

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



Economic and Social Development

50th International Scientific Conference on Economic and Social Development

Book of Abstracts

Editors:

Diana Tsiring, Victor Beker, Mirosław Przygoda



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DEVELOPING THE METHODOLOGY OF A MUNICIPAL FORESIGHT: NEW OPPORTUNITIES FOR BETTER RESULTS

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ABSTRACT

Foresight is used as a technology enabling to forecast a long-term future and the general vector of its development in the process of the strategic planning of socio-economic systems development which are industries, sectors and places. It results in some specific products such as forecasts, predictions and roadmaps which could be used at the stage of goal-setting. At the sub-regional level, foresight can have additional benefits for some municipal entities as it may be used as group-working technology that may help to consolidate the efforts of its participants in shaping a desirable vision for the future, rally local residents around the pipeline projects, create new social networks. However, the achievement of the above stated effects is hampered by the dearth of research and no methodology for the municipal foresight. Accordingly, the proposed research is aimed at filling this gap and present the authors' methodology of the municipal foresight and discuss its main results based upon the practice of its use at the sub-regional level in the Samara Region of the Russian Federation.

Keywords: *foresight, municipal area, project, roadmap, strategic planning*

AN EMPIRICAL STUDY OF ECONOMIC ACTIVITY OF THE RUSSIAN REGIONS

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ABSTRACT

The article is devoted to the study of the economic activity of the Russian regions. The analysis of the industrial production, investment and labor resources distribution is carried out using the concentration and specialization indices Herfindahl-Hirschman and Krugman. An increase in the investments and

industrial production concentration by type of economic activity was revealed. A high concentration in the extraction of minerals, the extraction of fuel and energy minerals, the processing of wood and the manufacture of wood products, and the metallurgical and finished metal products have been identified.

Keywords: *new economic geography, concentration of economic activity, regions of Russia*

REACTIVE AND PROACTIVE APPROACHES IN THE STUDY OF THE CAUSES OF RUSSIAN COMPANIES BANKRUPTCY

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ABSTRACT

High proportion of economic entities bankruptcies is a feature of the modern Russian economy. The aim of the study is to confirm with statistical methods the existing expert opinion that companies bankruptcy is to a great extent caused by unfair actions of top management or owners aimed at achieving insolvency. The objectives of the study is to identify the limitations

of the reactive approach in detecting the signs of companies deliberate bankruptcy (withholding of the information by unfair debtors, methodological shortcomings) and the development of a proactive approach, namely the justification of the differentiation of economic entities behaviour types, allowing to differentiate between real and deliberate bankruptcy, through the study of the qualitative features of the actions' intentionality in case of economic entity bankruptcy that allows external stakeholders to proactively identify unfair debtors; development of stages of the statistical information approach to the detection of companies deliberate bankruptcy. In the reactive and proactive approaches to the identification of companies deliberate bankruptcy the following general scientific methods were used: dialectical method, methods of analysis and synthesis, induction and deduction, modelling, and special methods of financial management (structural and dynamic analysis; analysis of financial ratios; integrated financial analysis), statistical methods (qualitative statistical methods of the study of homogeneous populations; correlation and regression analysis; time series analysis; building probabilistic models). As the result of the study, the concept of deliberate bankruptcy of economic entities is defined from the position of external stakeholders' proactive approach to detect the signs of unfair debtors. A proactive dynamic statistical and information approach to the detection of deliberate bankruptcy of economic entities is proposed. The results of the detection of deliberate bankruptcy of economic entities in accordance with the proposed approach allow us to confirm the expert opinion of the legal regulation authorities, dealing with issues of companies bankruptcy.

Keywords: *bankruptcy of Russian companies, reactive and proactive detection of deliberate bankruptcy signs*

CREATING AN INNOVATIVE CLIMATE IN THE REGION USING A MODEL OF INTERACTION BETWEEN HIGHER EDUCATION INSTITUTIONS AND BUSINESS

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ABSTRACT

Currently, we are witnessing dramatic changes in all sectors related to the appearance of new business models, the transformation of production systems, and new interaction among market participants. The formation of the fourth industrial revolution leads to the need to create new economic models focused on effective innovative development. Universities that have enough scientific, fundamental and practical potential are of the utmost importance in the process of forming the innovative economy and the creation of economic advantage. This article discusses the direction of creating an innovative climate in the region, through the interaction of higher educational institutions and business. The main regulatory documents reflecting the relevance of introducing innovations into the Russian economy are presented. The indicators that affect innovation and innovative activity in the Chelyabinsk region, in comparison with other regions of the Russian Federation, are analyzed. The necessity of creating an innovative climate in the region is substantiated. In this study, the authors propose two interrelated areas for improving the innovation climate in the region. The first direction is a competitive internship for students of higher educational institutions, which allows them to form competences in accordance with the latest requirements of the modern economy.

The second direction is a tender for business representatives collaborating with higher educational institutions. We have proposed a model for creating an innovative climate in the region, presented in the IDEFO notation. This model includes two previously proposed areas for increasing the innovation climate in the region, the model shows what exactly will control this process, what mechanisms will be used, what acts as resources and what the expected result will be.

Keywords: *Innovation, Region, Model, Innovation climate, Higher educational institutions*

ECONOMIC EFFECTS OF CONCENTRATION IN RUSSIAN FOREST INDUSTRY PULP-PAPER BRANCH

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ABSTRACT

There are more forests in Russia than in any other countries. In Russia since ancient times the forest had played a big role. With the development of a market, the forest industry has also developed in our country. By the middle of the twentieth century, a powerful wood-chemical complex was formed. It includes the harvesting and processing of wood. Today forests occupy more than 45% of the territory of the country. It is more than 1184.5 million hectares. How to manage forest resources most

*effectively? For a long time there was a monopoly. The situation changed in 2006, when the Forest Code was accepted. In recent years, the situation has changed significantly, the structure of markets for woodworking products has become more complicated, and different types of market structures for these products have formed, depending on the region and the type of final product. Purpose. Analyze the market concentration in Russian woodworking industry currently. Materials and methods. Industry Statistics was used, statistical reports of forest companies were analyzed, methods of deduction, analysis, the empirical method, and methods for calculating concentration coefficients were used. Results and scope. The development of construction sector has led to an increase sales . The largest ten companies account for more than 70% of the market. These include «Ilim Group», with revenues is 110.5 billion rubles, Mondi SLPK, whose revenue grew to 54.9 billion rubles, and the Segezha group, which combines pulp and paper and woodworking assets of AFK Sistema (43,7 billion rubles.). Thus, the market concentration was 75%, the Herfindahl-Hirschman index is 1595 (2017), 1247 (2018), which indicates a moderate concentration. The entropy index for the first top 5 leaders is 1.632092(2018). At the same time, the Bane Index showed that the «Ilim Group» has greater market power than other companies. It is also least a small amount of market power in hands of other forest industry corporations. Tobin index $q > 1$ only for the Ilim Group. This means that the level of profitability for the company is higher than necessary. Conclusion. The forest industry has a complex structure. It distinguishes about 20 industries, sub-sectors and industries. To increase economic efficiency, it is advisable to increase competition between firms. **Keywords:** «Ilim Group», Herfindahl-Hirschman index, market concentration, Pulp and paper branch, timber industry*

BORDER LEGITIMACY OF CORPORATE CULTURE

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ABSTRACT

This article examines the corporate culture in the aspect of the requirements of legal norms for its content, degree of imperativeness, mechanisms of formation and control. The relevance of the research is determined by the potential risk of violation of individual rights as a result of the implementation of the values and norms of corporate culture. Based on the study of regulatory legal acts and other sources of law, the content of the corresponding subject of legal regulation is established. The article analyzes domestic and foreign law enforcement practice on the legal regulation of relations arising in connection with the existence of rules and standards of corporate culture; special attention is paid to judicial practice. The authors aim to draw the attention of the scientific community and the legislator to the need for a systematic approach to establishing the limits of the legitimacy of corporate culture. It concludes on the place and role of law in the system of social regulation of relations generated by corporate culture.

