light industry enterprises.

K. V. Antipov

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DIGITALIZATION OF THE ECONOMY AND THE EXPANDED REPRODUCTION OF ECONOMIC INEQUALITY

The article formulates for the first time the gyro thesis of the expanded reproduction of economic inequality under the influence of the widespread digitalization of the economy. The author recognizes the positive impact of digital technologies in solving the problems of labor intensification, increasing its productivity, and improving living conditions. But at the same time, it attempts to reveal aspects that have so far fallen out of consideration of the problem and directly contribute to the aggravation of inequality both at the global and national levels, in particular: the participation of the hardware base of digital technologies in the deterioration of the energy balance of the world and their direct impact on the processes of reproduction of human capital in the system of social reproduction through "digital socialization" and the transformation of attitudes towards property and work. The author argues that digitalization exacerbates the role of accumulated capital in the economy, redistributes it not in favor of the worker, restricts his access to resources, demotivates him to accumulate capital, reduces the role of productive labor and labor income. These problems contribute to the expanded reproduction of economic inequality and require deep scientific understanding and the development of practical solutions in the economy and social spheres.

Keywords: economic inequality, digitalization, digital economy, digital socialization, digital generation, capital, productive income, labor, energy imbalance, digital services, digital dependence, moderator of economic relations, the principle of rarity.

E. A. Ananichev, G. O. Ganotskiy

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THE ROLE OF ANALYTICS IN IDENTIFYING COMPETITIVE ADVANTAGES IN ESPORTS

In the rapidly developing world of esports, where split-second decisions can improve or worsen team results, gaining a competitive advantage is of paramount importance. As the popularity of competitive games continues to grow rapidly, the role of analytics in obtaining valuable information is becoming increasingly important. This article discusses the role of analytics in esports. Data analytics has a wide range of applications in esports. Data analysis can provide valuable information. By analyzing in-game metrics, teams can understand their strengths and weaknesses and develop strategies to improve their productivity. Data analysis can also help teams understand their opponents' strategies, which gives them a competitive advantage.

Analytical data and data-based statistics are also used to attract an audience. A detailed analysis of games can provide interesting statistics that will improve the viewer's experience. Monetization is another area where data analytics plays a crucial role. The data can provide insight into audience preferences and behavior, helping companies develop targeted advertising and sponsorship strategies. Engineers and data processing specialists are becoming increasingly important in the esports industry.

Keywords: data analytics, esports, competitive advantages, analysis, player results, strategy.

I. V. Romanova, L. A. Kopteva, E. M. Borisova

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ENSURING THE SAFETY OF THE EAEU MEMBER STATES WHEN MOVING MEDICINES ACROSS THE CUSTOMS BORDER

Medicines are a particularly important commodity due to the fact that their circulation is limited – many drugs are dispensed exclusively according to doctor's prescriptions, which indicates not only the positive effect of medicines on the human body, but also the possible negative impact and harm to health in the case of their independent consumption without consulting a specialist. When importing medicines, the main element is to check the availability and reliability of permits, in addition, and interaction with other regulatory state bodies in order to ensure their safety when moving across the customs border. In the article, the authors showed the features and ways to improve the current procedure for the movement of medicines across the customs border of the Eurasian Economic Union, in order to ensure economic security and respect the economic interests of the member countries of the Eurasian Economic Union. The regulatory framework defining the procedure for monitoring the safety of transported medicines is considered, the problems associated with their high cost and inadequate quality are identified. Undoubtedly, one of the important problems today is the falsification of medicines, including the import of such medicines from the territory of third countries.

Keywords: customs payments, economic security, customs control, Eurasian Economic Union, customs operations, customs border.

G. O. Ganotskiy, A. K. Rybina, O. V. Grigorieva

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KEY FACTORS OF SUCCESSFUL STRATEGIC MANAGEMENT OF AN ORGANIZATION: ANALYSIS AND APPLICATION OF COMPETITIVE ADVANTAGES

The main purpose of this article is to analyze the key factors of successful strategic management of the organization and its relationship with the competitive advantages of the organization. A review of the relevant literature was conducted, and the relationship between the theory of strategic management and the competitive advantage of the firm was revealed. A competitive advantage is a company's ability or strategy to act in one or more ways that competitors cannot or will not be able to match in the long run, which are unique and help it better serve its customers. Companies strive to create sustainable competitive advantages, and those who succeed in this provide high consumer value and satisfaction, which leads to an increase in the number of repeat purchases and, consequently, to an increase in profitability. According to the results of the study, it was found that the competitive advantage of the enterprise is one of the main theories of strategic management applicable to explain the effectiveness of the organization. The study of the competitive advantages of the organization allows the organization to assess the degree of importance attached to its internal resources and capabilities of the company, in particular, to achieve the level of competitive advantages.

