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ECONOMIC SCIENCES

M. N. Titova, E. A. Senshova

DOI 10.46418/2079-8210_2023_1_1

TRANSFORMATION OF THE TEXTILE INDUSTRY IN THE DIGITAL ECONOMY OF INDUSTRY 4.0

The article is devoted to the development and prospects of the textile industry in the light industry in the rapidly changing conditions of the modern world and the corresponding market needs in order to adapt to the new economic and technological realities of Industry 4.0.

Keywords: industrial revolution, Industry 4.0, digitalization, smart materials, smart textiles, customization.

Yu. A. Golikova, N. A. Polovnikova

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GENERAL ISSUES OF METHODOLOGY OF INVESTMENT IN CONSTRUCTION AND REAL ESTATE

The article outlines the basic concepts of project management methodology in relation to investment and construction activities. The categories of the life cycle of an investment and construction project and the investment and construction process are considered, the classification of investment models, as well as types of investment and construction contracts is given. The article also highlights the levels of regulatory legal acts regulating the investment activity of the Russian Federation. As part of the analysis of regulatory legal acts regulating investment activity, it is concluded that stable economic growth requires the creation of stable positive conditions for the development of investment activity, as well as the creation of forms and methods of legal and economic control that take into account the real investment situation.

Keywords: investments, investment and construction project, life cycle of investment and construction project, investment system models, investment and construction contract.

M. A. Gubina, K. D. Zheltova

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COMPETITIVENESS OF THE ITALIAN ECONOMY: THE CASE OF ITALIAN FASHION CLUSTERS

The recent exodus of a vast majority of Western fashion brands from the Russian market poses the question of the need to focus on import substitution. Clusterisation of economic activities taking into account the Italian experience appears to be an effective strategy of developing the Russian fashion industry. This article is devoted to the analysis of Milan fashion cluster with the focus on identifying the fundamental characteristics of the Italian fashion industry. The authors examine the peculiarities of Porter's diamond model and apply it in the case study of the Milan fashion cluster, which is a perfect example of functioning of the Italian fashion industry in general. The analysis provides insights into the four key determinants of national competitiveness as well as two variables, which exert influence on them. The study shows that the main strengths of the Milan fashion cluster lie in demand conditions, close ties between related and supporting industries, intense domestic rivalry and some factor conditions, such as well-developed infrastructure. The shortcomings include insufficient level of cooperation between the research institutions and local firms, the dominance of a highly conservative family business model and political instability. The results of the study might be useful in the elaboration of programmes aimed at developing fashion clusters in Russia.

Keywords: national competitiveness, Porter's diamond model, clusters, industrial districts, Italian economy.

L. A. Kopteva, L. V. Shabalina, I. V. Romanova

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ANALYSIS OF THE AGRICULTURAL PRODUCTS MARKET OF THE RUSSIAN FEDERATION

One of the largest producers and importers of food and mineral fertilizers on the world market is undoubtedly the Russian Federation. In order to strengthen the country's food security, Russia has taken a course to increase the efficiency of the functioning of the Russian agro-industrial complex.

The growth of production and the increase in the sustainable development of agricultural producers attaches particular importance to the issue of creating food supply chains that allow small farms to get the opportunity to enter urban markets with their products, which will provide consumers with safe and nutritious food at affordable prices. It is in this chain that the activities of the customs authorities will invariably be included, which are designed to protect the economic interests, including of our country, the EAEU countries and to ensure the purity of food products crossing the borders of the Russian Federation.

The purpose of the study is to analyze the current state of the market of agricultural products of the Russian Federation. In the course of the research, the method of theoretical generalization, comparison, grouping, graphical and tabular representation of data, and the method of statistical analysis were used. The authors conducted an analysis of the agricultural market of the Russian Federation. The dynamics of yield and production are analyzed, the dynamics of prices and trends for 2021 are studied. Based on the analysis of the development of the Russian market of agricultural crops, the factors affecting the main segments of this market are determined. The practical significance of the study lies in the possibility of using the results of the study by agricultural enterprises interested in increasing foreign economic activity, which will make it possible to contribute to overcoming the problem of hunger and improving the standard of living of the population.