Keywords: *Corporate culture, Personal rights, Law, Legitimacy of corporate culture, Law enforcement practice*

THEORY OF THE RATIONAL CHOICE OF THE EMPLOYEE IN THE BEHAVIORAL ECONOMY OF THE ORGANIZATION

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ABSTRACT

The article is devoted to the study of the theory of rational choice of an employee in the development of the organization's behavioral economics. The purpose of the work is to investigate the principle of rationality of choice in the behavioral economics of an organization as part of an employee's economic behavior model and determine the practical forms of its application. The methodological base of the study includes the basic conceptual

provisions of the theory of rational choice and the behavioral economics of an organization. The work uses general scientific research methods: the method of comparison, system analysis, systematization of information and expert assessments. The theoretical and methodological foundations of the interpretation of the concepts of “rational employee behavior” and “irrational employee behavior” in economic science are revealed. The conclusion is made about the appropriateness of using the concept of rational employee behavior only in a certain context. This methodological premise led to a feature of the authors' approach to the analysis of the principle of rationality, which is considered as an integral element of the employee model in the behavioral economy of the organization. The main patterns and factors that affect the rational choice of an employee in an organization are identified. The factors determining the rational choice of an employee include: satisfaction of primary and secondary needs, orientation to one's own interest, realization of labor motives. The study identified problems in the behavioral economics of the organization that interfere with the rational choice of the employee, and affect his economic behavior. Models of the economic behavior of an employee who makes their choice rationally and irrationally are proposed.

Keywords: *employee economic behavior model, employee rational choice theory, methodology, organizational behavioral economics, rationality principle*

INFLUENCE OF REGIONAL ECONOMIC POLICY ON REALIZATION OF SPATIAL POTENTIAL OF SMALL BUSINESS

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ABSTRACT

Despite the increased research interest in the problems of small business, the spatial potential of small enterprises is poorly studied today. The authors of the article define it as a cumulative realizable and potentially achievable level of implementation of entrepreneurial abilities of residents of the local community. The essential feature of the spatial potential of small enterprises is the reliance on the human potential of the territory and the uneven distribution, considering the forms of territorial concentration. The aim of the study is to identify the relationship between regional economic policy and the development of small enterprises at the regional and municipal levels. The object of the study is the regions that are part of the Volga Federal district and municipalities of the Samara region. The formalization of the spatial potential of small enterprises is carried out by the authors using quantitative and qualitative characteristics of the activities of small enterprises in the region of various organizational and legal forms. The regional tools of formation of modern spatial and territorial organization (special economic zones, territories of advanced socio-economic development, industrial parks, technoparks, innovation clusters) are considered and the dependence of its diversity on the level of innovative development of the region is revealed. The reverse hypothesis about the impact of the variety of tools used on the innovation rating of regions has not been confirmed. Using data from 2017-2019 was conducted

a comparative analysis of the dynamics of small enterprises in the cities of Samara region, which allowed to conclude that the low effectiveness of regional policy realization of the potential of small businesses. It is established that this is particularly evident in the single-industry cities of Togliatti, Chapaevsk, Oktyabrsk, Pokhvistnevo, where territories with special conditions for entrepreneurial activity are created. The directions of realization of the spatial potential of small enterprises in single-industry cities with the use of initiatives of self-employment, youth entrepreneurship and involvement of persons with disabilities in the business environment are substantiated. The results of the study can be useful in the activities of regional governments, including the development of strategic documents for the spatial development of territories.

Keywords: *Economic policy, Individual entrepreneur, Single-industry city, Small business, Spatial potential*

COMPARATIVE APPROACH TO EDUCATION POLICIES TOWARDS MINORITIES IN THE EXAMPLE OF SWEDEN AND HUNGARY

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ABSTRACT

The Research aims to clarify the Hungarian and Swedish interventions to their respective educational structures in the issue of the minority education in order to close the educational gap between majority-minority groups. Finding the main structural differences in the educational systems of Sweden and Hungary towards their most disadvantaged, segregated, discriminated minority groups are important in order to determine the drawbacks and pitfalls of Hungary because Sweden

portrays a well better example than Hungary in this regard. The focused groups are the Saami in Sweden and the Roma in Hungary which groups resemble each other since they had been segregated and discriminated by their majority groups during the history. While Sweden tries to solve its Saami integration problem with the special Saami-only schools as well as Saami integrated schools, Hungary's primal tool seems to be the Hungarian-Romani integrated school structure which presents a failed intervention due to the high number of early school-leaving rates among Roma students according to the recent OECD Education Outlook Report for Hungary (2015). There are some Roma only school practically but they were not designed fort his purpose. The Research concentrates whether the Saami education policy of the Sweden (use of the minority language in education, special schools only for minority groups) can apply to the Roma people in Hungary or they both are incompatible due to their very unique characteristics (sense of belonging to the country, legal status). The study attempts to use the comparative research methodology. Therefore, the Swedish interventions are compared with Hungarian educational context in the terms of educational structures, economic situations, and individual expectations. After the legal and political framework (ministry announcements, legal documents), international analyses, rankings, critics were applied to the comparison, the findings of the research indicates that some Swedish interventions are worth considering in Hungarian minority education (Saami Schools, minority language education), however the differences between two communities should taken into consideration.

Keywords: Education System, Government Internventions, Minorities, Roma, Saami

PROGRAMMING AS MECHANISM OF MANAGING, ORIENTED TOWARDS RESULTS

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ABSTRACT

Modern treating of the term “programming“ defines it as a general principle of management, on which grounds the subject undertakes his actions with certain means in the direction of the goals, in compliance with the dynamic changes of the his surrounding environment. Said in other words, upon the concrete content, structure and dynamic of goal, the activities for its achieving are influenced by the challenges of environment, where the system functions, by the extent of the knowledge about them and the dependence of the subject, its value orientation, the priorities, possibilities it has, the chosen forms and methods for achieving the desired result. This, more than ever defines the necessity of alternativeness of decisions and the choice of optimal variant that contributes to management by results. On that grounds, the so called programme-target approach of management originates, which manifestation is in “Planning-Programming-Budgeting-System” (PPBS), which advantages and disadvantages are among the issues discussed in the presentation alongside the core of social programming as mechanism for management oriented towards results, and the controlling as technology of management in regard to planning and controlling processes standardization.

Keywords: *regulation, controlling, management, planning, programming*

IMPLEMENTATION OF THE LEADER PROGRAMME IN THE OBSERVED EU COUNTRIES

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With the reform of the Structural Funds in 1987. the concept of ' Community Initiative ' has been introduced, which enabled the EU Commission to provide funds for measures of particular interest to the community, among others, the LEADER initiative. This type of approach relies on the development and implementation of local development strategies that enable the integral implementation of economic and social cohesion, implemented by local action groups (LAG). The level of performance of the LEADER program is different in EU countries. This research paper represents the comparative analysis and an overview of the implementation of the LEADER in the European Union.

Keywords: *economic cohesion, EU, leader, leader measures, leader approach, social cohesion*

EFFECTIVENESS OF CAPITAL CONTROLS TO REDUCE SHORT TERM FLOWS

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ABSTRACT

We study the conditions of controls success to reduce short term flows. The developed model suggests that variation of short term flows is related to the elasticity coefficients of the demand of these flows. An empirical analysis of the elasticities, for some experienced countries with controls, allows verifying the model proposition.

