

**Varazdin Development and Entrepreneurship Agency**  
in cooperation with:  
**Russian State Social University**  
**University North**  
**Faculty of Management University of Warsaw**  
**Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat**



## **Economic and Social Development**

34th International Scientific Conference on Economic and Social Development –  
XVIII International Social Congress (ISC-2018)

### **Book of Abstracts**

Editors:

**Aleksander Maloletko, Natasa Rupcic, Zoltan Baracskaï**



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## **APPLICATION OF ROBOTS IN THE FUNCTION OF IMPROVEMENT OF QUALITY OF MEDICAL SERVICES**

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### **ABSTRACT**

*The development of robotics is highly intensive in highly developed countries, and robots find their application in various fields of industry, agriculture, tourism, medicine and more. Different technical solutions in robots make it work with a high level of autonomy, precision, adaptability and a wide range of options. It is important to note that in some areas, robots can be applied by virtue of their acceptable price by returning the funds invested very quickly, and significantly improving the performance of the process. The aim of this paper is to point out the specificities and trends in the development of robotics and to point out the possibility of using robots in different branches of medicine in order to improve the performance of the process and the quality of medical services.*

**Keywords:** *quality, robot, medicine*

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# **A COMPARATIVE STUDY ON EXPLORATIVE OVERSEAS FOREIGN DIRECT INVESTMENT (OFDI) BETWEEN COMPANIES FROM DEVELOPED AND DEVELOPING COUNTRIES**

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## **ABSTRACT**

*The objective of this study is to expand on the existing theories on internationalization and to address the theoretical gap in existing literature in regards to the lack of concrete evidence showing that there is a clear difference in the preference for explorative OFDI in developing market MNEs when compared to developed market MNEs. The results of the study show that the assumption that developing market MNEs tend to invest more in knowledge-intensive OFDI than those from developed markets is correct as the lack of product and service differentiation capabilities provides motivation to seek knowledge in operations and marketing in foreign countries. However, this assumption is overstated as this study shows that there is no significant difference in the explorative behaviour of the two groupings. Upon further investigation, it is found that explorative OFDI is most applicable to European emerging market MNEs. Further analysis on developing market MNE OFDI also shows that these firms target medium to low-technology OFDI rather than high-technology OFDI. This is due to constraining factors such as capital intensity, institutional controls, and alignment with core competences. A combination of descriptive statistical analysis and mean comparison analysis is performed using SPSS software to test the hypotheses.*

*The OFDI data used for analysis was collected from the International Trade Centre (2016 and 2017) databases. The study examines a cross section of large and small developed and developing economies, including OECD countries, BRICS and smaller economies in Southeast Asia and Latin America.*

**Keywords:** *cross-sectional data, emerging economies, innovative capabilities, knowledge-based capital, OFDI*

\*\*\*\*\*

## **DO R&D SPILLOVERS MATTER IN THE EU REGIONAL CONVERGENCE PROCESS? A SPATIAL ECONOMETRIC APPROACH**

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### **ABSTRACT**

*This paper explores the role of spatial spillovers in the economic growth process across 245 NUTS (Nomenclature of Units for Territorial Statistics) 2 EU (European Union) regions for the 2003 – 2014 period. The main methodological basis for our analysis is spatial extension of conditional beta-convergence model. The estimation results confirmed income convergence among the EU regions and have suggested that examined R&D (research and development) indicators (patents applications and human resources in science and technology) play an important role in regional economic performance in the EU regions. Performed calculations of direct, indirect and total impacts and their spatial partitioning indicated that there is not only the link between R&D indicators and economic growth within the region but in addition, the innovation and knowledge spill over to neighbouring regions and influence the economic performance of these regions.*

**Keywords:** *Beta-convergence model, R&D indicators, SAR model, Spatial spillovers effects*

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## **INSOLVENT BUSINESS RESCUE IN MODERN RUSSIA: LESSONS FOR NEW LEGISLATIVE APPROACHES**

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### **ABSTRACT**

*The paper deals with the analysis of existing and perspective business restructuring opportunities in Russia by examining the main features of Russian Insolvency Law, including the conduct of insolvency proceedings, the role and methodology of financial analysis as a basis for choosing strategy and tactics of corporate rescue. Special attention is devoted to the empirical study or effectiveness of insolvency system in Russia based including recent statistical data analysis. The main factors caused prevalence of liquidation procedures over rehabilitation legal mechanisms are determined. As a result of research, the paper presents the main directions of systemic transformation of the Russian insolvency institution through legislation amendments i.e. development of professional standards for financial analysis within procedures, introducing the option for direct commencement of restructuring procedure, measures for insolvency prevention, advanced training and independent certification of business rescue managers, increase motivation of corporate rescue by changing the concept of insolvency administrators remuneration.*

**Keywords:** *Insolvency (Bankruptcy) Regulation in Russia, Business Rescue, Financial Analysis, Rehabilitation and Liquidation Procedures, Efficiency of Insolvency System, Insolvency Administrator*

# **THE IMPORTANCE OF MARKETING STRATEGY FOR CREATING AND MAINTAINING GOODWILL FOR CONSTRUCTION COMPANIES**

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## **ABSTRACT**

*If a company wants to have a long-term presence on the market, it must have a long-term marketing strategy. It should respect the expected technical, technological and socio-economic development. All these factors are clearly manifested in the construction industry. Construction activities are specific in that their products are for long-term use and financially demanding for the investor. The underestimation of trends, technological changes and investor requirements leads to loss of clients and a significant deterioration in the economic situation. Creating a marketing strategy to keep it on the market can prevent these problems. In construction it means estimating trends and shaping a marketing strategy. This activity is very demanding and costly. It leads to the creation of Goodwill and its focus and is an integral part of the company's assets. If is the marketing strategy insufficient or wrong, it will result in the loss of Goodwill and therefore clients in the market.*

*Construction companies needs to build Goodwill and record it as part of the company's property. Goodwill is also part of internal accounting. This is where the cost of marketing will take place, not only in terms of costs. There is a need for companies to deliberately choose the methods through which they will express the value of Goodwill.*

**Keywords:** *Goodwil, Marketing, Marketing Strategy, Accounting*

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## **SELECTED ASPECTS OF INFORMATION SECURITY MANAGEMENT IN ENTITIES PERFORMING MEDICAL ACTIVITY**

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*The article is devoted to the issues related to an information security management in medical entities. The healthcare entities have been amongst the prime targets for hackers for several years. According to the IBM report "The 2016 X-Force Cyber Security Intelligence Index" in 2015 most of the attacks were carried out against these entities. The years 2016 and 2017 also witnessed spectacular cyberattacks, for example: medical*

*records breach of 3.3 million people because of an unauthorized access to a server in the US, some WannaCry ransomware attacks on the UK hospitals, some MongoDB Database Leaks in the US or NotPetya ransomware attacks in the US hospitals. Entities performing medical activity are processing personal data concerning health that is classified as a “sensitive data” and needs a special protection. The article presents the results of the survey – interviews with IT managers (or designated persons) in entities performing medical activity in Lodz Voivodeship in Poland. The aim of the research was analysis and evaluation of information security management in these entities. The interviews had been performed between December, 2017 and January, 2018. As the results of the research, the ways of information security management were identified (in particular such aspects as: characteristics of the information security teams, information security management system auditing, risk management, information security incidents, budgets for information security, training and the General Data Protection Regulation implementation). The paper also describes the types of information that should be protected in healthcare entities and characteristic of surveyed entities that subordinate to the local government of Lodz Voivodeship in Poland.*

**Keywords:** *cybersecurity, entities performing medical activity, hospitals, information security, information security management*

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## ARTIFICIAL INTELLIGENCE IN THE BOOTSTRAP AGE

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### **ABSTRACT**

*The Surprising Adventures of Baron Munchausen – written by Rudolph Eric Raspe - where the main character pulls himself out of the swamp by his hair (specifically, his pigtail) was one of the most entertaining, surprising stories of our childhood. Children learned the “Munchausen effect”, in other words how to live based on the idiomatic “bootstrap” model. None can argue that it is impossible to learn the use of the C-64 or the iPhone from one’s grandma, nor on the other hand the functioning of Google’s search engine from the Information Technology teacher. In the near future, this generation of the bootstrap age will step out from the business schools, and some of them soon will become decision makers. It will be challenging to convince the decision makers of tomorrow to use of any kind of toolkit in their decision-making process. Professionals who use the internet as a learning ecology, called cyber professionals, are looking for applications supporting the decision-making thinking process in the cloud, without support from information technology or knowledge engineers. The question on how machines replace humans nowadays is being reformulated, the focus shifts to how the human-computer relationship evolves. In the research and the development process of Doctus Knowledge Based System (KBS), several requirements surfaced for a new cloud-based application, which would support the decision makers of the bootstrap age.*

*This paper presents a cloud-based application of Artificial Intelligence which supports the organic cyber farmers' decision-making process.*

**Keywords:** *knowledge engineering, experience mining, misbehaving*

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## **PROCESS AND PROJECT MANAGEMENT IN THE PROCESS OF MERGER OF HIGHER EDUCATION INSTITUTIONS**

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### **ABSTRACT**

*Nowadays, the concept of process and project management in the organizational discourse has reached the apogee. Critical researchers have even proposed the term projectification to reflect the expansion of project management concepts. In higher education and the science system, project management was primarily the result of scientific and implementation projects, which are intentional organizational activities, closed by strictly defined time and budgetary frameworks. Reflections on the topic of project management in the higher education sector can be started by defining the management process itself. It can be said that management is a process in which it is necessary to combine*

*actions efficiently and effectively to set goals and strategies. The management of a university is partly different from the company management process, e.g. due to the nature and mission of the university. Processes, from the management point of view, constitute a set of actions, i.e. a planned sequence of activities that comprise specific actions. The process is a structured and organized sequence of activities from which unnecessary or ineffective activities should be eliminated. In addition, the activities carried out in the process must be directed towards achieving a common goal. The process itself can be defined as a set of activities that are interrelated or interact and transform inputs into organizational outputs. Universities use process management to achieve strategic goals. The problem is the measurement of both input and output effects in all three core processes, i.e. research, education and implementation. The system of measures is related to the accountability of the university and is based on performance indicators.*

**Keywords:** *Higher Education Institutions, Mergers, Process Management, Project Management*

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## **BURNOUT SYNDROME AMONG TEACHERS**

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*Various research studies (Hennig, Keller, 1996) indicate that the teaching profession is one of the most mentally demanding careers with high rates of job burnout or physical, mental and emotional exhaustion. Klimeková (2007) states that occupations with high burnout rates include physicians and nurses, teachers, social workers and service workers. In the study, the issue of burnout syndrome occurrence in primary and secondary school teachers was addressed. The authors based their study on the research findings indicating that primary school teachers exhibit the highest levels of burnout, secondary school teachers exhibit lower levels of burnout, and tertiary teachers are least affected by burnout symptoms. The main purpose of the study was to analyse and compare burnout among primary and secondary school teachers. The research sample consisted of 126 teachers – 48 elementary school teachers and 78 secondary school teachers. To obtain the data, the Maslach Burnout Inventory (MBI) questionnaire was used. The MBI questionnaire was presented by Maslach and Jackson in 1981. There were several MBI questionnaire versions developed, and the original version with 22 items was employed in the study. The MBI questionnaire explores three areas, such as emotional exhaustion, personal accomplishment and depersonalization.*

*In addition, the research was to identify differences in burnout syndrome intensity in relation to the length of employment and school level. Higher burnout rates were assumed to be reported by respondents with more than 20 years of teaching. The research results, however, did not confirm the assumption. It was found that burnout symptoms are more prevalent in primary school teachers than secondary school teachers.*

**Keywords:** *Burnout, Maslach Burnout Inventory Questionnaire, Primary School Teachers, Secondary School Teachers*

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## **THE APPRAISAL IN THE MANAGERIAL DECISION MAKING ON INVESTMENT: EVIDENCE FROM SLOVAK COMPANIES**

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*This article provides an overview of the results from the research focused on the activity of appraisal in the investment decision making in companies operating in Slovakia. The research deals with three substantial parts of appraisal, consisting of appraisal criteria, methods of appraisal of economic efficiency of investment, and appraisal of risk in investment projects. In the article, the importance of individual appraisal criteria is defined according to responses of companies. The responses also revealed the use of static and dynamic appraisal methods in companies, used ways of identifying the risk, and the tools for analysis of the risk in investment variants. The article also includes the analysis of the relationship of these elements of appraisal with the success of investment in companies.*

**Keywords:** *Investment, Investment appraisal, Management decision making, Medium-sized companies*

## **RHETORICAL NATURE OF SPIRITUALITY IN VOCATIONAL TRAINING OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) PROFESSIONALS**

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### **ABSTRACT**

*The key objective of this article is to discuss the rhetorical nature of spirituality in the vocational training of Information and Communication Technology (ICT) professionals. Though the physical and psychological dimensions have been measured comprehensively, the spiritual dimension has been overlooked for many years in vocational training. The biological model of spirituality founded by David Hay and adopted by him also in management has been used in this research article which contains awareness sensing, mystery sensing, and value sensing. The paper has used qualitative methodology and instruments for data collection are biographical indepth interview. The researcher used both rhetorical epistemology and rhetorical analysis to achive the results. Initial results show the preliminary picture of the rhetorical nature of spirituality in vocational training of ICT professionals as cognitive and emotional phenomenom with inherent axiological component. Recomendation about how spirituality can enrich vocational training of ICT professionals are also formulated.*

**Keywords:** *David Hay's Spiritual Conception, ICT Professionals, Rhetoric Analysis, Spirituality, Vocational Training*

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## THE INFLUENCE OF CONDITIONS OF INTERNATIONAL TRADE ON THE SCOPE OF CUSTOMS CONTROL

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### **ABSTRACT**

*The end of the twentieth century was the time of creating a complex system of facilitation of international trade. Progressive liberalisation of international trade as an effect of numerous agreements establishing preferences results in freer trade of both commodities and services. However, new circumstances that occurred as a result of the events of 2001 in the United States required more attention to security. It also applies to international trade in goods. The pursuit of liberalization with simultaneous increase in security influenced the creation of a new paradigm in international trade in goods – "security and facilitation". The abovementioned changes had a significant influence on the model of customs control existing in the European Union. Currently, the main goal of the control is to ensure widely understood security of the Union's market, citizens and environment. Thus, since 2005 new solutions have been regularly introduced into the EU's customs law, and their aim is to increase the level of security of trade in goods, assuming preservation of the possibility to apply facilitation measures at the same time, e.g. the Authorised Economic Operator scheme or simplified customs procedures. The application of customs control based on the risk analysis forced the necessity to introduce legal solutions that aim to ensure the effective risk analysis. The aim of the article is to indicate and assess legal solutions on the level of the EU which adjust customs control to the binding paradigm "security and facilitation". In the light of the abovementioned, the legal-dogmatic method was primarily applied in the process of writing this article.*

**Keywords:** *customs control, facilitation, security*



## **CURRENT TRENDS IN DEVELOPMENT OF PUBLIC SERVICES AND FACILITIES IN MUNICIPALITIES OF THE CZECH REPUBLIC**

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*Proper functioning of public sphere as well as appropriate provision of public services and infrastructure is among other things essential for well-being of the population. The Czech Republic is one of the leading EU countries in terms of availability and quality of services even in smaller municipalities. Awareness of the arisen problems or deficiencies can increase both the interest in their solution and current possibilities to help*

*municipalities. The article deals with drawing results from evaluation of the research in the area of monitoring public services and facilities of the municipalities in the Czech Republic. A comprehensive questionnaire survey was conducted in the course of 2018 and was focused on the municipalities in the South Moravian Region. The state of the technical infrastructure - electricity, gas, water and sewerage systems, wastewater treatment plants (WWTP), transport, communications and other components, whose state and technical sophistication quality most affect the environment for people living in the municipalities, was researched in detail. The aim of the research was mainly to evaluate, change or correct the information in the database of the South Moravian Region and at the same time to assess some indicators over the six-year period. For example, an increase in the total number of municipalities, a significant increase in the number of municipalities equipped with sewerage systems as well as a more positive response to transport services have been observed. Development of technical infrastructure is rather demanding for municipalities from the financial point of view. Moreover a key role could be played by the region itself, which may be involved in the negotiation about operational programmes. It also has possibilities to mediate contacts between individual municipalities which could subsequently cooperate in the above mentioned areas. The article raises some practical suggestions and recommendations of measures to be adopted in the monitored field of technical infrastructure.*