Keywords: Russian food market, world food trade, food security, agricultural products, grain crops.

V. V. Lizovskaya, I. V. Ilyinsky, A. A. Moldovan

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HR-BRAND OF A MODERN COMPANY: ITS SIGNIFICANCE AND FINANCIAL VALUE

In recent years, issues related to human resource management have become increasingly relevant. With the growth of the quality of service and the requirements for customer service, the importance of the human resources involved in the service process, the quality and professional skills of the staff increases. Companies see the need to attract the best employees and are ready to invest in their development, for which marketing methods have become widely used. HR-branding allows you to solve the actual problems of human resource management just by means of marketing. Many companies pay great attention to the development of the HR brand and see its financial value. The article is devoted to the study of the value of HR-branding. An empirical study was conducted for the hospitality industry, where HR branding solves the most important tasks for the service industry: attracting staff and reducing staff turnover.

Keywords: HR branding, employer value proposition, personnel, marketing tools, human resources

E. A. Smirnova, Yu. A. Gomelskaya

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METHODS OF ENSURING THE SECURITY OF SUPPLY CHAINS IN CONDITIONS OF TURBULENCE

The article discusses the concept of supply chain security, analyzes the factors that influence their stability and efficiency. Methods of increasing the level of security in supply chains under conditions of uncertainty are described.

Keywords: supply chain security, risks, sanctions policy, supply chain management, digital technologies, government regulation.

E. Yu. Stepanova

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FORMING A MODEL FOR FINANCING INVESTMENTS IN THE FIXED CAPITAL OF RUSSIAN FERROUS METALLURGY ENTERPRISES TAKING INTO ACCOUNT THE IMPACT OF EXTERNAL AND INTERNAL FACTORS

The article discusses various models of financing investments in fixed assets of ferrous metallurgy enterprises, and highlights the main factors that influenced the formation of these models in various historical periods.

Keywords: investments, financing model, ferrous metallurgy, own funds, bank loan, bonds, leasing.

O. P. Tolkacheva

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TAX MANAGEMENT: ESSENCE, FEATURES, PROBLEMS

The tax system is a complex mechanism, and a qualified financial manager should be aware of the tax aspects of the activities of his business entity and monitor possible tax risks in order to extract the greatest profit. The article is devoted to tax management as one of the elements of financial management, as well as the existing problems that a financial manager faces when managing tax liabilities.

Keywords: financial management, taxes, tax management, control, tax system, cash flow.

M.G. Treyman

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ANALYSIS OF MICA MINING AND PROCESSING PRODUCTION: WORLD AND RUSSIAN EXPERIENCE AND PECULIARITIES OF ECOLOGIZATION PROCESSES

Nowadays extraction and processing of mica is an important and urgent process for production activity because mica is raw material for different kinds of industrial products. Mica is a mineral necessary in various activities. There are many types of mica and, depending on the type, there are different approaches to its use. One of the most important problems in mica mining and processing is the need to green the processes, because mining causes dusting and air pollution, and mining generates dumps and tailings, which are production wastes, often containing valuable components that can be extracted. The study considers and evaluates technologies for tailings processing and management approaches to the development of environmental and economic systems.

Keywords: environmental damage, ecologization of processes, tailings storage process, technogenic resources, mica mining waste.

PEDAGOGICAL SCIENCES

O. A. Babanchikova

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ISSUES OF UPDATING EDUCATIONAL PROGRAMS OF THE TOURISM PROFILE IN THE CONTEXT OF DIGITALIZATION OF SOCIO-ECONOMIC PROCESSES

The article presents the results of an interdisciplinary research reflecting the impact of digitalization on the main socio-economic processes in society. The analysis of changes in the labor market related to the computerization of basic business processes and the need to develop new digital competencies and skills among employees. The necessity of introducing digital services into the educational process starting from the basic disciplines in the 1st year of study has been substantiated. An algorithm for updating educational programs of the tourist profile through the gradual formation of digital competencies and skills among students has been developed.

Keywords: digitalization, socio-economic processes, transformation of the labor market, tourism, updating educational programs, digital competencies, digital skills.