Keywords: Competitive advantage, efficiency of the enterprise, strategic management, analysis of the external environment, strategic management models.

D. V. Dyakov, I. O. Dyakova

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TENDENCIES OF DEVELOPMENT OF LOGISTICS 4.0

The article examines the problems of implementing the principles of Industry 4.0 in logistics and establishing the features of logistics 4.0, adjusted for forecasts of population growth and disruptive innovations and also clarifies the categorical apparatus for 5pl provider and marketplace.

Keywords: Industry 4.0, growth of population, platform technologies, disruptive innovations, virtual logistics, 5pl providers.

Alahmad Raneem

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THEORETICAL APPROACHES TO DEVELOPING THE CONCEPT OF ORGANIZATIONAL STRUCTURE TO ENSURE INCREASED COMPETITIVENESS OF COMPANIES IN THE SYSTEM OF WORLD ECONOMIC RELATIONS

There is a clear connection between the socio-economic context and the strategic, organizational and managerial mode of functioning of firms. At the end of the twentieth century, the economic context was very favorable, demonstrating a period of growth driven by three main phenomena: globalization, the need to consume, and the entrepreneurial spirit in response to wartime conditions and technological progress. Companies began to focus on mass consumption and practice rationalization of work in order to produce large volumes, which allowed them to reduce costs. It was a hierarchical, pyramidal organization that dominated international markets by simplifying the task of management. With the oil crisis of 1973, companies entered a less favorable period when there was increased competition in Western countries, which led to the establishment of competition between firms: a change in the relationship between supply and demand required a new logic of production. Technology now allows for flexibility in production volumes, allowing for the diversification of production needed to offset market saturation. The company's activities are focused on economic and financial indicators. The organizational structure is being simplified to rationalize costs. A culture of short-term profit is emerging. The structure of the company is changing: hierarchical levels are being removed and matrix structures are being developed to meet more flexible demand within the organization. Since the early nineties, the information society has emerged. IT systems facilitated adaptation and innovative responses, reduced process times, and disrupted the dynamics of collaboration. New technologies, through their impact on the availability of information and methods of communication, have fundamentally changed the way companies think about work and have led to the fact that the organizational structure has begun to transform. The purpose of the study is to determine theoretical approaches to developing the concept of organizational structure to ensure increased competitiveness of companies in the system of world economic relations.

Keywords: concept, organizational structure, competitiveness, world economic relations, key guidelines.

O. A. Morozov

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FINANCIAL CONSULTANT: AREA OF RESPONSIBILITY AND FEATURES OF THE PROFESSION

The article examines the relevance of professions related to obtaining financial results by their clients, presents the tasks of financial consulting, identifies knowledge and skills, and substantiates the prospects of this profession. The career ladder of specialists in this field, the level of their salaries in the labor market are considered, and the stages of effective employment

for this position are formulated. The differences in the approach to the professions of a financial consultant and financial analyst are given.

Keywords: financial situation, investment instrument, internet recruitment, roboadvisor, financial consultant, financial analyst.

M. G. Treyman

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WORLD WATER RESOURCES AND FORECASTS OF THEIR USE IN THE NEAR FUTURE NEAR-TERM WATER USE

The study considers the use of world water resources and presents the peculiarities of their distribution in modern reality, presents water use problems characteristic of a number of countries in the world: USA, China. Water stress and water scarcity are observed in these countries; mapping technologies are also presented, which allow conducting analytical studies in the field of water use management. China develops projects to improve water use and makes significant investments. Thus, the world's water use problems are related to drought and climate change.

Keywords: water use, water management, mapping, water stress.

E. Yu. Stepanova

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ANALYSIS OF THE USE OF FINANCE LEASES IN LONG-TERM FINANCING OF INVESTMENTS OF METALLURGICAL ENTERPRISES

The article considers financial lease (leasing) as a source of investment financing at ferrous metallurgy enterprises in Russia. A comparative analysis of leasing and bank lending is also given, the advantages of financial leasing for the lessee are considered, the features of the practical use of leasing by metallurgical enterprises.

Keywords: lease, finance lease, ferrous metallurgy, investment, bank loan.

L. A. Mironova

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THE FEATURES OF THE DIGITAL MARKETING COMMUNICATIONS MIX IN PROMOTION

The article proposes an approach to managing the communicative activities of an organization, represented by an algorithm for the formation of the digital marketing communications mix, which is based on a comprehensive integrated approach, takes into account the features of marketing communications, their content, characteristics and functions of each digital marketing communications tool. The algorithm includes six main stages that reveal all the key points necessary for successful communication, in particular: choosing the target audience; goal setting; appeal to the contact audience; choice of digital communication channels; budgeting and tools selection; comprehensive performance assessment.