**Keywords:** *Municipality, technical infrastructure, management, public services*

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## **STRATEGIC DECISION MAKING: THE EFFECTS OF BIG DATA**

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### **ABSTRACT**

*This study aimed to understand the emerging effects big data is having across different business functions as well as how much the insights gathered, from big data sets, are starting to influence business strategy. The literature highlights a lack of understanding around big data, with very little research focusing on big data's applications outside of short term marketing strategies. This research investigated the potential barriers to big data integration within businesses, and sought to understand how these could be removed. In order to achieve an in depth understanding, an interview based approach was used. A wide range of business sources were examined to further understand the gaps identified by previous research. Primary research took the form of in-depth interviews. Respondents were carefully selected based on industry knowledge and experience, working for companies such as Ebiquity PLC, Satalia and Barclays. The interviews were used to compare and contrast the experts' opinions and establish whether the key themes identified in the literature held true in the primary research. This approach enabled real insight to be gathered in order to concisely examine and critique the current literature as well as enabled further themes to be investigated. This investigation found how critical big data is becoming to business success, including understanding an emerging gulf between those who have adopted data big sets and those who have not. It was also understood that, on the whole, knowledge and understanding is lagging far behind*

*benchmarks set by some businesses. The paper concludes by explaining why big data is not influencing business strategy. A focused understanding approach is outlined as the preferred solution to bridge the gulf between the 'haves' and 'have not's'.*

**Keywords:** *Big Data, Business Strategy, Big Data Integration, Business Optimisation*

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## **FACTORS AFFECTING SALES REVENUES – A COMPARISON OF DAIRY COOPERATIVES FROM ŚWIĘTOKRZYSKIE AND MAŁOPOLSKIE PROVINCES**

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### **ABSTRACT**

*The aim of the article is an analysis and a comparison of factors, which according to managers of dairy cooperatives from Świętokrzyskie and Małopolskie Provinces, affect sales revenues. Because of the tendency of the representatives of cooperatives to participate in the research, the research had been conducted on a sample of 41% of the dairy cooperatives from Świętokrzyskie and Małopolskie provinces from Poland using the interview questionnaire. Cooperatives' representatives were asked to indicate factors that, in their opinion affect sales revenues. Factors, which were identified by the author were grouped in such areas as a strong brand, the scale of action, the market leadership, activities in a niche market, the production specialization, the extension of the assortment, the time advantage, the concentration on selected activities within the value chain, and costs of running a business. The results of the research show that cooperatives from both provinces differ in indicating factors affecting sales revenues when are taken into*

*account particular factors. However, when are taken into account the groups of factors, the difference is not significant.*

**Keywords:** *Cooperatives, Factors, Sales revenues*

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## **AHP METHOD APPLICATION IN THE CORRELATION ANALYSIS OF KNOWLEDGE MANAGEMENT AND REQUIREMENTS OF ISO 9001:2015**

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### **ABSTRACT**

*Analytical hierarchical process (AHP) as a systematic method for comparison of alternatives in relation to criteria is included among more familiar and more frequently used methods for multi-criterion decision-making. New version of the standard ISO 9001:2015 has brought the fundamental changes that open the possibility for the achievement of more effective quality management system. One such change is also the introduction of*

*the new requirement of the standard 7.1.6 Knowledge. In previous studies of the authors of this paper, there was determined a correlation between the standard ISO 9001:2015 and practices of knowledge management, by the AHP method application with the purpose to determine the practice that mostly contributes to knowledge management development from the aspect of criteria of the standard ISO 9001.*

**Keywords:** *AHP, ISO 9001:2015, Knowledge management*

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## **EXPANSIVENESS AND RESTRICTIVENESS OF MONETARY AND FISCAL POLICY IN THE EUROZONE IN THE CONTEXT OF THEIR COORDINATION**

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### **ABSTRACT**

*The originality of the analysis presented in this article is to emphasize the importance of proper conduct of monetary and fiscal policy and their significance in economic processes in the selected countries of the euro area. The aim of the article is to indicate periods of restrictive and expansionary monetary, fiscal and economic policy in the euro area in the context of policy-mix coordination. In the literature on the subject, research on equilibrium in the fiscal and monetary game was conducted, taking into account the priorities of the central bank and the government. Therefore, assuming that the central bank aims to minimize inflation and the government tries to maximize*

*economic growth depending, among other things, on the budget deficit, it was shown in the literature that economic authorities according to the dominant strategies may choose restrictive monetary and expansionary fiscal policies (and vice versa) or both restrictive policies. Hence, this study highlights the context of monetary and fiscal game in relation to the direction (restrictiveness or expansiveness) of both policies. The study covered the years 1999-2017. To achieve the article`s objective the following research methods were used: presentation of statistical data and the presentation of the methodology behind the classification of the periods (restrictive/expansionary) and discussion of the results. We note that the character of monetary and fiscal policy plays a significant role in the economies. In the studied period, it was rather the fiscal policy that was the dominant option of economic policy. We note that during the economic slowdown (2001-2002), the financial crisis (2008-2009) and as a consequence - the crisis of public finances in the euro area (2010-2011) dominated the expansionary fiscal policy against the restrictive monetary policy. In turn, in the years 2015-2017, the expansionary monetary policy dominated against the restrictive fiscal policy, which could have a positive impact on GDP growth.*

**Keywords:** *expansiveness, fiscal policy, monetary policy, policy mix, restrictiveness*

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## **RULES OF INDIVIDUAL OWNER BEHAVIOR IN FAMILY-OWNED BUSINESS**

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### **ABSTRACT**

*In this paper we like to solve problem to recognize the mind-set of the owner during succession in family businesses. It is typical non-linear process, when small change (owner succession) result in unpredictable effect. Our problem propositions are: (1) "The past is not a land to return to in a simple politics of memory. It has become a synchronic warehouse of cultural scenarios." (Appadurai, 1990, p. 4). and (2) we can used Richard Thaler's misbehaving to describe the behavior of the owner in that original decision when the succession is decided. This phenomenon we want to integrate into our conceptual framework. The belief in the sanctity of private property and ownership could only enter the values systems through narratives, and as such, it fits the concept of "nostalgia without memory." Data analysed and presented to support the premise that family business owners' control over their company can be affected by becoming joint-stock companies. The expectations during succession in family businesses are not prefixed but are constantly formed on the go as they sense the decision situations and possible paths.*

**Keywords:** *misbehaving, narrative, nostalgia, ownership shift*

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## **ANALYSIS OF LIFE SATISFACTION DEGREE IN RUSSIA AND EUROPEAN COUNTRIES**

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### **ABSTRACT**

*The article presents the results of the comparative analysis of life satisfaction of population of Russia and the European countries for two databases: RLMS, Russian Longitudinal Monitoring Survey (2016) and Eurobarometer (2016). Improving the quality of life of population is one of the most important tasks facing interstate, state, regional and municipal government. Moreover, for an adequate solution of the existing problems, it is necessary to identify both objective (from the position of the authorities of different levels) and subjective determinants of quality of life recorded by individuals. In the article degree of life satisfaction is used as an indicator of subjective quality of life. To determine the list of variables affecting the degree of life satisfaction, and, consequently, the quality of life, gamma ( $\gamma$ ) Goodman-Kraskel criterion between the considered features was used. Taking into account the fact that all the variables in databases are ordinal, the analysis of contingency tables was carried out for it. Integral indicators were constructed to reduce the dimension of the study population and to eliminate multicollinearity in the model PCA for selected features was used. This indicators were after re-linearization used as independent variables in ordinal regression. For Russian respondents integral assessments of financial situation, work, health status, as well as a factor variable describing the opportunities to improve their lives are significant.*

*Significant variables for respondents in European countries: factor variable that combines estimates of the quality of life in the country of residence, financial situation of the family, work, difficulties with the payment of debts, as well as integral (factor) variable of the respondent's opinion weight within the country and abroad. Besides that, similarities and differences in the sphere life satisfaction was got in social-demographic portraits of individuals.*

**Keywords:** *EUROBAROMETER, Life Satisfaction, PCA, Quality of Life, RLMS*

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## **ECONOMIC PERFORMANCE ESTIMATION OF THE VISEGRAD GROUP COUNTRIES**

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### **ABSTRACT**

*The purpose of this paper is to estimate a gap model of the Visegrad Group including core macroeconomic variables as aggregate demand, aggregate supply, interest rates, exchange rates and unemployment, further enriched by a fiscal block for Slovakia. This model takes a form of global projection model, since incorporating mutual linkages between the economies and also their most important trading partner, aggregated eurozone. Gap models are based on a small number of linear behavioural equations capturing macroeconomic fundamentals and*

*underlying stochastic processes pinning down the long-run trend values. Although proposed in mostly linear form and not properly derived from micro-foundations as standard dynamic stochastic general equilibrium models, combination of relatively simple structure together with plausible impulse responses makes the model suitable for policy analysis. The model was estimated with Bayesian techniques, which provide a very efficient way of imposing restrictions to produce both plausible dynamics and sensible forecasting properties. In addition, since the trading partners of Slovakia are modelled endogenously, we can capture spillovers between the countries and their final impact on the Slovak economy. Enrichment for the fiscal block makes the model applicable also for fiscal policy purposes. Spillovers between the economies are captured by three macroeconomic channels: impact of the external demand on the domestic output, impact of the exchange rates via relative competitiveness and import prices and correlation of the interbank risk premia. On the other hand, government deficit and debt are affecting the economy via fiscal impulse, government bond premium and trend real appreciation. The shock to the level of potential output has little effect on the output gap or interest rates, but it does lead to some decline in inflation, probably because of the cross correlation between the error term in the equation for the level of potential output and that in the inflation equation.*

**Keywords:** *Forecasting, Gap model, Regional Development, Slovak economy*

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## **GROSS DOMESTIC PRODUCT OR GROSS NATIONAL HAPPINESS – WHICH IS THE BETTER ALTERNATIVE FOR ECONOMIC MEASUREMENT?**

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### **ABSTRACT**

*The object of the analysis will be the measurement of the economy, and the subject is the essence and dynamics of Gross Domestic Product (GDP) and Gross National Happiness (GNH). The thesis we will defend is that today GNH is the more appropriate indicator for measuring of the national economies. The main and most popular macroeconomic indicator of the national accounts system in the world is GDP. GDP is accepted standard for measuring and managing the size of an economy. It is based on simple accounting and can be calculated using output, expenditure, or income figures. By all three methods, the goal is to measure the final result of the economic activity of each economy. The idea of GDP today, however, can be criticized. This basic measure has a number of constraints, and the question is whether there is an alternative to it? It is sought in the balance between material well-being, spiritual, emotional and cultural needs of individuals and society. Such an alternative is GNH - an indicator that measures the collective happiness and well-being of a population. GNH is distinguishable from GDP by valuing collective happiness as the goal of governance, by emphasizing harmony with nature and traditional values as expressed in several areas of happiness such as psychological well-being, health, time use, education, cultural diversity and resilience, good governance and others and pillars of GNH as sustainable and equitable socio-economic development, environmental conservation, preservation and promotion of culture, good governance.*

*The tasks of this research are related firstly to the presentation of GDP and GNH in their essence and secondly, to finding the advantages and disadvantages of using GDP and GNH as main measures in the economy.*

**Keywords:** *Gross Domestic Product, Economic Well-Being, Gross National Happiness, Economic measuring*

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## **SPATIAL ECONOMETRIC ANALYSIS OF CRIME: EVIDENCE FROM NUTS 3 REGIONS OF V4 COUNTRIES**

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### **ABSTRACT**

*This paper deals with the spatial analysis of crime in 2016 across the 113 NUTS 3 (Nomenclature of Units for Territorial Statistics) regions of the Czech Republic, Hungary, Poland and Slovakia (known as the V4, i.e. Visegrad 4, countries). The analysis is based on a total number of crimes per 1000 persons and includes conduction of an exploratory spatial data analysis (ESDA) and spatial econometric modelling. Both the box plot and box map of the distribution of the crime are presented. To investigate the spatial effects, the global Moran's I statistic together with the Moran scatterplot were employed. The presence of statistically significant positive spatial autocorrelation (based on queen case contiguity weight matrix) was confirmed. The local indicators of spatial association (LISA) were used to identify the local clusters. Since the statistically significant high-high clusters were confirmed for the 7 Hungarian regions, the low-low clusters occur across the 18 regions of the Czech Republic, Poland and Slovakia. The spatial outliers are represented by 2 Polish regions. Finally, the spatial econometric models were employed to assess*

*the impact of location as well as of some economic and demographic indicators (GDP per capita, rate of employed persons and population density) on crimes in concrete region.*

**Keywords:** *Crime, Regions, Spatial econometric analysis, V4 countries*

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## **AN ASSESSMENT OF FINANCIAL LIQUIDITY MANAGEMENT IN THE CAR TRANSPORT COMPANIES**

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### **ABSTRACT**

*Transport is an area that strongly drives the economy of every state. In the situation when the costs of transport services increase, immediately there is a growth in prices in all industries and branches of the economy. Therefore, it has a key meaning in the prices of products, goods, or services provided by private or state companies. Management of a company providing transport services is very complicated because the price of fuel, road tolls and various types of fees related to environmental protection issues are the most important elements affecting the level of costs in this type of units. These are the costs the managers do not have a great impact on but they constitute a very large share in the structure of costs incurred, they can be described as external costs.*

*In a situation where external costs are a large share in the cost structure, a policy of managing financial liquidity should be carried out very carefully.*

*The aim of the article is to present a strategy for managing financial liquidity for selected Polish car transport companies.*

**Keywords:** *road transport, financial liquidity component, costs*

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## **MANAGEMENT IN THE DEVELOPMENT OF TOURISM IN THE NORTH-EAST OF MACEDONIA**

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### **ABSTRACT**

*In this paper we make an analysis of the companies that work in the hotel and catering industry in the north-east of Macedonia. The results from the research have shown that the companies need to constantly work on the advancement of the business processes by developing the Total Quality Management (TQM) philosophy, in order to both satisfy the wishes and the needs of the clients and to gain profit. The use of different tools and techniques in the marketing activities should help the companies to strengthen the brand and to enlarge the number of tourists and clients.*

**Keywords:** *Employees, Instruments of tourism, Quality, Performances of the business processes, Tourism development*

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# **SOCIO-ECONOMIC IMPACTS OF TRANSPORT INFRASTRUCTURE PROJECTS ON REGIONAL DEVELOPMENT**

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## **ABSTRACT**

*The paper focuses on the socio-economic impacts of transport infrastructure projects of diverse significance (highways, roads) with different investors. The authors have been dealing in the long run with economic efficiency of large scale infrastructure projects in the Czech Republic in both methodological and factual terms. Investor of the large scale infrastructure projects (highways) is Road and Highway Directorate. Large amount of funds are also spent on regional level within individual regions of the Czech Republic on investment activities related to lower level roads without which the territory and the backbone networks could not function properly. Investors of middle and small infrastructure projects are municipalities. The research activities aimed at creating methodological procedures for socio-economic assessment of transport infrastructure projects at these two different levels. Projects selected for implementation must always take into account a Pareto optimum, respecting the 3E principles and be beneficial for the development of the territory. The research focuses on finding common and distinct sub-processes within the methodological approaches for assessing the socio-economic efficiency of the projects and their impact on*

*regional development. The examined variables are particularly investment costs and socio-economic benefits related in particular to reducing operating costs, travel time and negative externalities. The analysis has been carried out on two data sets, 47 Czech large scale infrastructure projects and 18 small/middle size infrastructure projects implemented in the South Moravian Region. The output is the evaluation of the socio-economic impact of the new/reconstructed transport infrastructure projects on the investigated territory.*