S. N. Valeeva, G. U. Matushansky

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RESEARCH AND IDENTIFICATION OF PRIORITY COMPETENCIES IN THE PREPARATION OF MASTERS IN THE DIRECTION OF «ELECTRIC ENERGY AND ELECTRICAL ENGINEERING»

The competence of the specialist is a strategic resource that determines the social and economic life of the country. In today's world, changing the social order for skilled professionals leads to a widening gap between accumulated skills and required competencies in the digital economy.

It is obvious that the system of higher education should meet the social order and the needs of modern employers, namely to provide at the exit of the university qualified specialists who have a wide range of competencies, and in the conditions of modern reality and global digitalization of all spheres of human being necessarily and digital competence.

The purpose of the presented work is to study and identify priority competencies in the context of the digital economy in the preparation of masters of 13.04.02 «Electric Power and Electrical Engineering».

Methods. The theoretical and methodological base is represented by the works of domestic and foreign researchers on the issues of subject under study.

As a result of the study, the authors conducted monitoring of the GEF (curricula, educational programs) of the Magistracy of the KSPEU, National Research University Moscow Power Engineering Institute and UrFU.

The results obtained allowed to identify priority competencies in the digital economy.

The hypothesis of the presented study is that as the digitalization of the economic sphere markedly changes the educational order, and there is an urgent need to focus on the formation of a set of new digital competencies, regardless of the profession or specialty received.

Keywords: Master's degree, educational and training programs, competencies, digital competencies, digital economy.

M. E. Vilchinskaya-Butenko, S. S. Sokovikov

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TRANSFORMATIONS OF THE EDUCATIONAL SPACE (REVIEW OF THE COLLECTIVE MONOGRAPH "HOMO CREATOR: EDUCATIONAL SOLUTIONS AND CULTURAL PRACTICES")

A collective study of Chelyabinsk authors considers creativity as an incentive to rethink education and an important factor in ensuring the competitive advantages of university graduates. The authors emphasize the need to move from formal education focused on the "acquisition of knowledge and stereotypes", the education of conformists and "good performers", to the release of creative potential for the effective use of acquired knowledge, depending on the needs and challenges of the future. It is noted that achieving the most effective

educational results is impossible without a relational, dialogical pedagogical approach; creating a context-oriented learning environment based on a combination of creativity development techniques and innovative teaching methods; transforming learning spaces from traditional to accessible, collaborative, technological environments – spaces for creativity; the use of new digital educational technologies as an additional impetus for the transformation of the educational space, which allows satisfying the interests of students, business and the labor market.

Keywords: creativity, higher education, universities of culture and arts, Homo Creator.

V. V. Gorshkova, S. P. Anzorova

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FORMATION OF PSYCHOLOGICAL AND PEDAGOGICAL COMPETENCE OF SOCIAL SPECIALISTS

The article examines the phenomenon of psychological and pedagogical competence, which is the effective potential of education and the purpose of the functioning of the system of higher professional education, including in the training of a specialist in the social sphere. The features of competence research by foreign and domestic scientists are outlined, the essence and content of key competencies necessary for specialist training are revealed. The problematization of the conceptual inconsistency of the competence approach between the humanitarian and technocratic paradigm and overcoming the crisis in the context of the humanitarian approach to education is reflected. The innovative understanding of the phenomenon of competence is revealed as the awareness by the subject of the inferiority of existing knowledge, methods of activity and understanding of the situation, as well as the prediction of measures to reflexively overcome these limitations. The necessity of realizing the freedom of goal-setting as creativity and responsibility in the process of developing psychological and pedagogical competence and training a future specialist in the social sphere is shown.

Keywords: social sphere, phenomenon of psychological and pedagogical competence, subjective position, freedom of goal-setting, educational process, professional education.

G. A. Ivanova

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PEDAGOGICAL POSSIBILITIES OF TEXTS WITH DIMINUTIVE VOCABULARY IN TEACHING COMMUNICATIVE DISCIPLINES

The article analyzes the pedagogical possibilities of using public communication texts with diminutive vocabulary (with a diminutive meaning) in the educational process, reflecting multidirectional processes in the modern cultural life of Russia.