Keywords: internet promotion, internet communications, IMC, digital communications.

S. G. Matusova

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ESG INDICATORS IN THE MANAGEMENT OF A CONSTRUCTION COMPANY

Investment and construction companies have their own specifics in the implementation of ESG-transformation. This specificity is characterized by such features as the project approach to construction, the increased importance of interaction between the construction company and

public authorities, the increasing demand of residential real estate consumers for a favorable ecological environment. The list of ESG indicators of a construction company includes four blocks - related to construction, related to image development, related to the quality of social activities, and others. For each of the indicators its significance for the management of the construction company's activity is indicated.

Keywords: construction companies, social policy, environmental policy, ESG indicators, investment and construction complex, management.

Sun Linan

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ON THE ISSUES OF DIGITALIZATION OF BUSINESS AND MANAGEMENT OF DIGITAL BUSINESS TECHNOLOGIES

The relevance of business digital technology management research is becoming increasingly acute in the light of the rapid introduction of new digital tools and their impact on corporate strategies. Nowadays, companies face the need not only to integrate new technologies, but also to reconsider management approaches in the digital economy. The object of the article is the scientific theoretical developments of modern Russian and foreign authors on the digitalization of business. The subject of the article is the application of modern technologies in business management. The problem that is being solved is clarifying the current theoretical basis of business digitalization. The purpose of this article is to: analyze and determine the importance of developing the theory of enterprise digital technology management; analyze the features of Industry 4.0 technologies in enterprise management processes and identify the main types of digital technologies used in business; identify problems and prospects for digitalization of enterprise management processes.

Keywords: digitalization of business, innovative technologies in business, management of digital business technologies.

PEDAGOGICAL SCIENCES

V. A. Domansky

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ORGANIZATION OF LITERARY-CRITICAL DIALOGUE ABOUT THE NOVEL BY I. A. GONCHAROV "OBLMOV" IN LITERATURE LESSONS (IN THE LIGHT OF METHODOLOGICAL RECOMMENDATIONS OF N. A. DEMIDOVA)

In the article dedicated to the centenary of the birth of the famous teacher, methodologist N. A. Demidova reveals the significance of the problems of perception of works of art in their genre and generic specificity. Particular attention is paid to the study of literary critical articles in the process of studying literature at school. In them, the methodological scientist gives a detailed analysis of the history of the issue and reveals his system of working with literary critical articles. Demidova's methodological recommendations served as the basis for the author to create a literary-critical dialogue about the novel by I. A. Goncharov "Oblmov" at literature lessons in the 10th grade. Methodological discourse for studying the novel by I. A. Goncharova "Oblmov" was organized mainly on the basis of literary critical articles by the novelist's contemporaries – N. A. Dobrolyubov, A. V. Druzhinin, D. I. Pisarev.

Keywords: N. A. Demidova, teacher, methodologist, study of literary critical articles, methodological discourse about the novel by I. P. Goncharov "Oblmov".

O. Yu. Borodina, G. A. Nikitina

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INCLUSIVE COMPETENCE OF A DESIGNER: GENERAL CHARACTERISTICS, OPPORTUNITIES FOR FORMATION IN THE PROCESS OF PROFESSIONAL TRAINING

The article presents the relationship between the concepts of “inclusive competence” and “inclusive literacy”, and formulates a definition of the concept of “inclusive competence of a designer”. The article proves one of the possible ways to develop the inclusive competence of interior designers is to include specialized disciplines, elective courses, and additional professional programs aimed at teaching the basics of designing inclusive objects and spaces into educational programs for professional training. A description of the advanced training course “Basics of creating an inclusive room interior for children with disabilities”, developed for future interior designers, is given. The goal of the course is to acquire knowledge and skills to create a comfortable and safe environment that has a positive effect on the development and emotional state of special children, taking into account their individual characteristics and needs.

Keywords: inclusive designer competence, inclusive literacy, defectological knowledge, professional training of designers, inclusive interior.