**Keywords:** *Regional development, socio-economic impact, transport infrastructure project*

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## **INVESTIGATING THE EFFECTS AN ACQUISITION HAS ON BRAND EQUITY**

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### **ABSTRACT**

*This study aimed to understand the impact and effects acquisition events have on an organisation's brand equity. The literature highlighted a lack of pertinent research into the effects company acquisitions have on consumer-based brand equity (CBBE), especially what impact and consequences there may be on a brand that is acquired by another. This report investigated the overall acquisition process and proceeding effects the process had on an organisation's CBBE. In order to achieve an in depth understanding, a case study approach was used. Here Rapha Racing Limited (RRL), a UK based up market manufacturer of*

*cycling clothing and accessories for road riders, was explored. RRL was cited as it had recently experienced a £200 million acquisition by two heirs of the Walmart family. Primary research within the case took the form of surveying RRL consumers, interviewing RRL employees and a senior professional, who has been involved in numerous, high value company acquisitions. This multiple perspective approach allowed an insight into how RRL managed their brand throughout the acquisition and whether RRL managed to match, misjudge or exceed consumer brand expectations. This report found how RRL steadied the ship through a clear internal communication strategy with complete transparency between leadership and staff. However, it was found that RRL failed to apply the principle of transparency in their communications with consumers. The paper concludes that careful consideration of the acquiring party, protection of current business culture and systems as well as transparency with existing customers are vital components in controlling an organisation's brand equity with an acquisition event.*

**Keywords:** *Acquisitions, Consumer-based Brand Equity, Rapha Racing Limited*

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## THE IMPACT OF IFRS 9 ON LOAN IMPAIRMENTS IN CROATIAN BANKS

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### **ABSTRACT**

*This paper explores the impact of application of new International financial reporting standard 9 Financial Instruments on loan impairments in Croatian banks. The impairment requirements in the new standard are based on expected credit loss model and replace the International accounting standard 39 Financial instruments: Recognition and measurement incurred loss model. The change in regard to the IAS 39 is the new classification and measurement model based on the business model of the entity (at the portfolio level) and the characteristics of the contracted cash flow by individual financial asset. Credit loss represents the difference between all discounted contracted inflows payable to entities under the contract, and all discounted cash inflows that the entity is expecting. A new model relies on entities being able to make robust estimates of expected credit losses at the point at which there is a significant increase in credit risk. For this purpose, banks will need to decide how "significant increase" and "default" will be defined in the context of the instruments (loans) they hold. The paper explores what are the main challenges in the field of data availability, impairment model, criteria for the allocation and macroeconomic factors when implementing the new standard in banks. The new model of impairment is likely to have a significant impact on the systems and processes of banks due to its extensive new requirements for data and calculations.*

**Keywords:** *banks, IFRS 9, impairment, loans, loss model*

## INCOME DISTRIBUTION DETERMINANTS AND INEQUALITY IN CROATIA

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### **ABSTRACT**

*This paper presents the determinants of income distribution and their inequality in Croatia. The aim of this paper is to identify all variables affecting income distribution and inequality in Croatia. Looking at the data from 2001 to today, we come to the conclusion about the possible impact of social transfers, inflation, wages, government consumption and other variables on income distribution. In this paper, we will specifically focus on the calculation of inequality in the distribution of income based on the basic indicators for the calculation of inequality such as the Gini coefficient and other measures. Today, we can talk about the influence of the state on income distribution, the impact of education, regional influences, and other impacts, but we can't quantify individual impacts. There is no calculation that would show us the importance of an individual impact or its quantifiable effect. It is precisely the basis of this paper, where it tries to show the effect of certain variables, as well as their importance in order. The issue that goes through this paper is very important because it seeks to determine the determinants of income distribution and on the basis of this determinants, it estimates why inequality in income distribution occurs and how this inequality can affect other aspects of the economy. Based on this paper, one can get an answer on how and whether inequality in the distribution of income affects the creation of an economic crisis. This paper is a continuation of the research conducted in Croatia on the topic of inequality in the distribution of income. However, these papers have looked at the individual effects on income distribution, such as the influence of the state, the level of*

*education etc. Unlike previous works, this paper tries to evaluate all possible impacts on inequality in income distribution and also to show their mutual influence and classify their importance.*

**Keywords:** *Gini coefficient, Income distribution, Inequality*

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## **THE INFLUENCE OF GENERATIONAL DIFFERENCES ON THE PERCEPTION AND CREATION OF THE PRINCIPLES OF WRITTEN COMMUNICATION**

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### **ABSTRACT**

*The objective of the paper is to investigate whether there are significant differences in the expectations of young (up to 40 years) and mature (over 40 years of age) clients regarding written*

*correspondence, justifying the necessity of dividing customers into separate market segments in order to conduct different written communications with them. The paper analyzes the results of the own research, which concern the behavior of these two market segments of the individual clients. The paper reviews the available literature and contains the results of a qualitative research conducted by the authors in a cooperation with a large energy company in Poland. The key aspects of written communication of a large company with youth and mature consumers were identified, taken into account their preferences and behavior.*

**Keywords:** *Qualitative research, Generational differences, Written communication*

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## **IMPACT OF THE AGENT THEORY ON PRIVATE AND PUBLIC COMPANIES BASED ON THE ANALYSIS OF CROATIAN HEALTH CARE SYSTEM**

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### **ABSTRACT**

*For years Republic of Croatia has been faced with the challenge of sustainability of its own health care system due to inefficiencies of public health care institutions. It prevails that such*

*development is the cause of health care system structure itself, which provides health care to all citizens. This paper seeks to explore whether public health care institutions can be more effective despite of the system structure itself. The basic premise in the paper is that public health care institutions are ineffective because of impact of the agent theory. In order to examine that premise it is necessary to compare public and private health care institutions. The aim of this paper is to find out whether there is a greater impact of the agent theory in public health institutions in the view of different influence of private and public ownership on the management methods. The research methodology refers to the financial analysis of selected private and public health institutions. The examination of the professional qualification of directors in institutions showed that there are no major differences in the share of experts in the field of economics in private and public institutions. Efficiency analysis based on the specific institutions indicated that public health institutions are more ineffective than private considering cost management. Based on this, the conclusion was that impact of the agent theory is more dominant in public health care institutions.*

**Keywords:** *agent theory, public health care institutions, health care system, private ownership, public ownership*

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## **MANAGERIAL APPROACH TO VIRTUAL SERVICES**

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### **ABSTRACT**

*By an example of Uber, probably the best known virtual service, we introduce a universal scheme, called the SW scheme, for an analysis and synthesis of managerial aspects of a virtual service.*



*These services offer new examples of ICT support to business and form an important and fast-growing part of service market which, in turn, is a part of labour market. We claim that each market beside its demand and supply has its own organizer who sets, often informally, rules for its demand-supply game. These three market actors (people, institutions, firms, etc. made by people) are connected by formal and/or informal relations what can be pictured as a triangle, called the market triple. For each virtual service, in contrast to a typical service, the rules of the demand-supply game are strictly formalized and presented by the organizer as its application (computer program) which matches virtually, through an internet platform, the demand for a given service with the supply equalizing it. We show first that each virtual service beside its market has its own market triple and its own SW scheme, and next we study relationships between the last two. The SW scheme indicates who of the three actors does the matching. For instance, it is the supply side in the case of Uber, but the demand side in the case of Airbnb, while the organizer alone matches demand and supply on the Forex market. In conclusion, we demonstrate how our methodology can be used in debates on the impact of the internet on a contemporary economy and service virtualization, in particular.*

**Keywords:** *Demand-supply game, Labour market, Managerial analysis and synthesis of a virtual service, Market triple, Service virtualization*

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## **COMMUNICATING A NEW VISION OF TOURISM: THE CASE OF VOLUBILIS, MEKNÈS, MOROCCO**

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### **ABSTRACT**

*Smart villages are considered as the trendiest way of managing touristic sites and bringing along lots of components together. Millennial tourists are not interested in sun, sea, sand, and sex anymore. They are more into exploring and learning from living the experience of the citizens while visiting the sites. With today's technology, the tourism industry and others are flourishing and seeking to improve the economic growth of the nations. In order to better serve this industry, a clear communication plan is to be delivered as well as an analysis of a specific site.*

**Keywords:** *smart village, sustainable tourism, strategies of managing smart villages*

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## **DEPRECIATION ACCOUNTING POLICY INFLUENCE ON THE PERFORMANCE INDICATORS VALUES – CASE STUDY OF CROATIAN PRODUCTION COMPANY**

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### **ABSTRACT**

*In the focus of this paper is influence of the different depreciation accounting policies on the final financial statements. An integral part of the analysis is the comparative analysis of the above mentioned influences on the basic performance indicators. The whole procedure is carried out using real database of Croatian production company AD Plastik d.d. taking into account all the regulations of Croatian Accounting Law. Namely, this law permits use of twice higher and twice lower depreciation rates, in relation to those prescribed by the Law, and that kind of depreciation cost will still be tax-deductible. In the paper, the comparative balance sheet as well as the profit and loss account show the value of assets and liabilities in the case that company used the twice lower or twice higher depreciation rates instead of the actual ones in the reviewed year. Impacts on the performance indicators are also integral part of comparative analysis. Results have led us to the conclusion that application of twice lower*

*or twice higher depreciation rates had the statistically significant influence on financial reports. An important contribution of this paper is the analysis of different influence of such depreciation policy on the certain performance indicators. Some of them are more sensitive to the various depreciation rates. That is why complex analysis has to take into account particular influence of various depreciation rates on a certain performance indicator.*

**Keywords:** *accounting policies, depreciation, financial reports, performance indicators*

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## **IS QUALITY IN CRISIS?**

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### **ABSTRACT**

*As the crisis is a serious incident that affects the safety, environment, products or reputation of the organization, this paper advocates quality as an object of observation, exclusively and only from the field of management system. Although it is impossible to give a complete answer to the question: whether quality is in crisis, the paper just opens up, not for the first time,*

*a set of perceived weaknesses that point to a potential quality crisis. Quality is the concern of all, but the responsibility is on the manager and the professionals in the field of quality. Naturally, one always needs to repeat the old saying Quality looks just like the management does. More precisely, the products of each work look just like managers. Therefore, the tendency in education, that is, in the field of training, should be directed at the training of management, that is, the leaders. This change would have significant effects on the overcoming the crisis in the field of quality, because the boss should not be interested in the price of shares, but for the quality.*

**Keywords:** *Crisis, Management, Quality*

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## **SUSTAINABILITY IN BUSINESS: A MILLENNIALS' PERSPECTIVE**

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### **ABSTRACT**

*The detrimental effect mankind has on the planet continues, with its ability to produce far more than can be consumed is resulting in unmanageable effects to the earth (Senge, 1990). Achieving a performance advantage while not causing destructive effects is the new challenge. Consequently, considering the UN's sustainable development goals (SDGs), this study investigated how environmental, social and governance factors (ESG) could*

*contribute to a better financial performance for multinational companies. Due to the ecological, economic, and social consequences of business (Mebratu, 1998) it has never been more important for society to lean towards sustainable practices (Brune, 2016). As new challenges emerge, new concepts of how to deal with them evolve, including the concept of 'sustainable development' as a foundation to management thinking and decision making. Private businesses are a key component in achieving the UN's desired sustainable view, as they can help to fill the \$3tn annual investment gap expected to be needed across the next 15 years (Earley, 2016). As a generation, millennials have a critical role to play in achieving a sustainable future. Millennials are the next group of business thinkers and decision makers. Based on research conducted by this study, eight out of ten London based millennials acknowledged the private sector has a critical role in helping to achieve a sustainable future for all. However, fewer than three in ten millennials actually believe that private businesses will take action, instead continuing to place their short-term profitability mindset ahead of sustainability (Tuffrey, 2016). With a world population of 50% under the age of 30 (WEF, 2017), and with millennials continuing to become more conscious of trends which affect the planet and their future, the expectation of businesses to act sustainably seems to be rising. This study confirmed a multitude of ways to increase business performance sustainably, such as driving sales by targeting consumers' increasing willingness to pay a premium for sustainable goods. A questionnaire supported this approach by confirming that 9 out of 10 millennial Londoners acknowledged that action on climate-change should be the responsibility of both individuals and private businesses. However, a smaller amount, only 4 out of 10 millennials surveyed, were willing to contribute by shifting their purchasing-behaviour, to more sustainable products, if prices were higher. Further to this, if a product was found to be unethical, the data collected showed 75% of millennials would take action by looking for a competitor or leaning towards an alternative (30% of those surveyed).*

*Consequently the results suggest millennials expect the private sector to step up and deliver sustainable products at competitive prices in order to truly help.*

**Keywords:** *ESG Factors, Sustainability, Millennials*

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## **MANAGEMENT OF TOURISM: AN OVERVIEW OF ROOM RATE PARITY**

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### **ABSTRACT**

*Hotel guests are facing a variety of different hotel rates when booking online. The transparency of the Internet is driving hotel prices towards rate parity. This article examines parity, room availability, rate guarantee concept, issues with online pricing and revenue management. Direct and indirect distribution channels are considered in how they relate to consumer demand. The main purpose of this study is to examine actual rate parity of hotels across direct and indirect channels of distribution. Results suggest that there are no significant differences between rates from direct or indirect channels. Notable improvements in hotel rate parity from past studies were identified in this study. However, this study negates the claim of “lowest rates guaranteed” as propagated by several hotel chains, which they have stated in order to increase direct distribution through their own websites. This paper will make an analysis of previous research on the above topic and try to outline the relevant results.*

**Keywords:** *distribution channels, parity, room rate*

## **ANALYZING OECD'S LABOR MARKET EFFICIENCY IN 2018**

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*The World Economic Forum published Global Competitiveness Index (GCI) in order to measure national competitiveness in different countries annually. The GCI contains 12 pillars. The 7th pillar of mentioned report is Labor Market Efficiency (LME). The efficiency and flexibility of the labor market are critical for ensuring that workers are allocated to their most effective use in the economy and provided with incentives to give their best effort in their jobs. LME have 10 indexes contain: Cooperation in labor-employer relations, Flexibility of wage determination, Hiring and firing practices, Redundancy costs, Effect of taxation on incentives to work, Pay and productivity, Reliance on professional management, Country capacity to retain talent, Country capacity to attract talent, Female participation in labor*



*force. This paper aims at Prioritizing OECD Countries based on their LME' Indicators. The current OECD members are Australia, Austria, Belgium, Canada, Chile, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Korea, Latvia, Lithuania, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom, and United States. In first, we used Shannon Entropy method for determining the weight of each LME's indicators. The statistical population was 36 OECD countries whose GCI data were included in GCI 2017-2018 report. Also, we used TOPSIS method to prioritizing these countries based of their LME. Our Finding help OECD Countries' policy makers and business mans to identify each country's situation in OECD. Also, this research introduces benchmarks for Middle East countries. In addition, importance of each indicator of LME will be clear.*

**Keywords:** *Global Competitiveness, Labor Market Efficiency, OECD Countries, Shannon Entropy, TOPSIS*

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# **STUDY ON THE LEVEL OF PHYSICAL DEVELOPMENT AND PHYSICAL FITNESS IN STUDENTS OF UNIVERSITY OF PSYCHOLOGY AND EDUCATION**

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## **ABSTRACT**

*The departments of physical education and physical exercise are active in conducting studies on level of physical development and physical fitness of students that provide opportunities for adequate assessment of the potential impact of physical exercise and sports activities on the younger generation. In this study, we attempted to select and implement the adequate and appropriate anthropometric investigations, indices, and functional tests, medical and pedagogical measurements in the educational practice of Universities of Psychology and Education during their “physical education” course*

**Keywords:** *physical exercise and sports activities, physical status, physical development, physical fitness, students, health, anthropometry, functional testing*