Keywords: *Capital controls, Short term flows, Elasticity*

CLUSTER DETERMINATION IN THE CROATIAN ECONOMY BASED ON THE INPUT-OUTPUT ANALYSIS

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Input-output analysis provides numerous analytical possibilities, of which the scientific and professional literature emphasizes the determination of clusters according to the level of aggregation of the national economy. The cluster represents a group of productive sectors integrated into the entire value added chain, from production and supply of basic raw materials and supplies to the delivery of final products. The purpose of this paper is to determine clusters in the Republic of Croatia based on the input-output table for the Croatian economy for 2015. The intensity of interconnections among individual productive sectors was analyzed from the aspect of the demand channel of intermediate products and from the aspect of the supply channel of intermediate goods and services of the observed productive sector to other productive sectors. Cluster determination is based on a combination of backward and forward linkages and a synthetic flow index. According to the intensity of interconnections between productive sectors measured by the

flow index, the most significant clusters in the Croatian economy are: Food products, beverages and tobacco products cluster, Constructions and construction works cluster, Public administration and defense services; compulsory social security services cluster, Land transport services and transportation services via pipelines cluster, Accommodation and food services cluster, Financial services, except insurance and pension funding cluster and Coke and refined petroleum products cluster.

Keywords: *clusters, input-output analysis, productive sectors*

DETERMINANTS OF ECONOMIC BEHAVIOR OF INDIGENOUS PEOPLES OF THE ARCTIC ZONE: RESULTS OF THE EMPIRICAL STUDY OF NENETS REINDEER HERDERS

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ABSTRACT

The study is actualized by the active inclusion of the Arctic into the orbit of global economic and political interests, which inevitably affect the traditional economy and the traditional nomadic lifestyle of small peoples engaged in reindeer husbandry. This article presents the results of identifying the factors and conditions of transformation of economic behavior of indigenous peoples of the Arctic zone of the Russian Federation. Based on the socio-psychological studies of Russian and foreign scientific theories, the reasons for the savings behavior of the indigenous peoples of the North are explained. The modeling of

transformation of economic behavior, through the prism of the choice of indigenous peoples' traditional occupation, is carried out.

Keywords: *Arctic, indigenous minority peoples of the North, economic behavior, determinants, transformation of economic behavior*

THE EFFICIENT STRUCTURE OF GDP IS THE FACTOR OF SUSTAINABLE DEVELOPMENT

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ABSTRACT

The mega goal of Azerbaijan is diversifying the economy. But how can we do it? Let us apply to physiology for answering this question: Is a champion athlete's body structure different from that of an ordinary person?. Yes. When athlete does exercise, his lungs grow, his muscles, bone system are stronger. Should an ordinary person improve his body structure to become a sport champion? Yes. So is the economy. The Group of Seven can be taken as champions as. As a result of the analysis, we found that the structures of their GDP are very similar. Maybe the key to the success of these economies is that the structures of their GDP are efficient? There are differences between Azerbaijan's and The Group of Seven's GDP structures. How can we eliminate the differences? I think that the base of any GDP is the fixed assets of that country. So it is important to make changes in the structure of fixed assets for making changes in the structure of GDP. For that, investment in areas where growth is desirable, should be increased. In order to promote this, the investment climate needs to be improved and the state regulatory instruments should be used effectively. The strategy of Sustainable Development of our

country must be prepared and rapprochement of the structure of Azerbaijan's GDP to the structures of GDP of The Group of Seven must be included to this document as a goal as . When the efficiency of the structure of GDP increases, per capita GDP, the population's welfare level increase.

Keywords: *the structure of GDP, sustainable development*

WATER SUPPLY AND IRRIGATION IN THE COMPETITIVE AND SUSTAINABLE DEVELOPMENT OF THE AGRARIAN SECTOR IN AZERBAIJAN

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ABSTRACT

Recently principles of sustainable green economy are considered as the basis of the competitive economic development. One of the main non-oil directions in the economy of Azerbaijan is

agricultural sector. In this regard its development and research set as priority task by government. Lack of water resources in Azerbaijan push the government to take a measure for sustainable management of water. In this paper we analyze the water demand for agriculture (irrigation) use. In our research we used the local and regional data, we made a field visit and did consultations with specialists to complete and verify these data. The method of the research is based on a technical-legal analysis of the statistical data on water sector in Azerbaijan, which is drawn up by the Water Resources Agency (WRA) of the Ministry of Emergency Situations (MES), Azerbaijan Ministry of Economy and other regulatory authorities such as amelioration and irrigation institutions. Further the irrigation and water demand figures analyzed in detail.

Keywords: *Azerbaijan, competitive economy, sustainable development, water management, agrarian sector, water supply, regional development, irrigation*

APPLICATION OF MARKETING COMMUNICATION OF INTEGRATED CITIZEN SERVICE POINT

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ABSTRACT

In both of the business and public sectors, Marketing Communication is very important to understand the needs of the customer. Properly applied marketing communication leads to linear or increased revenues in the postal sector. The theoretical basis of this article is devoted to the terms: marketing, communication, customer, sales, profit, eGovernment, Integrated service point of the citizen, which is operated by the national postal operator in the Slovak Republic. The analysis of the current state of the Integrated Point of Service in the Slovak Republic is compared with the analogous point of the Czech POINT, which provides similar services. The Czech Republic is characterized by better marketing communication in the field of customer orientation. The Slovak Republic is increasing efforts in providing quality eGovernment services. In the practical part of the article we focused on primary research, which was carried out in the form of a questionnaire. The research was carried out within the Žilina self-governing region. The research was focused

on monitoring customer satisfaction with e-Government services at the Citizen's Integrated Service Point. Individual respondents expressed their views, suggestions and comments on improving the services of the Citizens' Integrated Service. After the evaluation of the main research it was obvious that it was necessary to improve the marketing communication of the given workplace as well as to improve the awareness of the citizens of the Žilina self-governing region in the area of public services of the postal operator. The main point of change in marketing communication is communication through social networks. Then we designed a prototype of marketing communication by creating a web interface on the Facebook social network. The Slovak Republic is gradually developing in the field of digitization, therefore it is necessary to provide better marketing communication in the field of e-Government, which could lead to greater customer satisfaction, increase in the number of customers, improved services and increased profits of the workplace.

Keywords: *Czech POINT, Integrated Service Point, Marketing communication*

DIGITAL LITERACY: FROM MACRO - TO MICROANALYSIS

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ABSTRACT

This paper argues that digital literacy consisting of various capabilities associated with the use and development of digital technologies may enhance countries', regions' and businesses' ability to draw on existing know-how and create new industrial paths. The analysis of Russian and international assessment methodologies is based upon such evaluative indicators as information, computer, communicative and media-literacies as well as the attitude toward technological innovations. Being a qualitative criterion, digital literacy alongside with such quantitative indicators of digital ecosystem as Internet connectivity, data rates, Internet costs, etc. is a key factor in developing digital economy at national and regional levels. The authors have proved that the choice of digital literacy assessment methodology allows for a more accurate developing of the digitalization support programmes.

Keywords: *digital competences, digital divide, digital economy, digital literacy, evaluative methodology*

ACCOUNTING, CREATIVITY AND THEIR IMPACT ON VALUE OF COMPANY

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ABSTRACT

The value of the company is determined for various purposes (for example, sale, obtaining a mortgage in a bank, etc.). It can also serve as a marketing tool for companies to present themselves in front of their internal and external business surroundings. Depending on this purpose, the company may try to influence this value by various instruments. These practices may include creative accounting. It results from accounting theories, but it records distorted economic changes in the company according to the wishes of the partners. In this article, we focus on influencing accounting data and how this information affects business value. Creative accounting practices have a significant impact on the business structure. The share of assets and liabilities of the company influences the financial stability of the evaluated company and also the overall picture of the company. In this paper we will try to influence the profit of the company and the structure of assets and liabilities of the company. We apply the changes to the company in a simplified example and describe how they impact on the value of the business.