S. V. Tikhonova

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LEITMOTIVE APPROACH AS A METHOD OF STUDY LITERATURE OF THE SECOND HALF OF THE 20TH — EARLY 21ST CENTURY

The article deals with the problem of the effectiveness of the study of modern literature in secondary school. The author, analyzing the state of modern society and the methodology of teaching the subject, identifies a number of reasons that affect the decline in interest and quality of studying literature at school. The analysis of the leading trends in art and scientific research in the humanities allowed not only to create a "portrait" of the modern generation, but also to talk about cognitive and axiological changes that have occurred in the minds of young people. The basis of the cognitive process of modern students has become an inductive way of thinking, focused on the awareness of integrity at the level of ideas about a phenomenon, a person, an epoch, which allows the author to talk about methodological adjustment the motivational principle of studying literature in high school. The article suggests a leitmotif approach to structuring the material based on a conceptually conceptualized element (relative to the part to the whole) by the example of studying the literature of the second half of the 20th – beginning of the 21st century. This approach allows students to identify the typology of the connection between the parts of the whole and realize the manifestation of diversity in unity when studying the content. The synthesis becomes a form of text analysis, which is aimed at revealing semantic connections in a work of art (the author's work, cultural epoch, etc.), which crystallizes the meaning of the text and helps students understand the author's idea. The article also offers criteria for the effectiveness of knowledge acquisition and criteria for evaluating the effectiveness of the lesson.

Keywords: cognitive and axiological changes in the consciousness of the younger generation, leitmotif, synthesis, structuring principle, form of analysis of a literary text, criteria for the effectiveness of knowledge and lesson.

V. A. Domansky

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LITERATURE AND ARCHITECTURE: THEORETICAL AND PRACTICAL ASPECTS OF PEDAGOGICAL INTEGRATION

The article examines the theoretical and practical aspects of pedagogical integration as a way of establishing relationships between literature and architecture. The methodological basis of the study is a synergetic approach that helps resolve the contradiction between the content of education reflected in programs, textbooks, teaching aids, and the problems of personality development, educating a “person of culture.” The psychological mechanism of the research is the holodynamic theory of thinking and synesthesia as “co-sensation”, “intersection” of the feelings of recipients in the process of organizing the educational process. The study is based on establishing interdisciplinary (“external” visibility) and integrative connections between the art of speech and architecture (“internal” visibility). The establishment of integrative connections between literature and architecture at the level of artistic style, composition and architectonics is considered in the article on the material of ancient Russian architecture and ancient Russian literature, as well as the interpretation of the “architectural” poems of Osip Mandelstam with reference to the architectural monuments to which these texts are dedicated. Identification of integration connections between works of architecture and literature allows us to trace the change in artistic directions and styles, to see how the temporal (literature) and spatial (architecture) interact and complement each other in modeling the picture of the world and the transfer of spiritual and aesthetic values of art of each historical era. At the same time, verbal art is guided in its compositional organization by the architectonics of works of architecture; architecture borrows the emblems and symbolism of literary works.

Keywords: literature and architecture, pedagogical integration, synergetics, cold dynamics, ancient Russian architecture and ancient Russian literature, “architectural” poems by Osip Mandelstam.

E. G. Koposova

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IMPLEMENTATION OF DESIGN TECHNOLOGIES IN TEACHING MATHEMATICAL DISCIPLINES IN HIGHER EDUCATION

The article discusses the use of design technologies in teaching mathematical disciplines in higher education. The use of project-based learning together with an interdisciplinary approach improves the quality of education, allows you to study a subject more deeply, apply acquired knowledge in practice, and develop problem-solving skills. Specific disciplines and topics in which project-based learning can be used are considered. Examples of tasks for using project-based learning are given.

Keywords: project technologies, teaching methods, project-based learning, interdisciplinary approach, mathematical methods.

E. A. Nikolaeva

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WAYS OF COMMUNICATIVE-LANGUAGE BARRIERS OVERCOMING IN THE PROCESS OF FOREIGN LANGUAGE PROFESSIONALLY-COMMUNICATIVE COMPETENCE FORMATION OF STUDENTS

The author discusses the problem of the communicative-language barrier. Attention is focused on a set of exercises that can be a means to promote the activation of foreign language activities of students. The types of tasks included in the set of exercises are considered. The author pays special attention to the formation and improvement of foreign language professionally-communicative competence of students.

Keywords: communicative-language barrier, foreign language professionally-communicative competence, a set of exercises, students of non-linguistic faculties, oral communication, written communication.

A. A. Melnikova, M. V. Sozinova

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TRANSFORMATION OF YOUTH VALUES AND MODERN HUMANITIES EDUCATION

The article examines what trends in changes in values are taking place at the moment, and also makes an assumption about what tasks modern humanitarian education faces in this regard. When analyzing the process of value transformation, two approaches are combined: the traditional approach, which captures the change in the value attitudes of modern Russian youth, is complemented by an approach that studies how digitalization affects the values of a generation. This latter approach examines how digital reality is changing the generation that grew up with it – Generation Z (born from 1981 to 2000). The results obtained are compared with two previous generations (baby boomers born from 1950 to 1965, and generation X, whose representatives were born between 1966 and 1980).

Keywords: youth, Russian youth, humanitarian education, tasks of humanitarian education, digitalization, generations, baby boomers, generation X, generation Z.

AUTHORS LIST

INFORMATION FOR AUTHORS