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## SOCIOCULTURAL ACTIVITY IN THE FIELD OF SOCIAL PEDAGOGY

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**Irina Kazakova**

**Denis Tsarev**

### **ABSTRACT**

*The article focuses on current issues of increasing opportunities of sociocultural activity by involving it into socio-pedagogical processes. Here are the basic types of socio-pedagogical environments in which the organization of sociocultural experience is essential for various educational and training tasks to be solved. The specificity of the socio-pedagogical orientation of institutions of various departments which are using the achievements of sociocultural activity is revealed. Thus, the basic requirements for organizing the relevant cultural work of each of these institutions are being analysed. Taken together, the socio-educational environments under discussion cover the main possible ways of a person's socialization by means of sociocultural activity. The results of reviewing socio-pedagogical practice in the institutions of culture and art, social and educational institutions examined by the authors make it possible to reveal new opportunities for increasing the effectiveness of work of social teachers and organisers of sociocultural activity. As shown in the analysis, the interrelation of socio-pedagogical and sociocultural practice opens up new prospects for expanding the modern socio-educational environment of sociocultural activity.*

**Keywords:** *sociocultural activity, social pedagogy, environment, culture, art*

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## **REPERTOIRE POLITICS IN THE PROCESS OF FORMING OF PERFORMING COMPETENCE OF PEDAGOGUE-MUSICIAN**

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### **ABSTRACT**

*Objects of research are the purposes and tasks of the educational repertoire, its role in the formation process of the teacher-musician performing skills and abilities. Systematization of the repertoire policy principles and allocation main ones, directly influencing on the level of professional skill of the specialist became the purpose of work. Studying and generalization of scientific and methodical literature, pedagogical observation, the analysis of practical activities of teachers-musicians served as methods of a research. The methodological basis of work was made by modern concepts of the Russian musical pedagogics. The theoretical model of process of the educational repertoire selection on the basis of the formulated principles became result of a research. Conclusions can be applied in research and methodical work of pedagogues of the higher education institutions and culture and art faculties, in forming of programs and methodical texts, scheduls and contents of disciplines, in*

*modern student teaching. The novelty of a research consists in systematization of the purposes and tasks of the repertoire, identification of the basic principles of its selection causing effective formation of teachers-musicians professional competences. A conclusion of authors is as follows: in the context of the last changes in the higher education system connected with the competence-based and practice-focused approach in professional training of specialists, including teachers-musicians, the choice of the repertoire also has to have competence-based focus and to be aimed ideally at formation of all necessary competences at its highest level.*

**Keywords:** *Repertoire, Profession, Competence, Pedagogue-Musician, Performing, Training*

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## **PECULIARITIES OF FINANCIAL SERVICES CONSUMERS' RIGHTS PROTECTION**

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### **ABSTRACT**

*This research is dedicated to analysis of current issues related to civil-law and administrative protection of financial services consumers' rights. During the research, the authors have analyzed the financial service notion, examined the main*

*statutory remedies available to consumers of services in the financial area, and performed legal assessment of changes introduced to legislation in the previous four years for regulation of this category of legal relations. Finally, the authors come to conclusion on necessity to develop and improve the out-of-court settlement concept in order to increase efficiency of legal protection of individuals and organizations participating in legal relations in the field of financial services rendering.*

**Keywords:** *consumer rights protection, financial services, financial ombudsman*

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## **PENSION SYSTEM IN RUSSIA: PREREQUISITES, SOCIAL NEEDS, STATE REGULATION, PROBLEMS OF IMPLEMENTATION**

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### **ABSTRACT**

*In the modern world, with the increase in the total population, changes in the quality of life of people in developed countries, the transformation of the labor system, the reform of pension legislation and raising the retirement age are relevant topics, the subject of large-scale social discussions and scientific research.*

*Russia is also introducing current methods and technologies for reforming the pension system. The social need is objectively traced, new programs, the directions of reorganization of pension provision, taking into account differentiation of different groups of the population are formed. But from a practical point of view, not everything can be successfully solved, implemented. It should take into account the special regional specifics of the Russian province, the counterweight to foreign experience, the level of economic development, infrastructure, mobile and human resources. There are both negative and positive examples of state influence and solving urgent problems of social regulation in the field of pension legislation. The authors of the article present some results of consideration of historical experience, prerequisites for the formation of pension provision, actual changes, social needs, state guarantees and transformations in the field of pension system in Russia.*

**Keywords:** *state social support system, social state, social policy, pension provision, state regulation*

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## THE ATTITUDE OF RUSSIAN YOUTH TO THE PHENOMENON OF GLOBALIZATION

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### **ABSTRACT**

*The aim of the research was the study of attitudes of young people aged between 22 and 27 towards globalization and determination of a cognitive and emotional aspect of the attitudes towards globalization. Methods: questionnaire including 10 open and closed questions to evaluate attitudes towards the notion of globalization, frequency analysis of the closed questions as well as content analysis of the open questions, examining various aspects of attitudes towards the notion of globalization. Results and scientific novelty. The paper examines the concept of globalization development, analyzes threats and opportunities, which this phenomenon carries. The results of the research into attitudes of young residents of Russia towards the phenomenon of globalization are described. There has been revealed an ambivalent attitude of the youth towards the phenomenon. The description of the results of a content analysis of 125 respondents' answers to questions dedicated to various aspects of their perceptions about the phenomenon of globalization is presented. The article highlights the main tendencies in the attitudes towards the notion of globalization among the youth.*

**Keywords:** *attitude to globalization, values, personal identity*



# **MARKET RISK ANALYSIS IN TERMS OF IMPACT ON ENTREPRENEURIAL ACTIVITY OF SMALL AND MEDIUM-SIZED ENTERPRISES IN SLOVAKIA**

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## **ABSTRAKT**

*The globalisation and permanent changes of the entrepreneurial environment are the source of many risks but also opportunities for the SMEs. The market risks are often underestimated but even a flexible response to the changes is not able to turn the negative consequences of their influence. The companies can suffer financial losses and can lose their competitiveness. The SMEs create 99.9 % of the overall number of the entrepreneurial subjects in Slovakia. This was the reason why we realised a questionnaire research aimed at the risk management in the Slovak SMEs in 2017. Based on the research results we worked out an analysis of the market risk sources and assessed the dependence of the market risks on the company size and the duration of doing business through the dispersion analysis by using the quantitative statistical tools. The results confirmed there was a certain rate of dependence between the intensity of the perceived market risks of the SMEs in dependence on the duration of doing business and there was also dependence between the market risk intensity the SMEs feel and the company size. For the market crisis to be effectively managed, it is*

*important to define the risk management process exactly, not only from the point of view of the tools and methods but also to define exactly not only the responsibility of the company owners and managers but also that of the particular employees in the risk management area.*

**Keywords:** *Enterprise, Market risk, Research, Risk, Small and medium enterprise*

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## **DEVELOPMENT OF SAMOMARKETING COMPETENCES IN STUDENTS IN THE INTERACTIVE LESSONS**

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### **ABSTRACT**

*The paper reveals the problems of developing self-marketing competencies for students. Modern marketing technologies are used at all stages of self-marketing from professional search to the formation of a young specialist. In the course of the research, methods such as a questionnaire using the Google Forms online service and the SPSSStatistics 23 software package were used, and sociological methods and methods of statistical analysis were used to analyze students' self-marketing strategies.*

*According to the results of the research, the greatest interest was shown to the use of interactive technologies in the formation and development of self-marketing competencies while developing the competencies of students in vocational training programs, advanced training and masters. As a result, it was possible to assess the effectiveness of the mechanism for developing the competencies of students in educational organizations in Moscow and the Moscow region. For bachelors, round tables, business and role plays are the most preferred forms of interactive classes in developing self-marketing competencies. Brainstorming is necessary in the formation of self-marketing competencies for specialists. For master students, master classes and Case-study are most applicable for the development of self-marketing competencies.*

**Keywords:** *self-marketing, innovative technologies, students, teachers, interactive classes*

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## **SOCIAL ENTREPRENEURSHIP: PROBLEMS OF FORMATION AND DEVELOPMENT**

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### **ABSTRACT**

*This study of social entrepreneurship is a fairly new area of research. It is very interesting from different disciplines. However, currently existing theories still do not develop a common understanding of this phenomenon. The existence of multiple interpretations of social entrepreneurship and different approaches to its interpretation and conceptualization greatly hinders its study and even implementation. In this paper, social entrepreneurship is considered in a fairly broad sense of the term as an entrepreneurial activity of social orientation, which includes social work, the activities of non-profit and philanthropic organizations, as well as companies focused on making a profit, but at the same time setting themselves and social objectives.*

*The purpose of the study is identify the main conditions and factors that act as incentives, or on the contrary, obstacles to the formation of various types of socially – oriented entrepreneurial activity in modern Russia. The paper proposes a conceptual model that identifies the socio-economic mechanisms of sustainable and reliable functioning of social entrepreneurship, but at the same time draws attention to the factors that impede or slow its formation and development. The model is based on the results of Desk research, secondary analysis of data obtained through surveys of respondents operating in the field of social entrepreneurship, as well as through the use of qualitative methods of collection and analysis of information by the expert survey.*

**Keywords:** *social entrepreneurship, services of social entrepreneurs, philanthropic organizations, social orientation, socio-economic mechanisms, digital economy*

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## **RUSSIAN EDUCATION FOR CHINESE STUDENTS: REASONS OF DEMOTING**

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### **ABSTRACT**

*China is the major exporter of educational migrants. Universities around the world are competing for Chinese students. Russia is also interested in Chinese students studying at its universities. Therefore, the number of Chinese students in Russia is lower than in the USA, Western Europe, Japan and some other countries. The study of statistics on Chinese students' migration, combined with the analysis of the primary sociological data about their motives to study in Russia, evaluation of universities in other countries, the employment prospects of self-realization, has shown that the Russian education for the Chinese is less attractive than the education in other technologically developed countries. The factor of attraction to Russian universities is Russian culture and economic cooperation between Russia and China. For the Chinese with the education received in the universities of the USA, Western Europe, Japan, the labor market is much wider, than for those Chinese who received Russian education. The research has shown the problem areas of Russian – Chinese cooperation and the possibilities of their solution.*

**Keywords:** *Chinese students, educational mobility, Russian universities, Russian education*

## **PECULIARITIES OF SOCIOALLY RESPONSIBLE TOURISM IN RUSSIA AND PROSPECTS OF ITS DEVELOPMENT**

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*In accordance with the concept of sustainable development, the factors that stimulate the development of tourism are determined by its dependence on socio-economic, cultural and natural resources. The subject of the study was the study of the features of the formation and development of a new type of activity, called socially responsible tourism, as well as the prospects for its development under Russian conditions. The meaning of such an activity entrusted with rights and duties is to combine the pleasure of visiting sights in unique places and assisting in carrying out community service work in the receiving region. When studying the methodological foundations of socially responsible tourism, historical prerequisites were identified that led to the emergence of various varieties of it, such as social, volunteer, ecological, religious, sustainable, solidarity, fair tourism. Based on the experience that exists in the world, taking into account the*



*specifics of the Russian practice of project implementation, the study has developed recommendations for improving the legal framework and developing special regulatory documents; to popularize the ideas of socially responsible tourism in the country; to expand the network of volunteer centers in the Russian Federation; on the creation of accessible for the population tourist projects and programs of this direction; on the spread of progressive world and domestic experience and techniques; to attract public attention to volunteer programs and projects; on the development of social tourism as one of the most common forms of tourism in the country, taking into account the accumulated experience in supporting the rights of socially unprotected strata of the population.*

**Keywords:** *socially responsible tourism, sustainable development, volunteer tourism, eco-tourism, social tourism, destinations, tourist industry*

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## **PREPARATION OF STUDENTS FOR PARTICIPATION IN ART PERFORMANCES IN SPORTS AND SPORTS EVENTS**

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### **ABSTRACT**

*Physical culture and sports events are understood as the sports-theatrical performances, demonstration performances of sports and art collectives. An important role of the events is to implement the educational function of sports and mass activities: promoting*

*the attractiveness of sports and physical education and sports, providing necessary information about the forms and forms of physical education. In the development of sporting events, artistic means are used: illustration (organization of material in the form of demonstration performances by sports teams); the theatricality (the organization of a single action on the basis of a director's intention, which subordinates all the components of an event, the game with the audience (the organization of a game situation in which they act realistically, using knowledge and experience, based on the rules of the game). Nowadays, the urgency of the problem lies in the development and provision of special programs and sets of exercises for physical culture classes with students at universities, training performers for demonstration performances, entertainment and sporting leisure activities with different contingents of the population. The purpose of this study is to develop a set of exercises for the preparation of student participants for demonstration performances in sports teams of physical culture and sporting events.*

**Keywords:** *Demonstration performances, sports teams, sporting events, sports festival, sports and art performances, physical culture, the opening ceremony of the performance*

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## **CURRENT TRENDS IN THE PHARMACEUTICAL INDUSTRY IN RUSSIA**

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### **ABSTRACT**

*This article highlights the features of the pharmaceutical market in Russia, inherent in the modern stage of development. Points of growth of the modern pharmaceutical market are revealed. Interaction of the state and business, innovative development of the Russian producers are considered. The implementation of the Federal target program "Development of the pharmaceutical and medical industry of the Russian Federation for the period till 2020 and further prospect" and its influence on the market are considered. The scheme of structure of market players is offered. The main pharmaceutical clusters currently existing in Russia are considered separately.*

**Keywords:** *pharmaceutical market, innovations, innovative development, Russian manufacturers*

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# **LABOR MOBILITY OF MIGRANTS FROM THE EURASIAN ECONOMIC UNION MEMBER COUNTRIES ON THE RUSSIAN MARKET OF LABOR: STATUS, PROBLEMS, SCENARIOS OF DEVELOPMENT**

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## **ABSTRACT**

*The purpose of the study - a comprehensive analysis of the formation of the labor market within the Eurasian Economic Union (EAEU) as a dynamic social-economic system which involves a variety of relationships and interaction of its subjects. It emphasizes the process is complex and contradictory. Creating labor market EAEU requires each Member State of EEA to provide social and legal guarantees, including providing equal rights to employment, wages, social protection. The key focus is on the mobility of labor migrants, ensuring freedom of movement of workers and differentiation in the Russian labor market of migrant workers from the EEA. analyzed Employment profiles of representatives of various socio-demographic and ethnic groups, informal and illegal employment.*

*Relying on an extensive information database of the results of research showing the trend of mobility of citizens of Member States of EAEU, identified problematic links in a new integration space. Research has shown that by restraining factors of movement of workers in the EAEU include incomplete development of normative and legal regulation, lack of experience in management of migration processes in the format of a labor market and a migration infrastructure. There is no single database by industry data, specialties, regions and employers needed by the recipient country of labor, not a unified database of the executive authorities of the Member States EAEU (tax, law enforcement, immigration, social, employment). Issue of general education, vocational training, knowledge of the language of the host countries for migrants are not completed. Saved informal employment of foreign nationals, over-exploitation and forced labor of migrants. EAEU in a shortage of highly skilled workers and the workforce with the necessary technical skills, jobs remain unfilled. Training should be comprehensive and acquire the character of a common goal. Serious attention should be paid for migration policies of the participating countries.*

**Keywords:** *Eurasian economic union, integration processes, movement of labor, labor market, migrant workers, labor mobility*

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## **BASIC NEEDS DETERMINING THE TRANSFORMATION OF THE SYSTEM OF EDUCATION IN THE INFORMATION AGE**

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### **ABSTRACT**

*The article examines the factors conditioned by the nature of the development of the information society and determines the need to change the education system in the direction of forming the qualities of the future specialist relevant to the needs of the modern era. The experience of both developed countries and Russia is analyzed. The features of the processes of changing the nature of the acquisition, formation and assimilation of knowledge that determine innovative changes in education are considered. The idea of the necessity of finding effective methods, models of protection of its uniqueness and preservation of institutional identity for the national systems of higher education, is substantiated in the conditions of the ongoing process of internationalization of spiritual life.*

**Keywords:** *social philosophy, pedagogy, education, postindustrial society, human capital, innovations*

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## **THE SOCIO-ECONOMIC RISKS OF THE INTEGRATION PROCESSES WITHIN THE EURASIAN ECONOMIC UNION**