Keywords: *value of the company, creative accounting, assets and liabilities of the company*

CONTEMPORARY STRUCTURE OF RUSSIAN BUSINESS

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ABSTRACT

The article is aimed to analyze the structure of Russian business within small, medium-sized, and large enterprises in every Federal District. The research discovers the complexity of Russian business structure with domination of small business along with negligible share of large business. The authors reveal the period when every Federal District demonstrated significant reduction of medium-sized and large enterprises which influenced further changes in Russian business structure. One of the main reasons for the changes in the number of enterprises in every sector is identified. The article defines the quantity of enterprises redistributed between different sectors of business. The research is based on economic and financial reports of Russian enterprises for the period 2013-2017, provided by The First Independent Rating Agency (Fira.pro). The results of the research allow not only to continue the study of Russian business structure within the framework of dominant spheres in every category of business, but ultimately can serve as a basis for future

efficiency assessment of business structure in terms of contribution of every sector to GDP.

Keywords: *Business, Russian business, Business structure, Small business, Medium-sized business, Large business, Federal Districts*

DESIGN AS A DEVELOPMENT FACTOR FOR THE CORPORATIVE CULTURE AND BUSINESS THINKING

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ABSTRACT

In a turbulent economy, it is important for business to achieve relative stability and positive dynamics. Design as a technology of creative thinking and a way to form a rational organized environment can contribute to these processes in at least two important aspects. As an activity in creating of different aesthetic forms, it helps to get a corporate culture and business communications through a semantically intelligible corporate identity (or a visual identification system), ensures harmonization of space, ergonomic workplaces, memorability of products, environmental friendliness of their packaging and, ultimately, brand uniqueness. As a way of creative thinking, it teaches specialists of various professions non-standard moves and is increasingly used by businesses that require unexpected decisions. Both aspects are relevant for the competitiveness of Russian companies, which do not use the design potential fully, being satisfied with not completely professional or replicated graphic images placed on stocks. Such quasi economic moves are in fact dead ends and rarely justify themselves. Successful design always has a systemic character, each of its elements is

determined by the tasks of the company. This cannot be taken into account by accidentally found solutions that are not capable of development and do not have the necessary conceptuality. The solution could be cooperation between business and universities that are developing today new design approaches based on scientific data and experimental results, especially at the level of master's programs. The article provides an overview of foreign sources about design thinking and two cases on a professional and unprofessional approach to company design.

Keywords: *business communications, company image, competitiveness, conceptuality, corporate culture, corporate identity, creativity, design, design form, design rationality, design thinking, professional design*

GRP, INVESTMENTS, AND TOURISTIC FLOWS IN RUSSIAN REGIONS – HOSTS OF MAJOR SPORTING EVENTS

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ABSTRACT

The tourism sector in Russia does not play a significant role in the development of the national economy. The tourism industry's share of GDP is still less than 2.5%. Russia occupies only 59th place in the competitiveness rating of the tourism sector, according to the World Tourism Organization (UNWTO). However, international experience shows a very high profitability of tourism, comparable to the oil industry. Besides, in the 21st century, many major international sports events took place in Russia: the Universiade in Kazan in 2013, the Olympic Games in Sochi, 2014, and the World Cup in eleven cities of Russia in 2018. As a result, a modern tourist infrastructure arose (new airports, roads, hotels, tourist routes, and objects). Further use of the created infrastructure for the development of domestic and foreign tourism may become a priority for the national economy.

The development of tourism in Russia is quite an achievable task. Russia ranks fifth in the world in terms of unique natural sites and ninth in terms of cultural heritage sites. It is necessary to create a model for the development of tourism, which will allow getting a multiplicative income from investments in tourism and sports infrastructure. The purpose of the article is to assess the impact on the economy of the Russian regions of major sporting events. The focus of the study is on indicators of economic development: gross regional product and investment in fixed assets, as well as indicators characterizing the development of the tourism sector (the flow of tourists, the success of firms in the service sector - restaurants, hotels, recreation centers). The work based on methods of statistical analysis. The article used data from official statistics, as well as specialized ratings. As a result, the influence of major sporting events on the regional economy in Russia is limited and does not lead to sustainable economic development at a faster pace. Recommendations for federal and regional governments are provided based on the analysis.

Keywords: *GRP, major sport events, touristic industry*

GAMIFICATION AS A FORESIGHT TREND IN THE PROMOTION OF RETAIL BANKING PRODUCTS AND SERVICES

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ABSTRACT

The article highlights the features of gamification in the banking sector. Its relevance is maintained by the fact that modern credit organizations ignore the experience of the computer game designers in attracting gamers and monetizing them, and that the

number of customers, who prefer game interaction to traditional forms, is increasing. The purpose of the article is to design a conceptual framework of applying gamification in promotion of retail banking products and services. The definition of the term “business gamification in the banking sector” is given; the feasibility of business gamification elements in the banking sector is proved; main types of business gamification in the banking sector are classified; a foresight, containing a number of banking game strategies, is presented. Practical significance of the research lies in the possibility of using the proposed classification and foresight by Russian and foreign banks when developing strategies for the promotion of retail products and services.

Keywords: *Interaction between banks and clients, The future of banks, Games with clients*

FOREIGN DIRECT INVESTMENT IN CÔTE D'IVOIRE: AN ANALYSIS FROM 2003 TO 2016

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ABSTRACT

Since 2011, Cote d'Ivoire has been increasing its incentive policies to attract foreign investors. In order to benefit from the impact that this foreign direct capital can have on its economic development. The contribution of foreign direct investment to

countries' development is unprecedented today, especially in developing countries. Economic growth strategies now place a strong emphasis on the promotion of FDI due to the insufficient resources available to finance countries' development and the growing difficulties encountered in combating poverty. In a highly competitive environment fuelled by globalization, the need for financial resources is taking on enormous proportions. In doing so, the inflow of foreign capital appears to be a boon for any state facing social and economic challenges. Cote d'Ivoire, like other developing countries, has launched many reforms such as the adoption of a new investment code, the creation of a trade tribunal and the establishment of an investment promotion centre. All these reforms to enable the Ivorian territory to meet the requirements of foreign investors (multinational companies) and make the country attractive. It is with this in mind that our article aims to identify the determinants of foreign direct investment over the period 2003-2016. To do this, we conducted an econometric study using the VAR method. This method has enabled us to distinguish the factors that illustrate the attractiveness of the Ivorian territory.