The author comes to the conclusion that these diminutives can be considered culturemes, significant in the linguocultural picture of the world of modern Russian life.

An analysis of precedents in the teaching of communicative disciplines will make it possible to characterize the linguistic picture of the world of contemporaries, to evaluate not only the pejorative role of diminutives (to express a negative assessment), but also to reveal aesthetic and ethical contradictions in communication between different social groups.

Keywords: diminutive, sacral, profane, educational communication, linguocultural picture of the world, precedent technology.

L. I. Konovalova

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TECHNOLOGISTS VALUE-SEMANTIC DEVELOPMENT OF A WORK OF FICTION IN THE PROCESS OF ITS STUDY

The article is devoted to the pedagogical technology of value-semantic development of a work of fiction in literature lessons. Possible ways of phased implementation of the technology

of value-semantic development of the literary text, forms and methods of activity of students are indicated.

The functioning of reading competence is due to the well-thought-out content of teaching literature, focused on the proposed learning technology and the practice of reading.

Keywords: modern education system, pedagogical and methodological technologies, perception, reader's imagination, competence, student-reader.

N. V. Koshkina, E. V. Mikheeva, O. V. Mordvinova, A. M. Ushakov, V. A. Ushakova

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DIAGNOSIS OF CAUSES OF STUDENTS' ERRORS IN THE PROCESS OF STUDYING ELEMENTS OF MATHEMATICAL ANALYSIS IN PRACTICAL STUDIES

The article considers some theoretical and methodological aspects of diagnosing the causes of typical errors made by cadets in practical classes. The analysis of typical errors was carried out, the reasons for their appearance were identified and the ways of their prevention and elimination were indicated. The solutions of the problems from the section "Introduction to mathematical analysis" of the Higher Mathematics discipline with indication of methodological recommendations on the design and on the use of various methods and methods for solving them are considered.

Keywords: Military university, Higher mathematics, mathematical analysis, function limit at a point, function continuity, L'Hopital rule.

A. I. Molchan, L. G. Rubis

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GTO FOR SPORTS AND HEALTH TOURISM

On sports and recreational tourism and the GTO standards for sports tourism. Organizational difficulties of passing the TRP standards for tourism.

Keywords: tourist tests, students, TRP norms, routes, teachers.

N. I. Natus

DOI 10.46418/2079-8210_2023_1_18

FORMATION OF PROFESSIONAL COMPETENCIES OF FUTURE DESIGNERS WITHIN THE FRAMEWORK OF THE "PROFESSIONALISM" PROJECT

The article substantiates the priority of the formation and improvement of project culture, as well as professional competencies by means of digitalization, training, in the system of continuing professional education in the field of design. The features of the formation of the design culture of future designers in the framework of professional training within the framework of the project "Professionalism", as well as its components – professional and artistic skills, which together form a full-fledged professional potential of a design student and the practical orientation of this process, the technologies of its formation among students of design specialties in the process of their professional training are substantiated, highlighted and presented in the form of a multiple of pepper, their specifics. The role of designing career guidance work in general and project skills in particular through the technology of formation of pedagogical support for the development of project culture is analyzed.

Keywords: professionalism, competence, career guidance, provision of the educational process, design formation, organizational and pedagogical support, system of continuing professional education, systematic approach.

M. V. Sozinova, A. A. Melnikova

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SEARCH FOR A SOCIO-CULTURAL INTEGRATOR IN THE SOCIAL SPHERE AND RELATED TASKS OF CULTURE TRANSLATION IN EDUCATION