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### **ABSTRACT**

*This article considers the Eurasian integration risks for Russia. The authors suggest singling out three groups of risks (economic, social and substandard ones), which have to be taken into consideration within the context of the integration processes in the Eurasian area. They stress that Russia needs a meaningful approach to defining a scenario for the Eurasian integration development, a regular monitoring of the processes influencing the Russians' living standards. Otherwise, as the authors' research shows, the integration processes will be challenged by the locals and can cause disintegrating intentions. In the authors' opinion, the main aspect of risk minimization is to apply a management approach of diversity. The authors insist on the need to follow the science-based strategy of the Eurasian integration, to use the social and economic approaches and policies being endorsed by the public.*

**Keywords:** *Eurasian Economic Union, socio- economic risks, integration, social diversity*

## **INNOVATION IN EDUCATION: PROBLEMS AND PROSPECTS**

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### **ABSTRACT**

*The focal point of the paper is the study of one of the actual challenges of the modern educational philosophy, i.e., the problem of innovations in education. The focus of the paper is the essence of innovations in an educational process. We proceed from the idea that it is critical to outline the reasons that determine innovations. Of much importance is the understanding of the goals and the prospects of innovative educational processes. Our major finding is that they stem from global economy's challenges emerging in the conditions of postindustrial society both at global and local levels. Consequently, education, as a unique resource for the development of society, is a subject for transformation of its structure and content. Another important finding is the critical role of innovative education as the major shaper of the relations that will determine the future of our civilization. The authors' conclusions emerge as a combination of empirical facts from the sphere of Russian and foreign educational experiences, and as the provisions of selected educational concepts and strategies.*

**Keywords:** *investments in innovations, innovations in the educational sphere, innovation policy, education paradigm, knowledge, functionality, efficiency*



## **CUSTOMISATION OF THE FIRST MAURITIAN MOOC: ALIGNING WITH CHALLENGES OF THE MODERN WORLD FOR EDUCATION AND KNOWLEDGE MANAGEMENT**

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### **ABSTRACT**

*The MOOC, Massive Open Online Course, is present in our landscape since 2008. The objective of such courses is to train a maximum of students via an online platform which requires an access to internet, motivation and willingness from the participant. Teaching requires organisation. With more and more courses being offered online teachers are constantly being asked to change their teaching style. Thus the organisation as well as the monitoring of students is changing. Online courses have taken another turn with the innovation, which are the MOOCs. MOOCs are non-fee paying courses, delivered mostly by recognised universities, course organisation and management was bound to change. By default MOOC courses are offered over a period of 1 to 1 and a half month, by course providers allowing courses to be hosted on their platforms, learning resources are often in the form of video lectures. Interactions with tutors are either synchronous or asynchronous. The appropriate evaluation mode for the high number of registered users for this type of course, is often the peer to peer evaluation. Another form of evaluation is the online quiz either assessed automatically or assessed by the system. With less than 10% successful completion rate for MOOC courses, Jordan 2013, and keeping in mind the Mauritian context, the Open University of Mauritius decided to offer a personalised MOOC, which could be referred to as a HOOC. A HOOC is defined by the literature as Hybrid Open Online Courses. By hybrid Daniel Peraya suggests blended courses that is online training and face-to-face sessions. It would be more a question of tutoring and guiding students rather than teaching them.*

**Keywords:** *course management, customization, high-scale education, HOOC, MOOC, MOODLE, innovation*

## **ASSESSMENT OF THE FINANCIAL RISKS OF THE SMALL AND MEDIUM-SIZED ENTERPRISES IN SLOVAKIA**

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### **ABSTRACT**

*The category of the SMEs is considered to be the most flexible, the most effective and the most progressive part of economy both in the developed countries and in Slovakia. The SMEs are very sensitive to the changes in the entrepreneurial environment and therefore it is important for them to know the risks that threaten their business activities. Several studies worldwide say that a reliable risk management ensures fewer negative surprises, a higher financial stability of the company and provides opportunities for achieving profits. The essence of this article is, based on our empirical research realised in 2017, to assess the financial risks perceived by the owners and managers of the SMEs in Slovakia. Based on the results, we found out the financial risks were considered the second most serious risks that negatively affect the entrepreneurial environment of the SMEs. The selected statistical methods and tools used show that the perceived financial risks do not depend on the company size but they are dependent on the duration of their business in the Slovak conditions. The overall research results emphasise the importance to deal with the entrepreneurial risk assessment in the SMEs not only in Slovakia but also in other countries.*

**Keywords:** *Financial risks, Risk assessment, Small and medium-sized enterprise (SME), Statistical tools*

## **ISLAM AND CHRISTIANITY IN THE CONTEXT OF MODERN CULTURE**

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### **ABSTRACT**

*The dialogue between Islam and Christianity, Muslim and Christian culture has historical and religious roots, not only the fate of both world religions and cultures depends on its capabilities, but also of humanity. The article focuses on the problems of social mechanisms of harmonization of relations between Muslim and Christian cultures. It is actualized that modern society requires a new vision of the world in all its manifestations. The consequences of global globalization processes, affect all spheres of society, promote the growth of pluralism and interpenetration of cultures. Traditions that are religious, become religious culture. Secular culture and socio-cultural environment activated religious structures and institutions, launched the processes of desecularization, revitalization of religion and religious renaissance. Very important that Russia's experience in the matter of religious interactions is unique, has a centuries-old way of maintaining Muslim and Christian of its confessional identity. Russian social and humanitarian science has significant achievements in the*

*study of Islam and Christianity, the conceptual foundations of peaceful coexistence, the legal traditions of the two world religions and many tangential themes. The dialogue of the Muslim and Christian cultures has not yet become the subject of systematic sociological comprehension. Particularly noted is the fundamental scientific jurisdiction.*

**Keywords:** *desecularization, the Bible, the Koran, Muslim and Christian cultures, social harmonization mechanisms, revitalization of religion, religious renaissance*

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## **LAW AS A SOCIAL VALUE**

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### **ABSTRACT**

*The article is devoted to a comprehensive study of the problem of determining the social value of the law. During the study period, both general scientific and private scientific methods of cognition were used. The instrumental social value of the law is revealed, its performance as a powerful factor of progress. The social value of the law in the realization of the will of all subjects of legal relations, the maintenance of the development of social relations, as well as in its achievement of world significance, is grounded. A socially valuable property of the right to express and determine*

*the amount of individual freedom in society is established. The ability of the right to exercise justice is defined.*

**Keywords:** *will, society, social relations, general social regulator, law, freedom, social development, social value, justice, value*

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## **MANAGEMENT OF SOCIAL AND ECONOMIC PROCESSES IN THE REGION: SOCIOLOGICAL APPROACH**

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### **ABSTRACT**

*The paper suggests an interpretation of the sociology of regional socio-economic processes as one of the areas of study within the framework of economic sociology, concentrating on analysis of socio-economic processes in the region, regional factors of development of socio-economic relations. The aim of the work was to analyze the main sociological approaches to managing social and economic behavior in the region. In the course of the work, the main tasks of the sociology of regional socio-economic processes are highlighted. The consideration of the socio-economic process as a change in the society, reflecting on its welfare, security conditions, political and economic stability and*

*other spheres is presented. The factors that determine the socio-economic processes at the regional level are singled out. On the basis of the work done, it is concluded that today, in the conditions of gradual expansion of the socio-economic independence of the regions of the Russian Federation and the shift of responsibility for solving the problems of social and economic development to the regional level, the scientific approach to the organization of effective management of socio-economic processes in particular region, based on sociological diagnostics, constant monitoring and evaluation of their effectiveness.*

**Keywords:** *socio-economic processes, regional management, economic sociology, sociological analysis of socio-economic behavior in the region*

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## **FEATURES OF INSURANCE OF ENTERPRISE RISKS IN INDUSTRIAL AND INNOVATION SECTORS**

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### **ABSTRACT**

*Taking into account the development of modernity, insurance of  
business risks is an optimal option for protecting business, and is  
also a sphere of possible development of entrepreneurship. The  
presented article examines entrepreneurial risks in the industrial  
and innovative sectors, their specific features of legal regulation  
from the theoretical and practical points of view.*

**Keywords:** *insurance, business risks, industrial sector, innovative  
sector*

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## **RUSSIAN CLINICAL VERSION OF SOCIAL PEDAGOGY IN THE POSTMODERNISM PARADIGM CONTEXT**

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### **ABSTRACT**

*On the basis of social and pedagogical analysis, new approaches to understanding social pedagogy in the logic of clinical discourse of cognition are proposed. Approaches to the main parameters of the change in scientific reflection in the context of paradigmatic scientific transformations are presented. In the article the approaches of environmental social upgrades, the transition of Russian society from the transitivity model to the insertion of inclusive development vectors in its environment are given as well.*

**Keywords:** *clinical social pedagogy, constructivism, inclusion, postmodernism, social pedagogy, social work, transitive society, post-Marxism, victimization*

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## **THE SOCIAL WORK IDEOLOGY INSTITUTIONALIZATION: FROM SOCIAL PHILANTHROPY TO SOCIAL NETWORKING**

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### **ABSTRACT**

*The article describes the changes of digital assistance technologies, virtual diagnosis, delivered to the client, that can be specified by the client himself, through digital triangulation models. Today computer technologies define universality, comparative description, objective language and the logic of the case cognition, finding regularities in a particular problem, deriving from it the universal laws of universal existence and individual development according to the rules and standards of digital technologies.*

**Keywords:** *assistance ideologies, digital technologies , social networking, social philanthropy, social work, social networking*

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## **SOCIETAL VULNERABILITY TO CRITICAL INFRASTRUCTURE FAILURE DUE TO EXTREME WEATHER EVENTS**

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### **ABSTRACT**

*The growing hazard of extreme weather events which have been observed especially since 1970s calls for increased concern to research of approaches to measuring societal vulnerability. This paper discusses the issues of societal vulnerability due to impact of extreme weathers events on critical infrastructure. Extreme weather events are among the most pressing environmental risks and the first top global risk in terms of the likelihood. The paper underlines the importance of critical infrastructure as an asset or system whose disruption or destruction could have a range of serious implications for the performance of economic and social functions of the state and thus on the inhabitants in terms of their life, health, security, property and environment protection. It provides selection of past cases of extreme weather events having impacts on critical infrastructure in sector energy and transportation throughout Europe and their impacts on society. Subsequently own approach to measuring societal vulnerability due to impact of extreme weather event on critical infrastructure is presented. In conclusion recommendations supporting the proactive approach to building resilient critical infrastructure which contributes to resilient society are presented.*

**Keywords:** *Critical infrastructure, Extreme weather, Resilience, Risk, Society, Vulnerability*

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## **THE NATIONAL FOOD SECURITY OF THE MEMBER STATES OF THE EURASIAN ECONOMIC UNION**

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### **ABSTRACT**

*Within the framework of this article, the study of the current state of national food security is carried out, the analysis of foreign trade operations of the Eurasian economic Union, both between the EAEU countries and with other countries is carried out. The paper reveals the structure of the existing trade flows, highlights the directions of development of mutual trade, and identifies potential points of growth for the development of inter – sectorial trade between the EAEU member States. The authors note that participation in integration processes at the level of interstate associations should not lead to negative consequences, but, on the contrary, should strengthen the position of the national producer, contribute to filling the market with high-quality and safe products.*

**Keywords:** *agro-industrial complex, foreign trade, domestic market, States, Eurasian economic Union (EAEU), import, integration, national food security, production, agriculture*

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## **INNOVATIVE POLICY OF EASTERN-ASIAN COUNTRIES: TOOLS AND PROSPECTS (EXAMPLE OF CHINA, JAPAN, SOUTH KOREA)**

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### **ABSTRACT**

*The subject of the study were some of the main trends in the innovation policies of China, South Korea and Japan and their impact on the innovative cooperation of these countries with Russia. The aim of the work was to analyze the innovation processes which have been taking place in the three leading East Asian countries, taking into account the strategic interests of the Russian Federation. Methodologically, the systemic, institutional, neoinstitutional and comparative approaches were used. Research methods: comparative analysis, structural and functional analysis, sociological analysis, observation, included observation, extrapolation. Institutional mechanisms of Russia's partnership with three East Asian countries were considered, the main results and the degree of their effectiveness were described. The necessity of shifting the emphasis of cooperation from the industrial sector to the non-material sphere (creation of*

*information, knowledge, services) was justified. The research results are in demand in the situation of making political decisions in the innovation policy segment in the context of ensuring national security, effective international and regional policies. In the process of research, the hypothesis was confirmed that the process of world and regional development of a cooperative type is pushing modern countries to search for options for rapprochement and interaction based on innovation. A prognosis was made for the development of innovative integration between Russia and the countries of East Asia. The main obstacles to its implementation were noted. Russia, having set ambitious goals to achieve a high level of the well-being of the population and to consolidate the geopolitical role of the country as one of the leaders that determine the world political agenda, should be oriented towards the transition to an innovative socially-oriented model of development.*

**Keywords:** *innovation policy, East Asian politics, Asia-Pacific region, integration, Russia, China, Japan, South Korea*

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## **DESTRUCTIVE YOUTH SUBCULTURES AND RUSSIAN ORTHODOX CHURCH: PROBLEMS AND SOLUTIONS**

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### **ABSTRACT**

*Young people are an integral part of the structure of society, an important social resource. Various youth subcultures, currents and associations help young people realize and manifest themselves. However, youth subcultures today can have destructive elements. At the same time, balance is important in the semantic value structure of the subculture. The Russian Orthodox Church pays great attention to work with young people, including representatives of subcultures, and is in the process of developing new relevant technologies for working with young people.*

**Keywords:** *youth subculture, destructive subcultures, youth work in the Russian Orthodox Church, volunteering, communication*

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## **PHYSICAL EDUCATION AND SPORTS AS A MEANS OF INTERVENTION ON ANTISOCIAL BEHAVIOR OF SCHOOL STUDENTS**

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### **ABSTRACT**

*Lack of physical activity, communication within their cultural environment, loss of interest in understanding the world cause discomfort in a growing teenager, a desire to experience “something exciting”, to overstep “the bounds” that often lead him/her to a “risk group”. Therefore, the involvement of a teenager into systematic physical activities and sports may help to prevent the possible development of his deviant behavior, to protect him from any offensive acts. In this regard, the solution of specific socio-pedagogical problems of anti-drug orientation by means of physical education and sports will be the most effective based on implementation of the concepts of personal education and upbringing, choice of sports, identifying the activities of interest. Educational and pedagogical potential of physical education and sports can be effective in creating social environment, using new educational technologies aimed at the socialization of children and adolescents, prevention of their possible antisocial behavior.*

**Keywords:** *antisocial behavior, risk group, personal education, sports, school students, physical education*

## STUDYING THE FAMILY AS THE OBJECT OF NON-LINEAR SOCIOLOGY

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### **ABSTRACT**

*For the analysis of results of research in a context of non-linearity from the questionnaire for young spouses which was used in research of young family, we had been received 19 interval scales by means of the certain transformations of results of answers to 19 questions. For a substantiation of necessity of studying of the elementary non-linear dependences we shall stop on demonstration of their quantity. If we choose dependences with coefficient of correlation more than 0.6 (our factor of the connection strenght also more than 0.6) such dependences it is observed only 4. While non-linear dependences with factor of the connection strenght more than 0.6 and small coefficient of correlation (at least on the module twice there is less than factor of the connection strenght) we have 14. Thus, the simpliest (dependence with a maximum and a minimum, monotonous, but not linear) non-linear dependences appeared in three and a half of time more, than linear. Specificity of the dependences submitted in the article table following: dependences with a minimum - 8, dependences with a maximum - 3, monotonous, but far from linear, dependences - 3 (1 growing and 2 decreasing).*

**Keywords:** *family, sociological research, synergetics, statistical dependence, the form of dependence, linearity, non-linearity*

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## **INDICATORS OF PHYSICAL CULTURE, CHESS SPORT AND TOURISM AS ACTUAL MARKERS OF THE HUMAN DEVELOPMENT INDEX IN THE RUSSIAN FEDERATION**