Keywords: *Foreign direct investment, Multinational firms, Economic growth, Public expenditure on infrastructure, Cote d'Ivoire, Public investment in infrastructure*

SUBJECTIVE VISION OF YOUNG PEOPLE ABOUT THE LIFE QUALITY IN THE REPUBLIC OF KHAKASIA

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ABSTRACT

The article deals with the subjective vision of young people about the life quality in the Republic of Khakasia. Methodological basis of the research is a subjective well-being approach or “felt life quality”. The following components of life quality are described: cognitive (rational) and emotive (emotional) components. The rational component of life quality is measured by life satisfaction and its separate aspects; emotional component reflects a balance between positive and negative emotional states of the personality. Life quality of young people in the Republic of Khakasia was studied in the context of life quality improvement conception which is oriented at a balanced combination of all spheres in the life of the society and a person. The following diagnostic methodology was used in the empirical study: the Russian version of the international standardized questionnaire of life quality SF-36 (online), in which physical functioning, role-physical functioning, pain, general health, stamina, social functioning, emotional functioning, psychological functioning of young people were assessed and psychological well-being questionnaire by C. Ryff adapted by T.D. Shevelenkova and P.P. Fesenko. In general, the above mentioned methodology managed to reveal low,

medium and high levels of psychological well-being of young people. The assessment scale of life quality (N.E. Vodopianova, N.P. Fetiskina, T. I. Mironova) was according to 9 items: job, personal achievements, health, communication with relatives and friends, support (internal and external), optimism, tension, self-control, negative emotions. It was discovered that subjective vision of young people about the life quality in the Republic of Khakasia reflect complex social phenomenon, including such markers as “satisfaction with life”, “the importance of private life”, “satisfaction with private life” and “the level of happiness”. The discussion and understanding of life quality markers will allow young people to improve the nearest and long-range objectives, develop strategies and means of their achievement.

Keywords: *quality of life, indicators of quality of life, subjective ideas about the quality of life, health, psychological health, social health, psychological well-being*

INFLUENCE OF GENDER AND CULTURAL BACKGROUND ON PROFESSIONAL HEALTH OF SALES MANAGERS

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ABSTRACT

The article describes the results of the comparative analysis of the professional health components of sales managers, depending on gender and cultural affiliation on the example of the specialists

of the Republic of Khakassia. Psychodiagnostic methods were used in the empirical part of the work: E. Shostrom's self-actualization test in the adaptation of L.J. Gozman, Y.E. Aleshina, M.V. Zagika and M.V. Croz; H. Hekhausen's motivational test in the adaptation of L.N. Sobchik; G. Gowh's California personal questionnaire in the adaptation of N.A. Grafina and N.V. Tarabrina; professional health questionnaire developed by G.S. Nikiforov; quality of life questionnaire SF - 36; G.V.Zalevskiy's rigidity-flexibility questionnaire. As a result of the study, it was found that the level of the professional health of sales managers depends on gender and cultural affiliation. Male sales managers have higher indicators of the development of physical and social structural components of the professional health. Female managers have identified significant differences in the preferential use of social support and external locus control. The Khakass sample of sales managers as a whole has higher indicators for the physical component of the professional health, such as PF (physical functioning) which characterizes physical activity, life tone, vigour, workability, but it also includes higher indicators for the criterion - emotional burn-up: reduction and emotional exhaustion, as a coping strategy it characterizes the preferential use of preventive and anticipatory control. The Russian sample of sales managers revealed significant differences in the psychological component of the professional health, in particular higher memory indicators. As an effective coping strategy Russian sales managers mainly use strategic planning.

Keywords: *professional health, components of professional health, psychological health, social health, physical health, coping strategies*

OPTIMIZATION OF THE MEDIA MESSAGES STRUCTURE FOR RECRUITING SUPPORTERS

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ABSTRACT

The article considers the possibility of formalizing influence through various media channels on the formation of the ideological supporters groups. Transmitted messages can help to increase sympathy or antipathy for politicians, or you can strive to increase the moral or patriotic level of information consumers. This requires the availability of data on the structure of consumers of media channels and the degree of confidence in these channels which are provided by special opinion surveys. The distribution of messages on various channels and for different social groups is possible in many ways. It is clear that it is advisable for the governing body to choose a method that ensures maximum audience reach and the greatest number of supporters. These methods require the use of various financial, temporal and other types of resources. The costs may vary depending on the information channel and the social group to which it is directed. In this article, the optimal message structure is determined by the costs of two limited resources. In the considered models, it is proposed two types of objective functionalities: logarithmic functional, which corresponds to wide coverage, and logistic function that sets the probability of the desired users behavior. The optimal message structure is

determined by the cost of two limited resources. The results of computer calculations were obtained according to sociological surveys on the distribution of respondents through media channels and confidence in these channels for different age groups. The role of the Internet was clearly revealed especially for young people, the messages on which are the most significant.
Keywords: *groups, media channels, message structure, probability of behavior*

DIGITAL CITY: QUALITY INDICATORS OF «SMART EDUCATION» AND «SMART PEOPLE» SUBSYSTEMS

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ABSTRACT

With the development of information and communication technologies, the concept of urban development is changing. The authors highlight the features of the concept of a digital city and the place of “smart people” in it. In our opinion, the implementation of the concept of a digital city allows improving

the quality of life by supplying the population with electronic services and providing network interaction through digital ecosystems. The analysis of scientific publications shows that there is no consensus on the category of “smart people”. Scientists distinguish their diverse characteristics: adaptability, creativity and involvement; monitoring the health and controlling the nutrition; using the facilities and services of smart cities; high level of education; tolerance and open-mindedness. We believe that this category in the framework of the digital city we should consider through the consumption of “digital goods” participation in their development and promotion. The most striking example of such an approach is Open Education, which, combined with the dissemination and accumulation of information and knowledge on the Internet, allows you to form a subsystem of a digital city: “smart education”. The authors propose to determine the level of development of the “smart people” and “smart education” subsystems in a digital city. For this purpose, they developed and proposed to use indicators of quality of life obtained from the state statistics and online data collection.

Keywords: *digital city, information portal, life quality indicators, smart education, smart people*

THE INDIAN TAX SYSTEM AS A FACTOR OF BUSINESS COMPETITIVENESS

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ABSTRACT

This paper seeks to study the corporate income tax law’s specifics of Indian companies and understand if it can to constitute a competitiveness factor for these businesses. The research makes

a legal structure analysis of India Jurisdiction, it incorporates several Indian data sources: the Constitution of India and the Income-Tax Act of 1961. The results show that the Indian lawmaker is conservative on legislative changes. The law regulating the taxation of corporate profits dates back to 1961, and despite some amendments, it maintains over time. The fact that corporate tax rules remain stable over time represents predictability for investors, which is a very compelling competitiveness factor for business. However, this law presents some less positive features in some situations. The wording's law is old, so sometimes it is challenging to interpret the legislator intention; it can mean difficulties in compliance's law. Also, the law establishes particular rules for taxable bases' determination on income tax corporate. It represents a duplication of accounting and tax rules, so, each entity has to prepare accounting and a tax statement.

Keywords: *India, Tax System, Corporate Income Tax Law, Income-Tax Act*

THE APPLICATION OF STATISTICAL RESEARCH METHODS IN ORDER TO PREDICT THE DEVELOPMENT OF THE AGRICULTURE IN THE REGION

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ABSTRACT

In this article, we discuss the issues of effective decision-making in the agricultural industry of the region on the basis of the information analysis with the help of some statistical methods and the correlation and regression analysis in particular. As in other areas of agriculture, in grain growing there are many factors that play an important role in ensuring the outcome of the production, first of all, they are weather conditions, soil quality, technologies of grain crops cultivation, efficient use of fertilizers, etc. The purpose of the study is to establish the dependence of grain yields (q/ha) on factors of the agricultural industry and to identify factors that affect the level of grain crops yield. The results of the research and prediction based on the multiple regression model are presented, they allow us to make the most effective

management decisions on the development of measures to increase the grain crop yield in districts of the Chelyabinsk region. The computer program is developed based on the tools of IC software to implement these methods. The database and the program that were developed in this research allow on the basis of a selective regression equation to make a prediction about the future and to define values of factors that can be changed by simulating various scenarios of the economic development of the analyzed indicator.