The relevance of the article is caused by the needs of the socio-cultural sphere, the dynamics of changes in which began to gradually increase, and at the moment has acquired a rapid character. On the one hand, this creates the need to comprehend these processes and bring together the existing variety of research concepts. On the other hand, rapid changes raise questions about educational practice – rapidly emerging new social needs actualize the need for specialists who, firstly, have a wide range of knowledge in different fields, and not only within their profession (by the time of graduation, it could already have changed), and, secondly, they implement a certain value approach (the presence of which was blurred by the wave of globalization, which brought the values of individualism into our culture). Thus, the article solves two problems – the first is related to bringing together the directions of conceptualization of the social sphere as a system and determining what social services are in this structure. The second task is to determine, taking into account the result obtained, which educational and educational strategies need to be introduced in order to meet new social demands. As an option, the formation of a single cultural and educational space at the university is proposed, which affects both the personal, professional, and moral characteristics of students. At the same time, as a basis for asserting the productivity of such an approach, the results of a study conducted at St. Petersburg State University are presented, confirming the influence of cultural and educational space on these three characteristics of students.

Keywords: educational tasks, socio-cultural integrator, pedagogical experiment, cultural and educational space, culture in education

Ya. V. Fedin, A. P. Nadtochiy

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THE ROLE OF THE SYSTEM OF PRE-UNIVERSITY MILITARY EDUCATION IN INCREASING THE EFFICIENCY OF OFFICER TRAINING

The article reveals the possibilities of pre-university education in training personnel for the Russian military education system, analyzes its role in improving the efficiency of training future officers. Through the study, the problems and difficulties of training junior cadets in the system of military education were identified. The results of the experiment showed how the formation of physical military-applied readiness in cadet schools (classes) contributes to the adaptation of cadets to the specifics of training at a military university.

Keywords: armed forces of the Russian Federation (RF Armed Forces), officer training system, readiness for military service, military-applied readiness, cadets.

Guo Jini

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TYPES OF TASKS FOR TEACHING MONOLOGUE SPEECH IN TEXTBOOKS ON RUSSIAN AS A SECOND LANGUAGE (LEVEL B1)

This article analyzes the tasks for teaching Russian monologue speech, presented in the most common educational complexes for foreign students (level B1). It was found that there are three types of tasks in textbooks on Russian as a foreign language: reproductive, reproductive-productive and productive, however, productive tasks are used the least. Based on the study, the author concludes that in most textbooks on the Russian language used on the Chinese audience, insufficient attention is paid to teaching oral monologue speech, which negatively affects the result of mastering the Russian language. In this regard, it is necessary to develop a model for teaching Chinese students to producing an oral monologue in Russian.

Keywords: teaching, textbook, tasks, monologue, oral speech skills, Russian as foreign language (RFL), Chinese students.

V. A. Chakurin

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MODEL OF MULTIFUNCTIONAL CONTROL SYSTEM IN FORMATION OF MILITARY PROFESSIONAL COMPETENCIES OF CADETS IN THE PROCESS OF PROFESSIONAL TRAINING

The article is devoted to the solution of the problem of controlling the level of professional competencies formation of future officers. Its relevance is determined by the need to develop and implement algorithms for effective assessment of knowledge and competence formation in modern professional education. Referring to the pedagogical achievements of national pedagogy, the author of the article justifies the feasibility of implementing a system of multifunctional control of learning outcomes in higher education institutions, including military institutes, taking into account their specificity.

The article presents a model of multifunctional control system for the formation of military-professional competences of cadets in the process of professional training. Special attention, in the context of the problem under study, is paid to the creation of a system for evaluating the level of formation of the required competencies, determining which methods and at which stages of training these or those competencies are formed, what means and technologies can be used to evaluate them.

The solution to the problem is based on the implementation of scientific and methodological provisions in the model, the use of reliable mathematical apparatus, the use of information and computer technology.

Keywords: military professional education, military professional training, multifunctional control, quality of knowledge, formation of professional competences, modelling, mathematical model of learning quality assessment.

I. I. Yugay, K. I. Sharafadin

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PEDAGOGY IS AN EDUCATIONAL CONCEPT OF TEACHING DIRECTING: UPDATING TRADITIONS

The reviewed monograph reveals the educational concept of training directors of three specializations – theater art, television, multimedia directing.

The relevance of the research lies in the need to comprehend and fix the pedagogical and creative experience of theater and television directing in their development, the description of the approach to the organization of training of a new formation of directing – multimedia directing.

Keywords: directing, theatrical art, television, multimedia, training.

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