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### **ABSTRACT**

*The purpose of the paper is the content analysis of a number of targets for the development strategy of the Russian Federation in improving the quality of life of Russian citizens. When comparing the social, economic and emotional well-being of residents, the priority tool to measure the quality of life of the world community in recent decades – the Human Development Index – was used. The retrospective analysis of the human development concept implementation in the regulatory and legislative framework of the Russian Federation in the field of physical culture and sports has reasoned the necessity of incorporating indicators of physical culture and sports into the number of actual markers of the human development index, taking into account the prevailing mainstreams. At the socio-pedagogical level, an attempt has been carried out to make a feasible contribution to the human capital development by improving the quality of life of people with*

*disabilities and limited health capacities, as well as to the human potential development through physical culture and sports.*

**Keywords:** *Human development index, indicators of physical culture and sports, quality of life*

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## **AUTHORING ACCOUNTING SERVICES IN RUSSIA**

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### **ABSTRACT**

*The subject of study is the intangible result of the interaction of the consumer, transferring the accounting and financial part of their business processes to the external environment and their host organization, providing accounting services. The purpose of the article is to consider the content and key characteristics of outsourcing of accounting services, problems and ways of further development in Russia in modern economic and legal conditions. When carrying out the work, the normative methodology was used, with the involvement of specific scientific factors and*

*verified economic results, methods were used: observation, collection of facts, scientific abstractions, comparison. As a result, the authors studied the publications of Russian and foreign authors on the use of outsourcing, its impact on the quality of accounting processes; data characterizing the scale of the market of accounting services in Russia; sites of consulting companies that accept various types of accounting operations for outsourcing. The results are useful for researchers and practitioners working in the field of development of the market of accounting services, as well as decision makers in the field of optimization of business processes of companies in Russia. The novelty of the study is to identify promising areas and limitations of the development of accounting services in Russia in the digital economy and specialization of intellectual labor. As a result of the study of outsourcing of accounting services in Russia, the authors made the following conclusions. The growth in the volume, species composition and quality of services occurs when they are provided to non-state small and medium-sized businesses through the use of Internet technologies. Transfer of accounting functions of state-owned companies and all types of large structures on the basis of outsourcing, in modern conditions is impractical, not fully legitimate, and virtually absent.*

**Keywords:** *outsourcing, accounting services, tax consulting, cost reduction, financial reporting*

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# **SOCIOLOGY OF GOVERNANCE AS A METHODOLOGY FOR DEVELOPING SCENARIOS FOR SIMULATION CASE STUDIES IN THE GOVERNANCE TRAINING SYSTEM**

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## **ABSTRACT**

*This article examines a methodology for developing simulation case scenarios in governance training based on the relevant sociological theory, i.e. sociology of governance. Russia has recently introduced a number of governance training programs such as Social Administration (1996), Public and Municipal Administration (1999) and Human Resource Governance (2002) in the higher education system. However, they all became part of a larger specialization category entitled Economics and Governance, which resulted in the disruption of the content of governance itself. Neither group has not yet given special attention to its sociological component. Nonetheless, Russian universities that established, as part of their governance training programs, departments or curriculum modules related to sociology of governance now graduate the best-qualified governors. Students study the theoretical, organizational and practical implications of governance interactions, key objectives, challenges and mechanisms of Public and Municipal*

*Administration, methods and tools for attracting investment in the economy of Russia's municipalities and regions as well as the ins and outs of the property governance system. Sociology of governance is a basic discipline that allows students to acquire the necessary knowledge and skills and fosters more in-depth understanding of social, political and economic aspects of governance processes among students. Sociology of governance is a discipline that summarizes all governance-related disciplines in terms of identifying and investigating the specificities of governance relationships at all functioning levels of society and its parts and in all areas of society. The study of sociology of governance as a discipline examining governance relationships and interactions among participants in governance processes has been relatively recent in Russia. Academic research and conferences on the definition of its object and structure date back to the mid-1990s.*

**Keywords:** *Educational process, Case studies, Governance training, Public and Municipal Administration, Simulation cases, Sociology of governance*

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## **DISSATISFACTION WITH THE QUALITY OF LIFE IN WOMEN WHO'VE SUCCEEDED IN THEIR CAREERS**

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### **ABSTRACT**

*This article reveals the psychological aspects of life dissatisfaction in women who have succeeded in their careers. A theoretical and methodological analysis of the problem and an empirical study were carried out to research those aspects. It was found that the psychological aspects of life dissatisfaction in women who succeeded in their careers were associated with a chronic stress, as well as with a sex-role conflict and a state of loneliness women experienced. The higher the level of stress among women who've succeeded in their careers, the less satisfied they are with their living standards. Women feel concerned and responsible for the work performed, they have a constant desire to act. Besides, they show psychosomatic symptoms of stress. Study results and materials can be used by clinical psychologists providing consultations to women and conducting social and psychological trainings.*

**Keywords:** *quality of life, loneliness, masculinity, mental stress, sex-role conflict, social role, successful career*

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## **FEATURES OF THE SENSE OF HUMOR OF WORKERS WITH PROFESSIONAL DEFORMATIONS (BURNOUT)**

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### **ABSTRACT**

*The understanding of the phenomenon of "sense of humor", in particular workers with professional deformations (burning out), is deepened. A comparative analysis of professional deformations (burnout), sense of humor and humor styles of workers without professional deformations (emotional, physical and psychoemotional exhaustion, depersonalization as a component of professional deformations and personal distancing, reduction of personal achievements, reduced professional motivation) is carried out. Workers with professional deformations have an average level of sense of humor with a tendency to increase, due to high psychoemotional exhaustion, high emotional exhaustion, high professional deformation (burnout), high reduction of personal achievements, high reduction of professional motivation, higher average depersonalization, higher average personal distance; and also features of sense of humor are revealed: high level of aggressive and self-deprecating styles of humor, lower than average level of self-sustaining style of humor and low level of affiliation style of humor. Attention is focused on the need for psychological prevention and psychological correction of aggressive and self-deprecating styles of humor as*

*a means of psychological protection when experiencing the presence of professional deformations (burnout).*

**Keywords:** *burnout, depersonalization, emotional and / or physical exhaustion, humor, personal separation, professional deformation, professional motivation, psychoemotional exhaustion, reduction of personal achievements, sense of humor*

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## **CREDITING OF NATURAL PERSONS IN THE RUSSIAN FEDERATION: SOCIAL AND ECONOMIC ASPECTS**

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### **ABSTRACT**

*The leading objective of the research is to analyze the current trends of development in a segment of crediting of natural persons in Russia. We consider this segment in a perspective of the joint social and economic approach. In article prospects of further development of processes of crediting of natural persons in Russia are identified. Implementation of this research was carried out with the following methods: analysis, synthesis, comparison, generalization. The results received during the research can be applied in the subsequent theoretical and methodological developments on this subject, can be also used by*



*subjects of the financial market for the purpose of adoption of certain financial decisions and forming of the financial behavior in the future. In addition, the results can be used also in the scientific purposes within further development of these problems and the prospects of development of financial services in this segment. Use of the received results in a methodical foreshortening is represented unambiguously possible - applying separate provisions in quality of lecture material on certain disciplines of the social and economic directions. The novelty of the conducted case study consists in systematization of modern trends of crediting of natural persons in Russia in the context of social and economic property, in formation of certain results and conclusions about the possible directions of development and their consequences for various subjects of the financial market of the Russian Federation.*

**Keywords:** *credit behavior of the population, crediting of natural persons, financial market*

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## **EXPERT-PUBLIC COMMUNITY AS A SUBJECT OF CULTURAL POLICY OF RUSSIA AND HUNGARY**

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### **ABSTRACT**

*The problems of cultural policy in contemporary societies are getting more public attention, and are in the focus of scientific community, public and political associations and state*

*authorities. Along with the state, the cultural life of any state is increasingly influenced by the subjects of cultural policy that directly affect the level and quality of cultural development. Expert communities and public organizations become significant elements in the structure of cultural policy subjects. One of such subjects became the Association “For Hungarian-Russian cooperation name of Leo Tolstoy” the aim of which is to study the urgent contemporary problems in the sphere of cultural policy. The authors of this article through the project “Hygiene of culture” that the Association is implementing, attempt to make a wide review both theoretical and axiological and practical aspects of cultural policy in general and in relation of two separate countries – Russia and Hungary.*

**Keywords:** *cultural policy, subjects of cultural policy, expert – public community*

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## **INVESTIGATION OF THE LEGISLATION OF CONTROL EFFECTIVENESS OF LABOR OF SCIENTIFIC GROUPS**

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### **ABSTRACT**

*Based on ideas of systems analysis, this paper considers problems*

*that reduce the effectiveness of work in the scientific sphere, including inefficient group work and critical thinking, have been identified. It is intended to resolve the identified problems, and to suggest ways of increasing the effectiveness of scientific work. System analysis was used due to awareness of the need to choose the most effective alternative for a complex, weakly structured system of scientific work. The authors identified 22 key concepts that affect the effectiveness scientific work and related it to both to individual productivity, and to results of group work and critical thinking. The ranking of concepts on the impact on labor efficiency has been carried out and their interrelations have been determined. The rationale for the humanistic model of the effectiveness of scientific activity is discussed in the light of the needs of modern management and labor economics, which affect the effectiveness of the national economy. The novelty of this work consists of holistic examination of scientific activity in relation to group work and critical thinking.*

**Keywords:** *system analysis, group work, knowledge, cognitive modeling, critical thinking, traps of consciousness, the effectiveness of scientific work, GDP, education, labor*

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## ON SOME OPTIMAL CONDITIONS FOR THE PROFESSIONAL AND CREATIVE GROWTH OF YOUNG STUDENTS ON ART CLASSES

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**Anna Davydova**

**Vera Trifanova**

**Valentina Scherbinina**

### **ABSTRACT**

*In this article, the authors discuss the need to support the professional and creative growth of young students as an actual problem of modern pedagogical science. In their opinion, the solution to the problem can be the organization of classes in the disciplines from the field of "Art". At the same time, it is important to take into account both the peculiarities of the educational process and the individuality of young people. The authors propose as an approach personally oriented pedagogical support, which, in their opinion, guarantees the creation of the necessary conditions for ensuring the professional and creative development of students of all academic levels: from secondary vocational to higher professional education.*

**Keywords:** *professional and creative growth, creative development of youth, development of creative potential, additional art education, pedagogical support, age characteristics of students, vocals, education, enlightenment and upbringing*

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## **ACTUAL PROBLEMS OF APPLICATION OF THE LEGISLATION OF THE RUSSIAN FEDERATION ON VICARIOUS LIABILITY OF PERSONS CONTROLLING A CREDIT ORGANIZATION**

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### **ABSTRACT**

*The subject, the purpose of the work - The banking system is a key element of the domestic economy, ensuring its balanced and innovative development. The activity of credit organizations affects all processes occurring in the economic life of society and the state, both monetary circulation for commercial purposes, and banking operations with budgetary funds. Banks in Russia operate in conditions of increased commercial risks, including the risk of bankruptcy. Most often, the bankruptcy of a credit organization arises from the impossibility of meeting the increasingly stringent requirements of a financial regulator. The bankruptcy of a credit organization also occurs as a result of illegal actions (inaction) of its owners, the head, and management bodies. In the event of a bankruptcy of a credit organization, the bank becomes fully satisfied with the claims of all creditors. The changes made to the Russian bankruptcy law in 2017 clarified the procedure and rules for bringing to the subsidiary responsibility*

*of persons controlling the credit organization in the event that the credit organisation's own funds are insufficient to meet the requirements of all creditors.*

*Methods and methodology - The authors of the article rely on the general principles of the system of social security. The research methodology includes: a review of academic literature, open information sources, materials of judicial and arbitration practice, an analytical approach to solving the problem on the basis of the work of domestic experts.*

*Research results - The authors have revealed the problems of application of the bankruptcy law and suggested ways of eliminating them in view of the established judicial practice. Legislative changes related to vicarious liability not only affect the effectiveness of bankruptcy procedures of a credit organization, but also correct the vector of further development of corporate governance mechanisms in the banking sector in the direction of increasing the personal responsibility of persons taking managerial decisions and those controlling the credit organization.*

*The scope of results - The conducted research develops the theory of bankruptcy of credit organizations and refines the legal regulation of the vicarious liability.*

*Novelty - The authors revealed the shortcomings of the Russian legislation. This can be resolved both by amending the procedural legislation, and by clarifying the Supreme Court of the Russian Federation.*

*Conclusions - Law enforcement practice of bankruptcy of credit organizations indicates a lack of legal regulation of the organization in question and the emergence of legal conflicts. In this regard, there is uncertainty about which of the persons should be brought to subsidiary responsibility in the bankruptcy*

*of the credit organization, in particular, whether actual beneficiary of the credit organization could be brought to justice.*

**Keywords:** *bank organization, bank risk, vicarious liability, judicial discretion, bankruptcy of credit organizations*

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## **FORMATION OF SOCIO-CULTURAL NEEDS AND CIVIL IDENTITY OF YOUNG PEOPLE AS A PSYCHOLOGICAL CONDITION OF NATIONAL SECURITY**

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### **ABSTRACT**

*The issue of socio-cultural identification acquires a new interpretation today when the rapid social changes trigger changes in social relationships that have built over decades. The new epoch is characterized by such features as inter-ethnic and inter-confessional conflicts, ambivalent concepts about passionarity. The most significant socio-cultural threats to the Russian society today are dissolution of Russia's traditional spiritual and moral values and the weakening of the unity of Russia's nationalities. The formation of socio-cultural needs and civil identity of young people is a precondition of ensuring security of society. In this work we shall socio-cultural needs and civil identity of young people in the context of security psychology and the theory of socio-cultural identity. To achieve this purpose, the following methods were used: interviews, questionnaires, and*

*factor analysis. The results of evaluation of the socio-cultural needs of young students were processed using the factor analysis. The results of factor analysis made it possible to establish the fact that one of the main socio-cultural needs of the Russian youth is the national and civilian identity. The needs for national-civilian identity are associated with a sense of patriotism, which maintains desire to develop one's homeland, and bolster connections with it, which manifests itself in his professional activities. The formation of civilian attitudes and patriotism in youth and of the socio-cultural identity in Russian citizens will save the state's sovereignty, resolve the creed crisis, and revive the respect for the state, society, family, and national historic and cultural heritage.*

**Keywords:** *civil identity, socio-cultural threats, socio-cultural needs, youth, psychology of security*

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## **ORTHODOX SPIRITUAL TRADITION AS ANTITHESIS TO GLOBALIZATION RISKS**

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### **ABSTRACT**

*For the European cultural space throughout many centuries the Christianity was the main criterion of identity. During an era of the crash of the Roman Empire it was that creative force which was a civilization factor for Europe. Thanks to Christianity the European culture has been saved and has got the big vital force and high intellectual and socio-political efficiency. In modern*



*globalization processes we see loss of this major identification criterion. In it seems the high risk for all European cultural space. The orthodox spiritual tradition which has already testified the powerful anti-recessionary potential can act as an antithesis of this danger. At the personal level it is felt for many peoples especially sharply. Spiritual tradition of Orthodoxy, approving the unique value of the human person, offers practical tools for the answer to modern risks. In article is given the explication of this tradition in her historical and sociocultural projections.*

**Keywords:** *Christianity, culture, orthodox spiritual tradition, orthodoxy*

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## **FORECASTING OF MIGRANTS NUMBER TO RUSSIAN REGIONS APPLYING THE FUZZY LINEAR AUTOREGRESSION METHOD - RUSSIA**

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### **ABSTRACT**

*There is considered the opportunity of approach to the time series research based on the fuzzy numbers at the article. Mathematical models of migration process in Russian regions using the fuzzy*

*linear autoregression are built. Fuzzy linear autoregression is considered as an alternative to the standard statistical autoregression in the case of short time series and the unknown distribution law. There are computed the coefficients of the fuzzy linear autoregression for time series of the migration number to Russian regions using the constructed algorithm based on the simplex method. Developed computer program on the MatLab language used. Fuzzy linear autoregression method wasn't used in sociological research yet.*