Keywords: *Agricultural industry in the region, Correlation and regression analysis, Effectiveness of management decisions, Multiple regression*

NEW QUALITIES OF HUMAN CAPITAL AS A CONDITION OF SUSTAINABLE ECONOMIC GROWTH

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ABSTRACT

This research is devoted to studying of new trends and the new acquired qualities of human capital for allocation of further factors of leaders to a new stage of development of human

resources in the present. The main objective of the article consists in detection of the new required characteristics, assessment of features of the efficient population with a support not only on theoretical forecasts but also on the allocated mathematical models, statistical regularities and trends in labor market. Scientific methods and data helped to create the major necessary factors for development of human capital. Results show that transition from analog economy to digital faces a problem of quality of staffing. The young generation every year later comes into labor relations. In 2007 9.5% of young people aged 20 to 24 years worked in the Russian Federation, then in 2017 the value decreased to 5.7%. In 2017, 29.7% of senior positions are occupied by people aged 40 to 49 years, but specialists of the highest level of qualification are people aged 30 to 39 about 31%. We have done researches, which allow proving that symbiosis of the qualitative human capital and the innovative social and economic relations act as objective components of the steady economic system, that creates conditions for self-development. Key components of new economy are human capital. The context of the identified trends is the possibility of optimizing and building the human capacity and, as consequence, reduction of unemployment at the state level.

Keywords: *Economic Growth; Economic Opportunities, Employment, Human Resources, Stability Of Economic Growth*

PECULIARITIES OF EDUCATIONAL NEEDS OF YOUNG PEOPLE WITH DISABILITIES IN MODERN RUSSIAN SOCIETY

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ABSTRACT

The educational needs of young people with disabilities are studied from the perspective of structural and functional analysis, sociology, pedagogy, monitoring the educational needs of students with disabilities, and socio-psychological well-being of students studying in inclusive groups, as well as the integration of people with disabilities into the community. The empirical basis of the research was formed by the data of the surveys of 2017 and 2018, in which 155 graduates with disabilities of general educational and special (correctional) schools of the Sverdlovsk, Chelyabinsk, and Kurgan regions took part. The survey of 2018 was conducted among 1047 students of the inclusive groups of 11 higher education institutions of the mentioned regions. The study reveals support for inclusive education by the vast majority of applicants and students with disabilities, as well as a significant majority of healthy students. Most students with disabilities choose their future occupation by the end of school. The level of social and psychological well-

being and satisfaction with the overall student life is very high, according to both healthy students and students with disabilities. The assessments of the main components and conditions of the educational process are also approximately the same. There is also a discrepancy in their opinions on specific indicators. Thus, among students with disabilities, there are relatively more of those who positively assess the possibility of receiving medical and psychological assistance for a healthy lifestyle. The number of healthy students is relatively higher among those who positively evaluate the work of the dean's office, the student council and the warden council, leisure and recreation facilities, and extra-curricular activities. In obtaining higher education, social and psychological support, as well as the adaptation of training programs to their needs, are singled out from the list of needs of applicants with disabilities. Students of inclusive groups of higher education institutions point out the problems during the process of education and communication, medical and psychological assistance, leisure activities, and others. Based on the research results, it is recommended to continue monitoring the state of inclusive education and addressing its problems from the perspective of strengthening the integration of persons with disabilities into modern society.

Keywords: *Adaptation, Well-being, People with disabilities, Inclusive education, Educational needs*

INTERORGANIZATIONAL NETWORKS AS A TOOL MODERNIZATION OF THE REGION'S ECONOMY IN CONDITIONS FOURTH INDUSTRIAL REVOLUTION

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ABSTRACT

The article discusses the theoretical and practical aspects of the innovative development of Russia. Statistical data on innovation activity in Russia, in the federal districts are presented, and the main factors hindering innovation activity are identified. The emphasis is placed on the need to study and develop in Russia organizational, as well as organizational and managerial innovations, which include network structures.

Keywords: *fourth industrial revolution, network structures, organizational innovation*

THE IMPACT OF UNSUSTAINABLE EMPLOYMENT ON MIGRATION LABOR MOBILITY IN RUSSIA

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ABSTRACT

Under current conditions studying problems of precariatization or, in Russian authors' nomenclature, non-standard employment, has significant value in elucidation of economic dimension and regional dynamics transformation. This concept relates to the process of fundamental changes in people's living conditions towards uncertainty both in economic and social sense. Essence of unstable employment lies in broadening of involuntary socio-economic employment relations for the worker under conditions of urgent, civil law and other contracts, as well as informal employment in formal economy, hidden production, illegal activity and unemployment. Events of unstable employment and social precariatization happen within the scope of capitalistic globalization process that is noted all over the world. The article puts forward analysis of prerequisites for migration mobility of labor migrants that are mostly linked to heightened precariatization of their employment. Research methods that were used during writing this article are based on analysis, generalization and generalization of scientific literature on the issue of labor migration. Author conducted review of scientific works in this research sphere, marked out the most topical areas of studying labor mobility of labor migrants. Currently there are increasing inconsistencies of interests of labor subjects that are working on

the labor market, as a result precariatization aggravates, labor force's mobility pursuit increases. During implementation of active state policy aimed at decreasing of unstable employment of labor migrants Russian citizens should feel that their employment is a priority for the state and employers. It is unallowable to solve migrants' problems by infringing local population interests.

Keywords: *labor market, labor force, manpower, migration policy, labor mobility, migration*

EMPLOYEES COMPETITIVENESS FACTORS: SYSTEM-MATHIZATION OF APPROACHES

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ABSTRACT

The concept of employee competitiveness has a number of contradictions. This is due to the peculiarities of the functioning of the labor market, in which achieving a sustainable balance of interests of all market players is almost impossible. Employees learn, develop skills, acquire or change a profession in order to find a more suitable job, employers strive to minimize personnel costs, get the most out of employees. The state invests in training in areas where there is a shortage of specialists, often caused by low wages. This situation is occurring in an ever-changing and unpredictable environment. They increase likelihood of errors in this area and deepening the imbalance in the labor market. The article provides the overview of key research published in the

Russian scientific literature, analyzes approaches to the study of the factors of employees' competitiveness, systematizes them, and highlights common features. The refined characteristics factors of employees' competitiveness is offered. It is based on the relationship with determinants of the quality of labor force. The proposed classification is universal and allows you to explore the ability to manage competitiveness at the state (region), enterprise, individual level. It is also supplemented by the division of factors into constructive and destructive according to the principle of influence on the resolution of contradictions in the field of employee competitiveness. All this can help employees to form personal competitiveness, and enterprises can invest more effectively in staff training. At the state and regional level, they can be used to improve programs to promote employment and reduce unemployment.

Keywords: *employee competitiveness, employee competitiveness factors, labor quality*

MEMORIAL TOURISM IN THE CITY OF VUKOVAR

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ABSTRACT

As one of the more specific forms of tourism during the recent years is the appearance of the attractive dark tourism. Dark tourism includes tours of places of torment and death, places of crime activities and also the places where genocide has occurred. The most famous destinations of this type of tourism are: Chernobyl, Auschwitz, the streets of Belfast, Cambodian death fields, Ground Zero, the ruins of the New Orleans after Hurricane

Katrina and Budapest Museum of Terror. Memorial tourism constitutes part of a dark tourism and the main motives of its influence are education, remembrance and encouraging curiosity with respect to the past historical events. Because of the suffering in the Croatian War of Independence, the City of Vukovar has memorial sites that have contributed to the whole - The Vukovar Nocturne (Vukovar Hospital, Memorial Centre Ovčara, Ovčara mass gravesite, Memorial Cemetery of the casualties of the Croatian War of Independence, Memorial Centre of the Croatian War of Independence, Memorial House of Croatian defenders on Trpinjska road, Central Cross at the mouth of the river Vuka in the river Danube). The goal of this paper is to determine the tourist offer and demand for the Memorial tourism in the City of Vukovar and also the guidelines for its further development are also suggested.

Keywords: *Memorial tourism, Dark tourism, City of Vukovar, The Vukovar Nocturne, Tourism market*

THE ATTITUDE OF SMALL BUSINESSES TOWARDS THE STATE ECONOMIC POLICY

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ABSTRACT

The development of small business is one of the prerequisites for strengthening economic democracy in Russia. In the "business-state" system, the entrepreneur acts as a person who assumes the function of risk and progress, while the state is the guarantor of reliability and stability. The author's multifactorial questionnaire was used to study the attitude of entrepreneurs to the state economic policy. To study the image of economic policy and the

state used semi-projective techniques - modified semantic differential and the method of "Image of the State" (O. Deyneka). Small business entrepreneurs from the Leningrad and Smolensk regions of the trade business and farms took part in the study. The results of the study showed the dissatisfaction of entrepreneurs with the monetary and tax policy of the state. Also, some entrepreneurs did not show faith in overcoming corruption against the background of a generally positive attitude to economic policy. The image of economic policy is partly in the negative zone of semantic space, which is due to the presence of unsolved problems to date: for example, distrust between business and the state, as positive changes in the field of support for entrepreneurship began to appear relatively recently. The image of the modern Russian state was associated primarily with the figure of the "President". There are also associations with the concepts that embody the products of political labor: "legality", "social protection", "order", and with the function of "management", which indicates a positive image of the state as an institution of policy and, in particular, economic policy, among entrepreneurs of regional small business.

Keywords: *attitude, image of economic policy, small business*

ECONOMIC INTEGRATION OF THE WEST SIBERIAN MACRO-REGION INTO THE SYSTEM OF ECONOMIC RELATIONS

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ABSTRACT

The new challenges of spatial development of the Russian Federation update the new configuration of regions in order to modernize regional assets. In these circumstances, regional economic systems show a need to integrate and integrate into the system an interregional and international division of labour based on the principles of equality and mutually beneficial cooperation. Moreover, the integration of Russia into the world economic space, the penetration of local spatial structures of different specialization into world markets, predeterminates the interconnection of corporate, sectoral and territorial development strategies in spatial projection. A new vision of the spatial configuration of regional entities is specified in the Spatial Development Strategy of the Russian Federation for the period up to 2030. The aim of the study is to assess trends in the formation of a single economic space, preceding the implementation of interregional cooperation in the West Siberian macro-region, at the "entrance" to the new institutional structure. The assessment of the capacity of the macro-region, all other things being equal, determines the relevance and novelty of the

study. The geographical unit of analysis is the West Siberian macroregion, which includes the Tyumen region, Khanty-Mansi - Ugru and Yamalo-Nenets autonomous districts. Within the framework of the structural and sectoral typology, the macroregion is represented as specialized in the economic development of fuel and energy resources and locally oriented diversification. Spatial design, as transformed, results in complementarities of capacities and synergies in a broader institutional perspective. The period under review 2005-2018, includes indicators of the Federal Service of State Statistics of the macroregion, submitted in accordance with the All-Russian Classification of Products by Types of Economic Activity. To test previous development trends, indicators characterizing the state of socio-economic processes and the impact of foreign economic activity on the formation of gross regional product have been calculated. Analysis of the problem of inclusion and interpenetrability of regions allowed to make an assumption about productivity of creation of a single spatial formation - West Siberian macro-region. Capitalization of the potential of the territory of the macro-region creates prerequisites for increasing the productivity of cooperation between economic actors and the creation of other international alliances.

Keywords: *macroregion, economic development, fuel and energy resources, export, import, international economic cooperation, integration potential*

PSYCHOLOGY OF THE SAFE CONSUMPTION AT THE FOUNDATION OF FUNCTIONAL EQUIVALENCE THEORY

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ABSTRACT

It is supposed that every need is development of an imbalance caused by an overflow of informational, physical, and chemical factors that emerges over the course of life and cannot be eliminated by the organism independently without the risk of structure disturbance. Satisfaction of each need is a search for "channels" of equivalence establishment, in other words, increased or decreased number of informational, physical, and chemicals stimulus for elimination of this overflow. The final result of fulfilling the needs is establishment of equivalence due to transformation of surplus in factors mentioned before into functional and structural changes in an organism, into changes of behavioral activity including behavior of consumers. Elimination of imbalances without consequences for vital processes has its limit depending on individual potential connected with genetic features of an organism. Modern society interested in creation of a "qualified consumer" forms additional imbalances that are often unnecessary, within a person via means of mass media. At the same time, advertisement offers "channels" of eliminating these artificially-created imbalances through purchase of goods and services. If needs are not fulfilled, a stress appears accompanied by negative emotions. Prolonged lack of possibility to eliminate imbalances in case a person is out of individual potential, leads to such consequences as neurosis, psychosomatic diseases, and finally, lifespan shortening. As a result, development of economy through growth in sales volume can lead to degradation in population health and cause considerable economical losses. That is why an efficient and safe consumption suggests mutual responsibility of seller and

customer, and means not only sales promotion but also health promotion to provide adequate conditions to satisfy needs in future.

Keywords: *theory of functional equivalence, consumption, sales promotion, stress, health*

IMPACT OF INSTITUTIONAL ENVIRONMENT UPON EFFICIENT FINANCING OF PUBLIC AND MUNICIPAL PROCUREMENT

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ABSTRACT

Financial effect of public procurement depends on the transaction specifics in view of the informal institutional practices. Institutional environment impacts relations between individuals under the conditions of uncertainty, facilitating or preventing opportunistic conduct of counteragents. Appropriate schemes of psychological protection, the awareness of successful cases and mechanisms of responsive adaptation as well as the need to support sustainable agent operations amid public

administration by metrics directly influence the relative efficiency of procurement procedures and the public contract system in general. Based on empirical data and macroeconomic statistics, the authors give ex post evaluation of the impact of institutional and conduct factors, such as dependence on preceding metrics, economic crime incidence, religious and ethnic factors, on the relative saving of public financial resources within the public contractual system.

Keywords: *contractual system, economic conduct, opportunism, public procurement, saving*

DIGITAL TRANSFORMATION OF FINANCIAL SERVICES ON THE BASIS OF TRUST

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ABSTRACT

In the process of digital transformation of financial services, the authors give priority to the factor of trust, which is the a fundamental basis for all innovations and a sustainable development of the financial sector in the presence of the digital economy. Analysis of academic publications shows that the recent crises of the banking and global financial system are based on high risks of the traditional banking model, and these risks shall

be passed on to depositors and taxpayers. Experiments in designing numerical business models within the FinTech industry, as well as the digital divisions of commercial banks are usually aimed at using artificial intelligence technologies to customize financial services, while the trust issues focus only on cyber security. However, there is little attention to other aspects of trust, such as digital personal identity, equitable distribution of wealth, confidentiality, authenticity, and accessibility. The purpose of the study is to develop a trust-based approach to digital transformation of financial services. The research methodology includes as follows: analysis of the role of trust in the process of digital transformation of financial services, developing a framework for digital business model of financial services, taking into account the trust factor, definition of ways to build a model of a reference architecture of a digital financial service, development of a design approach to a digital financial service based on a reference architecture. The approach proposed by the authors is based on building a reference model of financial services architecture, relying on open platforms for scalable building of digital financial products and the concept of data protection in distributed environments. Trust requirements shall be defined in the process of building a digital business model of a financial service. These requirements have to be taken into account and tested during the design of the digital financial product architecture. The approach proposed by the authors is receiving practical approval in a number of financial industry enterprises that are engaged in the digital transformation.