**Keywords:** *time series, fuzzy number, fuzzy time series, migration process, migration indicators, fuzzy linear autoregression, sociological forecasting*

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## **CORPORATE LEGAL ENTITIES IN THE CIVIL LAW OF THE RUSSIAN FEDERATION**

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### **ABSTRACT**

*This article is devoted to the analysis of the changes in civil law, the consolidation of corporate relations and the introduction of a new classification of legal entities. at the same time, the reform of legislation on legal entities has led not only to positive changes, but also terminological inaccuracies, causing difficulties in law*

*enforcement. The article defines the features of such corporate legal entities as joint-stock companies, analyzes the subjects of corporate relations, the concept and content of the corporate agreement. From the analysis of materials of judicial practice the problems of the conclusion of the corporate contract and consideration of the corporate dispute are revealed. In the course of the study, the authors were guided by General scientific and private legal methods of knowledge: historical and legal, formal legal, comparative legal, sociological, etc.the main applied method was a comparative method that allowed to compare the implementation of the norms of civil legislation on corporate legal entities before and after the reforms. The results can be useful to scientists and civilists, as well as practicing lawyers studying the issues of corporate relations in General and the activities of corporate legal entities in particular.*

**Keywords:** *corporate relationship, body corporate, corporations, companies, shareholders agreement, contracts of rights of participants of the corporate contract, corporate dispute*

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## **THE PROBLEM OF THE VALUE SAFETY OF THE SOCIETY**

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### **ABSTRACT**

*The formation and successful evolution of the civil society depends to a significant extent on the value paradigms that form the basis of the vital activity both of the society itself and each of its members. However, in the contemporary public opinion, different approaches to the idea of morality have been formed. It's not coincidentally that crisis of the human person related to religious and ethical identity has become a signature feature of our days. It's a global problem. A sustained displacement of the norms of religious morality from secular legislation represents a public threat, indeed. At that, it should be kept in mind that the main life values consist of spiritual and moral wealth.*

**Keywords:** *value safety, moral values, value paradigms, value orientation*

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## **MEDIATIVE TECHNOLOGIES OF SOCIAL CONFLICTS RESOLUTION ON THE BASIS OF RUSSIAN TRADITIONS OF COMMUNITY INTERACTION: THE EXPERIENCE OF IMPLEMENTATION AND TRAINING**

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### **ABSTRACT**

*The present article aims to demonstrate the adaptation of the most effective forms of social interaction associated with the practice of resolving social conflict based on the community justice traditions of russians peasants in the nineteenth and early twentieth centuries. It formed the basis to determine the methodology of a training game "Village meeting" ("Sel'skij skhod"). The main task of the training based on the game is to realize the importance of using traditional socio-cultural technologies with a high degree of efficiency. The authors also found the influence of training in conflict management technologies on the sphere of local self-government with the formation of conflictological competencies in resolving social conflicts based on the traditional Russian practices of self-government and its reconciliation, "Village meeting" ("Sel'skij*

*skhod”). Approbation of results of the methodology allows to detect number of significant qualities, such as solidarity, unity, penitence, collective responsibility, and the ability to adequately assess the various forms of relationships.*

**Keywords:** *conflict, mediation, technology, local-government, sustainable development*

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## **PARTICIPATION OF COMPANIES IN EMERGING MARKETS TO THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)**

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### **ABSTRACT**

*15 September 2015 was a historical day when global leaders in United Nations General Assembly adopted a global agenda for the world people, planet, and prosperity, called The Sustainable Development Goals (SDGs). It consisted 17 goals and 169 targets to be achieved entirely in 2030. A multi stakeholders collaboration among government, private sector, academia, and civil society from all countries was required to achieve the 17 SDGs). This research investigated the role of companies in*

*emerging countries in the implementation of SDGs. The first focus was on the implementation of SDGs by top 200 Indonesian listed companies, in terms of revenue in three years period of 2014-2016. Content analysis of companies' reporting, consisted of annual report, sustainability reporting, and CSR information on companies web sites, using SDG Compass: Linking the SDGs and GRI was employed to identify the engagement of each company to each goals of SDGs. The analysis of the Russian companies' actions in the implementation of SDGs was fragmented. Results revealed that biggest companies in three sectors had contributed well to certain number of SDGs. However, lot of efforts from government, business association, and companies themselves are required to increase company's implementation in other goals of SDGs.*

**Keywords:** *Sustainable Development Goals (SDGs), Corporate Social Responsibility (CSR), Indonesia, Russia, business and society*

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## **THE CRISIS OF HUMAN IDENTITY IN THE MODERN WORLD: SOCIO-CULTURAL FACTORS IN THE FORMATION AND WAYS TO OVERCOME**

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### **ABSTRACT**

*The article deals with six socio-cultural factors that form the identity crisis situation of a modern man: the plurality of social identity; new opportunities to choose biological affiliation; mobility of cultural boundaries; the formation of new universally significant reference groups; mobility of social groups and constant updating of identification prospects. Psychopathological consequences of identification crisis such as frustration and loss of energy are revealed. The possibilities of the author's psychological and pedagogical workshop "My doll and me" to compensate for the identification crisis are shown. Psychological and pedagogical workshop "My doll and me" is based on the principles and methods of Gestalt approach and analytical psychology allows you to carry out work on study of models identification by the creative materialization, the actual personality of the person in the form of an anthropomorphic*



*image of the doll, thereby clarifying the complex processes of identification and removing the psychological tension.*

**Keywords:** *art therapy, doll therapy, Gestalt approach, identity, identity crisis, psychological educational culture workshop, intangible cultural heritage*

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## **RESEARCH FORESIGHT AS A NEW EDUCATIONAL TECHNOLOGY OF DEVELOPMENT MANAGERIAL COMPETENCIES**

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### **ABSTRACT**

*The article considers revealing the prerequisites and describing theoretical foundations of the educational technology Re-Foresight («Research Foresight»). The article justified the request for new educational technologies in working with the managers of the new formation. The genesis of the foresight methodology is presented, in which the content thread of the formation of instruments of influence on the development of the strategies of the country, region, and industry is traced. The road map of author's educational technology for research foresight is given, which includes the stages: improvement of managerial competencies, real forecasting, design of management decisions, assessment; application of modern teaching methods: gamification, visualization of meanings, personal reflection. A triad of psychological categories (personality - activity -*

*communication) is presented, forming the methodology of educational technology «Re-Foresight». The educational technology «Re-Foresight» has been approved in the construction of the image of the future youth branch of the Yamal-Nenets Autonomous District and can be applied at the regional and municipal level, as well as in carrying out branch and corporate foresights.*

**Keywords:** *educational technology, foresight, industry development strategy, innovation, «Re-Foresight», research foresight*

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## **MODERN PROBLEMS OF YOUTH IN THE LABOUR MARKET: GLOBAL TRENDS AND RUSSIAN SPECIFICS**

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### **ABSTRACT**

*The problem of "youth unemployment" is a global trend in the world labor market. However, the reasons for this phenomenon in developed and developing countries vary considerably. In the*

*first group of countries, youth unemployment is caused by a series of macroeconomic crises of recent years, in the second group - the inability to organize the optimal number of jobs sufficient for the ever-increasing flow of young cadres. Indeed, it is in the countries with a growing economy that today about 90% of all the world's young people live. Youth unemployment has become stagnant throughout the world. At the same time, many newly-entered young people automatically become "working poor" and become one of the most vulnerable categories of citizens. The paper presents both youth unemployment and the growth of the share of young "working poor" influences the internal aggregate demand, the inadequacy of financial resources in public funds of funds in connection with the transition of young employees to informal forms of hiring, decision-making in favor of emigration to more prosperous regions and employment in foreign companies. In the process of analyzing the problem, typical institutional traps, which are encountered in the world practice, are blocking the reduction of youth unemployment, as well as a positive experience of overcoming them. The paper discusses tools for working with young people that can be useful for adapting the younger generation to modern trends in the labor market and reducing the proportion of "working poor".*

**Keywords:** *freelance, informal employment, youth unemployment, "working poor"*

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**ENRICHED EDUCATIONAL ENVIRONMENT:  
LEARNING THROUGH WORK EXPERIENCE  
FOR THE KNOWLEDGE ECONOMY  
(EXAMPLE OF EDUCATIONAL PROJECT IN  
BRAZIL)**

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**ABSTRACT**

*The aim of this study is to analyze the attitude of a young person to work and the possibility of professional activity simultaneously with obtaining higher education. The study was conducted on a sample of young people who study and work in ecobiological centers that use the principles of the enriched educational environment (using as an example the educational project in Brazil – center Recanto Maestro, Rio Grande do Sul, Brazil). Methods such as the Schwartz Portrait Values Questionnaire, the hardiness survey (by Salvatore Maddi), the author's questionnaire on work experience and the evaluation of cases from movies reflecting the relationship between the subordinate and the leader were used. The comparative analysis showed that the study group of young people who received training through work in the Recanto Maestro is distinguished by the prevalence of the value of self-determination and power, demonstrates a higher level of vitality and this group also according to the evaluation of two excerpts from films has a more functional and*

*constructive vision of relations leader-subordinate. The study showed that young people choose work that requires from them higher level of responsibility, find opportunities to master practical activities, development and self-realization. The results demonstrate that the creation of different types of enriched educational environment, in particular the model of learning through work, also stimulates in the young people certain value changes, the development of the ability for autonomous decision-making. The description of the experience of using the enriched educational environment (learning through work) in this educational project is possible for replication in the framework of other educational projects in different countries. In the future it is planned to conduct a similar study in Russia on the territory of similar centers with the cross-cultural analysis.*

**Keywords:** *enriches educational environment, learning through work, globalization, knowledge economy*

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## **PROBLEM OF PERCEPTION OF CLASSICAL MUSIC BY STUDENTS OF MUSICAL AND PEDAGOGICAL UNIVERSITIES**

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### **ABSTRACT**

*Purpose of work was search of solution of perception problem of classical music by students of the musical and pedagogical educational programs. Process of formation and development of students' interest in the academic culture became an object of*

*research. The analysis and synthesis of theoretical and methodological concepts of scientists-teachers, pedagogical observation and an experiment have served as methods of work. The hypothesis confirmed in educational process became results of a research: esthetic education of youth by means of classical music is most effective on condition of activization of students' perception of music by means of the developing, problem and project methods of training based on heuristic training model. At the same time perception of old composers' works is most productive on condition of involvement of theoretical, practical, psychological, motivational and critical components of the students' identity. Results can be applicable by teachers scientists and practicians in real educational process, scientific and methodical work (in researches on close subject, writing of training programs and courses' contents). The novelty of work consists in proof of efficiency of using of active, musical and creative forms in students' education in musical and pedagogical colleges and faculties causing increase in interest of pupils in classical music and making it by a part of youth life.*

**Keywords:** *Classical Music, Training, Pedagogue-Musician, Perception, Developing Education, Problem Method, Project Method*

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## **SOCIAL REPRESENTATIONS OF MODERN RUSSIAN YOUTH OF THE PHENOMENON "CORRUPTION"**

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### **ABSTRACT**

*The article there is a speech about studying of representations of the younger generation of corruption. The research objective consists in identification and the subsequent analysis of structure of social representations. The content analysis, the prototypical analysis of P. Vergès and a free associative experiment were applied to carrying out a research. The research showed the youth attitude to corruption and also allowed to reveal emotional assessment of such concepts as "corruption", "corrupt", "bribe" and "integrity". The structure of representations demonstrates differences in degree of coherence and uniformity of associations. Ordinary ideas of youth of integrity are more coordinated, than ideas of corruption, a bribe and the corrupt. The novelty and relevance of this work is dictated by need of studying of a social and psychological component of corruption acts for obtaining bigger effect of anti-corruption measures.*

**Keywords:** *corruption, corruption perception, bribe, mass consciousness, perception stereotypes, social representations, integrity, corrupt, prototypical analysis of P. Vergès, associative experiment*

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## FORMS OF LABOUR MARKET DIVERSIFICATION

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### **ABSTRACT**

*If enterprises choose diversification of production as a development option, there is a problem of violation of the ratio of human and technical capital. The solution to this problem is possible through the diversification of labor. Diversification of labor in this study is considered as a quantitative, qualitative and spatial movement of the labor force, leading to a change in the combinations of social labor in connection with the change of appropriate activities of the employee under the influence of various factors. The cycle time of the diversification of labor is equal to the period which is determined by the time required for the training or retraining of the labor force, which is the control lever of the labor market within the established paradigm of scientific knowledge.*

**Keywords:** *labor market, labor market diversification, human capital, labor supply and demand, forms of labor market diversification*

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## **OVERCOMING THE DIGITAL DIVIDE IN RUSSIA AS A FACTOR OF SOCIAL SUPPORT FOR THE OLDER GENERATION**

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### **ABSTRACT**

*The article analyzes the problem of overcoming the digital divide in modern Russia between age groups. This process is considered as one of the important factors of social support for the older generation. It is proved that overcoming the divide of access to digital technologies and Internet services does not mean solving the problem of digital divide, which goes from the technical to the level of socio-economic and socio-cultural relations. The measures on overcoming the digital divide are generalized and systematized.*

**Keywords:** *access to services, digital divide, Internet services, information and communication technologies, social support, statistical and empirical data, the older generation*

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## **INTEGRATION OF YOUNG IMMIGRANTS INTO THE RUSSIAN SOCIETY: PROBLEMS AND PERSPECTIVES**

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### **ABSTRACT**

*The issues related to the research of the immigrant integration into the community, despite a large number of scientific papers on this topic, are still most relevant. Although the main approaches and measures of the integration have already been determined, substantiated and developed at the new level of modern theory and practice, their effect and result obviously do not correspond with the social significance of the problem. The main problem seems to be the underestimation of the integration of immigrant youth as an important social group, the organization and mobilization of which will largely depend on the stable and forward progress of the Russian society. Today, the problem of integration of immigrant youth accents on the research into the socio-cultural and institutional aspects of their adaptation and assimilation. At the same time, many important aspects of the support young immigrants, as well as the creation of effective mechanisms for their interaction with the host*

*community, has not been studied yet scientifically and practically. The purpose of the article based on analysis of the problem and results of the survey of young immigrants, which will help to find a gap and suggest new approaches to solve the problem and complete the results that can be used on the implementation process of the state youth policy.*

**Keywords:** *integration, adaptation, youth policy, young immigrants, host community, factors of integration, problems of integration*

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## **DOMESTIC CLINICAL SOCIAL WORK FORMATION IN THE CONTEXT OF THE SOCIAL PROTECTION SYSTEM ENCAPSULATION PROCESSES**

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### **ABSTRACT**

*Article devoted to description of cultural encapsulation as the  
self-defense's psychological model of the individual from the*

*surrounding foreign culture environment pressures. Authors consider the encapsulation of social work in relation to the professional knowledge institutionalization processes and technologies at the change stages as a client, with its specific needs, as an environment that will change its historical forms, and models of assistance that change from the socio-political, socio-economic and technological context, at this point the "digital context".*

**Keywords:** *digital context, encapsulation, clinical social work, cultural encapsulation, social protection system*

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## **MARKETING PLANNING IN SOCIAL ORGANIZATIONS IN A TURBULENT ENVIRONMENT**

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### **ABSTRACT**

*At the current stage of social and economic development, marketing is increasingly being used not only in the field of business, but also in the social sphere. To systematize and increase the effectiveness of marketing activities, it's necessary to*

*carry out marketing planning. In the turbulent environment of the organization, marketing planning should be flexible enough to take into account the influence of variable factors. The article reveals the importance of marketing planning in socially oriented non-profit organizations under the changing conditions of their functioning, the essence, significance and features of marketing planning in the social sphere are examined, the structure and content of the typical marketing plan of organizations providing social services to citizens are described.*

**Keywords:** *Marketing planning, social organization, turbulent environment, structure of the social organization marketing plan*

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## **USA MUSIC AS A REFLECTION OF THE NATIONAL SOCIOCULTURAL VALUES**

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### **ABSTRACT**

*Object of research is the music of the USA considered from the point of view of national sociocultural features of the country.*

*The work purpose is the short review of process of formation of USA musical culture in the context of the leading sociocultural principles. The scientific analysis of the historical, sociocultural and musical and art phenomena and processes which allowed to find cause and effect logic in formation and development of national features of the American music served as method of a research. Scientific conclusions about the major sociocultural values and the art and esthetic principles which predetermined specifics of music of the USA became results of work. Results can be applied in courses of the theory and history of musical art, world art culture at theoretical and performing faculties of conservatories, in musical and pedagogical universities and institutions of culture and arts. The scientific novelty is caused by the fact that authors found national peculiarities of musical art and the reason of their emergence; tracked communications of the American music with European and other continents; revealed the genres and styles which developed in USA music. The thesis that various traditions, closely interacting with each other became the main conclusion of researchers, they received new qualities and made a basis of the original phenomena of the American culture. At the same time the leading sociocultural principles – independence and freedoms – affected musical art of the USA which developed on the way of independence and freedom of traditions of the past in search of own national style.*

**Keywords:** USA Music, Sociocultural Values, National Style, Freedom and Independence, Traditions

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## **HIGHWAYS ECO-DESIGN WITHIN THE CONTEXT OF SUSTAINABLE DEVELOPMENT OF THE SOCIALIST REPUBLIC OF VIETNAM**

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### **ABSTRACT**

*The development of modern road transport is an indispensable trend in the world. Vietnam is a developing country where the infrastructure is constructed, including road transport; this is an urgent and important requirement for the sustainable development of a particular country. These are mountain areas, border gates and roads connecting national borders, including Highway 217, which connects the border with the People's Democratic Republic of Laos and Highway 1 in Vietnam. Many Government of Vietnam strategies mentioned the role of the community in social and economic development in general and in development of the road transport, in particular. However, its implementation and application in practice is very limited. In order to work towards the development of the road system for sustainable regional Highway 217 the community participation should be integrated in all stages of the implementation of transport systems for the road networks development plan on the regional Highway 217.*

**Keywords:** *Vietnam, Highway 217, communities, road traffic, sustainable ecosystem, road networks*

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## **FORMATION OF PRACTICAL COMPETENCES IN DISABLED PEOPLE PROFESSIONAL EDUCATION AND PERSONS WITH HEALTH OPPORTUNITIES RESTRICTIONS**

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### **ABSTRACT**

*In integration of disabled people into society an important role is played by integration at labor market. However it and the most difficult part of integration which demands scientific justification and practical approbation of various models. One of the most perspective allowing to resolve the most sensitive issues – the competence-based model proceeding from assessment of opportunities of disabled people. Inklusion of disabled people in society and their wellbeing depends on their education and employment. Formation of practical skills during inclusive education for implementation needs the applied mechanism of realization. The international Abilimpiks championship is directed to formation of professional competences both of their applied value, and in theoretical. Experience of his organization and carrying out in Russia in the "social work" direction – an invaluable contribution to development of inclusive education. The research methods include theoretical (the comparative-historical and the structurally functional analysis) and also applied: observation, a pedagogical experiment, interviewing disabled students and non-disabled, expert poll, a modeling method. The educational process model directed to formation of*



*practical competences. This model based on principles: unity of the theory and practice in teaching disciplines, unities of requirements to training results, the students motivation for vocational training, orientation to labor market inquiries and also the principle of professional growth without which there can't be a successful professional activity.*

**Keywords:** *practical competences, integration of disabled people, competence-based model, integration at labor market, professional activity of disabled people inclusive education, professional education, Abilimpiks*

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## **INVESTIGATION OF MANAGED EXTERNAL - AND INTRIECONOMIC PROCESSES IN CONDITIONS OF GLOBAL AND UNCERTAINTY**

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### **ABSTRACT**

*The work is devoted to the study and substantiation of the systemic possibilities of administrative influences on socio-economic processes in conditions of global and uncertainty. The*

*program-targeted approach, from the point of view of the existing macroeconomic interrelationships in socio-economic processes, within which regional and microeconomic production, labor, information processes occur, is the basis for the study. The paper substantiates that, from the point of view of the stability of the interrelationships between natural and social processes, the priority of choosing strategic plans (programs) for the development of society is based on the key role of labor productivity growth and GDP per capita, as well as on increasing the share of human capital in the composition of national wealth. A critically important condition for the implementation of the innovative development program is to ensure a guaranteed reduction in the level of depreciation of fixed assets, as well as intensify activities in the field of R&D.*

**Keywords:** *socio-economic processes, human capital, GDP per capita, STEP factors, labor productivity, depreciation of fixed assets, cognitive modeling, fuzzy cognitive matrix*

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## **COMPETENCY APPROACH AS A MODEL BASIS FOR INTRA-ORGANIZATIONAL TRAINING OF PERSONNEL**

**Valery Bondaletov**

**Andrey Kirillov**

**Alexander Melnichuk**

**Olga Urzha**

### **ABSTRACT**

*Within the framework of the article, the authors consider the intra-organizational educational environment of professional development and personnel assessment with elements of*

*simulation modeling. The educational process is based on the competency approach and the principles of "learning through the game." Each position in the organization has a professional competency card attached, which includes three parts: a profile of professional knowledge; profile of professional skills; profile of personal qualities. In order to determine the individual indicators for each of the profiles, and to compile the profile of the position, the team of authors conducted a sociological survey among managers and employees of the organization. Per the results of the survey, the graphic profiles of the management positions are: profile of professional skills; profile of personal qualities.*

**Keywords:** *personnel assessment, effective manager, position profile, game modeling, educational environment*

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**DEVELOPMENT SCENARIOS OF SIMULATION  
CASE-TASK ON THE DISCIPLINE "STRATEGIC  
MANAGEMENT OF THE STATE AND  
MUNICIPALITIES" OPOP OF MAGISTRACY:  
STATE AND MUNICIPAL MANAGEMENT:  
(MANAGEMENT OF STATE AND MUNICIPAL  
PROCUREMENT)**

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**Olga Rogach**

**Tatyana Ryabova**

**Maxim Kozyrev**

***ABSTRACT***

*The case-method illustrates its high efficiency for the development of management master competences. The solution of non-standard situations in conditions of uncertainty, stress, time*

*deficit forms the trainee skills they need in their further work. Within the framework of the discipline "Strategic management by state and municipalities", the use of the case-method makes it possible to consider the problem in a complex, to assess the likely influence of the management decision on various aspects of activity, and to carry out an effective exchange of information. The authors developed and proposed scenarios of simulation Case-methods for graduate students of management specialties. In particular, Scenario 1. Evaluate the impact of the external environment chosen by you subject of the Russian Federation through PEST analysis, the methodology of which is given below. PEST-analysis is one of the most widely used methods of macro-environment analysis. Scenario 2. Evaluate the impact of the external and internal environment chosen by the subject of the Russian Federation through SWOT analysis, the methodology of which is given below. Scenario 3. Strategies for the development of tourist attractiveness of municipalities. Scenario 4. Strategies of development of social infrastructure of municipalities. The students were offered with the set of tasks "Social Infrastructure Objects".*

**Keywords:** *case-method, higher education, students, magistracy, strategic management, territorial development*

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## **ARMENIAN MIGRANT WORKERS IN MOSCOW: WHAT HAS CHANGED FOR THE LAST DECADE?**

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### **ABSTRACT**

*The article analyzes the problems that migrants from Armenia are facing while working in Moscow metropolis, based on the results of sociological surveys in 2009 and 2017. With the help of comparative analysis, we attempted to answer the following questions: whether the socio-demographic and professional composition of migrants has changed, what is the profile of their employment, what is their satisfaction with the content of labour, their labour mobility and prospects of working in the Moscow metropolis. The study identifies the Armenian migrant workers' opinion on the conditions established by the Moscow government with the implementation of Eurasian Union's statutory documents on free movement and effectiveness. The research also allowed to characterize the changes, connected with Armenian migrant workers' job search and employment, and to point out to the problems, which solution depends on authorities both of Moscow city and of the Eurasian Union.*

**Keywords:** *adaptational search, profiles of employment, migrant workers, labor and professional mobility, satisfaction with the content and conditions of work*

## **SOCIOLOGICAL SUPPORT OF PROMOTION OF BRAND TERRITORY**

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### **ABSTRACT**

*The aim of the work is to reveal the mechanism of sociological support for the promotion of the brand of the territory, the content and specificity of social management of brands of geographical locations. In the article key aspects of innovative value of competitive brands of regions are profiled, their classification models and invariant components of the social mechanism of brand territory management are revealed on the example of the Tyumen region. These models and components are based on the strategic principle of polysubjectiveness, ensuring the unity of the main social actors that face the growing need to address the urgent problems of the territory.*

**Keywords:** *brand, competition, concept, mechanism, model, promotion, region, sociological support, territory*

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## USAGE OF VARIOUS METRICS FOR CLUSTERING KEY QUERIES IN CONTEXTUAL ADVERTISING

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### **ABSTRACT**

*The aim of the work is the search of effective methods for optimizing contextual advertising based on the clustering of key queries in conditions of limited statistical data. According to statistics, only 5% of all key phrases account for 95% of the whole traffic. The relevance of the research is to use the maximum optimization of contextual advertising taking into account the lack of initial data. In practice, there are a number of approaches based on the method of pooling. However, its usage does not always adequately describe the entire complex of the considered phrase queries and announcements. Therefore, in our work, we propose to abandon the hierarchical structure within pooling and introduce a special metric. The metric will evaluate the similarity of key phrases texts among themselves. In the article, there are given several metrics of similarity, their study on 10,000 phrases of various topics. On the basis of the research, the conclusion is made about the most effective application of the cosine metric, but taking into account the normalization of phrases.*

**Keywords:** *Keyword query clustering, cosine metric, similarity metrics, optimization of contextual advertising, pooling*

## **MOTIVATION OF RESEARCHERS AND REASSESSMENT OF MANAGEMENT METHODS: THE CASE OF ONE UNIVERSITY**

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### **ABSTRACT**

*The author found some regularities as a result of a comparison of the results of the Hawthorne experiment with the results of the publication activity of a large research team and with personal long-term observations. As in any other industry, there are factors in research practice that affect the increase in labor productivity. The article confirms that there is no direct correlation between the improvement of working conditions and the labor productivity of researchers in the social and human sciences. The article shows that in the change in labor productivity of researchers there is a pending effect. The relationship between researchers in one research team has a great impact on labor productivity. It is noticed that, as in any other industry, ordinary researchers refuse to increase labor productivity, fearing an increase in planned targets and a reduction in the amount of material incentives. At the same time, the researcher's own importance is the most powerful psychological stimulus for increasing the researcher's labor productivity. The most important conclusion is the conclusion that the system of material incentives for researchers should be as simple as possible. This system should not focus the researcher's attention on remuneration, but should only ensure decent and fair remuneration of labor.*

**Keywords:** *motivation, researchers, management methods, labor productivity, researcher productivity*

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## **FEATURES OF SURGICAL SUTURE MATERIAL**

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### **ABSTRACT**

*Goal - To give the comparative analyses of structural peculiarities of various kinds of sutures materials which isf use in surgery and other areas of medicine.*

*Methods and methodology - The methodological basis of the review is the analysis of data of literature, on structural and chemical – physical peculiarities different types of threads as dissolves and not dissolves*

*Results - The structural peculiarities of the different kinds of sutures materials monofilamental and polifilamental ?synthetic and native were shown.*

*Conclusion - Comparative characteristic of different types of sutures materials will give to surgeon to choose the threads in practice.*

**Keywords:** *sutures materials*

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# **EFFICIENCY ART-THERAPEUTIC TECHNOLOGIES IN CORRECTION- EDUCATIONAL WORK WITH YOUNGER STUDENTS WITH AUTISM SPECTRUM DISORDER WITH INTELLECTUALTY VIOLATIONS**

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## **ABSTRACT**

*The investigation is dedicated to the possibilities of art therapy as one of the methods for implementing psychological and pedagogical support to persons with disabilities of various ages (primarily childhood) in conditions of inclusive education. The results of approbation of art therapy technologies and its corrective influence in the process of working with children with intellectual and emotional-volitional systems are presented in the investigation. The scientifically grounded methodology of organization and usage of art-therapeutic technologies and methods in the organization of psychological and pedagogical support to persons with limited health possibilities are described.*

**Keywords:** *art therapy, art therapy technologies in the process of working with children with intellectual and emotional-volitional systems, psychological and pedagogical support to persons with disabilities, technology of psychological and pedagogical support for persons with disabilities*

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## **INFORMATION AS AN ELEMENT OF SOCIAL COMMUNICATION PROCESS IN THE LOCAL GOVERNMENT – THE PERSPECTIVE OF SUSTAINABLE DEVELOPMENT**

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### **ABSTRACT**

*Information in the economic and organisational (managerial) aspects makes resources which reduce the organisation's ignorance about a given phenomenon and determines the decisions made as well as undertaken actions for the purpose of efficient, effective and swift achieving of the aims by the organizational unit. It meets the information needs of the entities. The objective of this Paper is the determination of the role and significance of information as economic benefit and a social control factor. This survey's thesis may be formulated in the following way: „Currently, information makes a key element in the social communication process; is a control factor of the local government bodies' performance which contributes to an effective fulfilment of the tasks to be completed by the organisation”. The purpose of the article was achieved by the subject literature review and the methods of research material processing and interpretation. The empirical part of the work consists of the primary research.*

**Keywords:** *information, local government, public funds sector, social communication, sustainable development*

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## **THE CHALLENGES OF SOCIAL INNOVATION IN CORPORATE SOCIAL RESPONSIBILITY: CASE STUDY IN INDONESIA**

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### **ABSTRACT**

*CSR is one of corporation's manifestations to develop good relationship with their stakeholders, including with the local community in the location of its operation. Nevertheless, some corporation face challenges to create long time and sustainable impact to its target communities. This study aims to explore the challenges of creating social innovation through CSR programs in Indonesia. Conducting as explorative study, this research interviews nine people of CSR representatives from nine companies operating in Indonesian. They are included: 4 multinational, 3 local private and 2 state-owned companies. It is found three main challenges of social innovation in doing CSR in Indonesia: 1) institutional barriers; 2) Social construction in the community; 3) cohesion between the target community and CSR commission.*

**Keywords:** *CSR, social innovation, Indonesia*

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## **CAN ORGANIZATIONAL CULTURE PREDICT DEVIANCE AT WORK: EXPLORING THE CAUSE EFFECT RELATION**

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*The concept of workplace deviance has been recognized to have a significant impact on various aspect of organizational activities. Being seen as a disruptive and costly organizational problem, many organizations strive to prevent and discourage this form of behaviour. Among others, managers seek to develop organizational culture that diminishes this negative behaviour and creates healthy environment, as organizational norms, values and attitudes can influence employee's behaviour. Still the question that raises is can all forms of cultures influence deviance at work and which specific forms of culture are best to predict and assure low levels of deviance. Additionally, through an empirical research this paper addresses the question whether it*

*is just the effect of organizational culture or do personal characteristics, seen through personality traits, also act as a significant cause of deviance at work and have a more significant effect on its occurrence.*

**Keywords:** *Deviant workplace behaviour, Organizational culture, Personality traits*

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## **FEMALE POLITICIANS AND THE SOCIETY**

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### **ABSTRACT**

*In the war-torn nation of Uganda, years of conflict, political instability and a rapidly expanding population have put considerable strain on the country's formerly abundant natural resources. Besides, The country's increased urbanization has increase the level of unemployment where about 80% of the population is employed, of which 70% are women and the youth. In the midst of this Robinah K. Nanyunja, the President and CEO of Pilot International and First Vice President of the African Greens Federation, has used her talents as an environmentalist and an entrepreneur to advocate for environmental responsibility, inspire economic empowerment and grassroots democracy in her homeland.*

**Keywords:** *Women, Democracy, Politics, Africa, Greens, Empowerment*

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