Keywords: *Digital business model, Digital transformation, Financial Service, FinTech, Trust*

ANALYSIS OF CULTURAL AND SCIENTIFIC EVENTS ON PAGES OF THE UNIVERSITY JOURNAL UNIVERSITAS

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ABSTRACT

The subject of this paper is the analysis of journal articles on cultural and scientific events. Data for this analysis was collected from the university journal Universitas, which was a journal of the University in Split at its beginning, and afterward became a journal of the University of Split and Zagreb. This journal covers subjects from the area of science and higher education, it is published monthly and it is also being published as a special enclosure in Jutarnji list and Slobodna Dalmacija. This paper deals with this analysis because we are trying to determine the mission of the University, i.e. how is it possible to inform on events organised by the University through the journal. Conducted analysis showed that the University promotes science, culture and sports and it is not only a place where we acquire new knowledges as we usually perceive it. The paper is divided in four chapters, i.e. on theoretical and analytical part. First chapter describes the journal, as well as two universities publishing it. A

brief history and goals of the University of Zagreb and then of Split are shown. Second chapter is a theoretical part on the notion of the event and its division, which is crucial for understanding of this paper. Third chapter is about the methodology. For this paper, we used the journal content analysis. Events are being divided on cultural, sports and educational. Last chapter is the analytical part showing the final data obtained through this analysis of articles on cultural and scientific events on pages of Universitas from its first until 121st issue, i.e. from 2009 to 2019.

Keywords: *event, university, culture, science, Split, Zagreb*

ASPECTS OF COOPERATION OF UNIVERSITY WITH BUSINESS SECTOR AND THEIR ASSESSMENT

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ABSTRACT

Universities fulfil three missions in terms of knowledge triangle. One of this missions is in the form of transferring new innovations and technologies to the market by university cooperation with the

business sector. The entrepreneurial character of the university forms the basis for cooperation with other subjects of the regional innovation system. Examining the degree of cooperation, factors and barriers affecting the cooperation of academics at the technical university with business sector will help to determine whether and to what extent academics have accepted the university's business mission. Within the primary research and by applying the orientation analysis we did not obtain relevant information. The analysis of the current state implies the absence of a comprehensive identification of aspects of cooperation between academics working at the university and the business sector. In relation to this research problem we have identified research goals associated with identifying the degree of cooperation, barriers and drivers of cooperation, as well as factors that influence these facts to a decisive extent. In order to identify the decisive factors we used the factor analysis. The input data were derived from a survey conducted at the university. The factor analysis identified a reduced number of aspects that can be considered as the most important aspects of cooperation of university academics with the business sector. The findings from the results of factor analysis can serve the for further research in the field of examining ways of assessing the level of cooperation, measures to support the drivers of cooperation and measures to remove barriers of cooperation.

Keywords: *Business sector, Collaboration factors, Collaboration rate, Universities*

FORECASTING THE STAFFING NEEDS OF THE REGION

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ABSTRACT

The article is devoted to the formation of a scientific and information base for the development of a system for managing the labor and educational potential of the region. The methodology is the extrapolation of retrospective data of federal and regional statistics according to three development scenarios: basic, investment and basic with optimization without restrictions. Relationships and factors identified by retrospective data and affecting the forecast size of the staffing needs of the region are adjusted according to the results of surveys of employers, youth and experts. Based on the forecasted balance of labor resources of the Chelyabinsk region developed by the authors until 2036 new long-term and medium-term trends in the formation of the staffing needs of the region's economy by types of economic activity are revealed. The results of forecasting the staffing needs of the region's economy make it possible to establish the correspondence of the volume and composition of staff to solving the problems of the socio-economic development of the region and ensuring its competitiveness. Forecasting the region's needs for personnel is aimed at ensuring a balanced labor market, educational services market and the construction of activities related to vocational guidance.

Keywords: *Balance of labor resources, Labor market, Forecast, Region, Staffing need*

FINANCIAL POLICY OF THE STATE IN THE GLOBALIZATION CONDITIONS

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ABSTRACT

In recent years, new phenomena in the international economic relations sphere, called globalization, have significantly intensified. The globalization processes create new the budget and tax related challenges in the countries. In these conditions, the state aims to improve the financial competitiveness policy through tax cuts, attracting foreign investment, revision of the composition and structure of public spending in the favor of improving the socio-economic performance and improving the quality of market institutions. Development of globalization processes directs financial policy to create favorable conditions for doing business. Globalization has a direct impact on the financial policies of states: on the one hand, international tax competition forces states to take the path of reducing taxes and canceling social programs, on the other hand, human capital is the main factor of international competitiveness, which requires the state to make significant investments in science, education, and health care. The priority for the states is the direction of funds to the development of infrastructure for the formation of long-term factors of economic growth and social progress. In these conditions, in parallel with the reduction of the tax liabilities, the issue of budget expenditures efficiency based on the support of the competitive advantages of the national economy becomes particularly important. The financial policy of states in the context of globalization provides for the formation of a favorable investment climate. The global financial crisis made it necessary to form national financial systems. In this context, the state should play an important part of focus to stabilizing the economy, to its dynamic growth and strengthening its financial system.

Keywords: *budget expenditures, competitiveness, financial policy, globalization, taxes*

SPANISH SOCIETIES' TAX LAW AND THE FISCAL ADJUSTMENTS TO THE ACCOUNTING EXPENSE

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ABSTRACT

This paper aims to understand why accounting expenses are not directly accepted as fiscal cost and how operates the fiscal adjustments, in the determination of the taxable base in the Corporate Income Tax (CIT) law. For this purpose, it analyses the legal acts and doctrine, in particular, it researches data sources of Spain: the Ley del Impuesto sobre Sociedades (LIS), it means, the Spanish Corporate Income Tax Law and, in particular, the Spanish doctrinal understandings. The results show that the tax law assumes the net profit measured under the General Accounting Principles, as a starting point for the tax base determination. This fact avoids the duplicate record of economic transaction in the companies, in both domains, fiscal and accounting. Nevertheless, the two dimensions have different objects, so net income may not be integrally considered for tax purposes; legislator makes the taxpayer make the fiscal adjustment to take the taxable income. It is supposed to have extraordinary tax corrections, but Spanish legislator presents a tax code with many exceptions, imposing an increasingly complex Spanish tax system.

Keywords: *Corporate Income Tax Law, Deductibility, Spain, Tax expenses*

NETWORK COMMUNICATION OF EMPLOYEES AS FACTOR OF PRODUCTION EFFICIENCY

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ABSTRACT

Technical retooling is one of factors of growing enterprise's efficiency. However due to specific historical characteristics of formation and transformation market economy in Russia, process of technical retooling becomes long, what leads to large increasing of new equipment established terms and its rise to optimal point. This paper describes different aspects of the networking process. Authors analyze networking process using empirical data and specific literature of Russian and international researchers. This paper describes macro and micro level of networking. The research's results of employees networking as a method of rising personal efficiency and efficiency of entire enterprise show the importance of networking for modern enterprises.

Keywords: *management, networking of employees, productions efficiency*

PRIORITY TASKS FOR IMPLEMENTATION OF ECOLOGICAL POLICY OF SOCAR

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ABSTRACT

Oil and Gas Industry with its development plays an important role in solving of many problems in Azerbaijan. Consideration of different factors while forecasting oil and gas complex development offers facilities to analyze all aspects of the problems. Consideration of social factors in the social-economic development of oil and gas sector in the region, in the financial and budget system and in solving other problems plays a considerable role. The article points out the quantitative value of these problems and their directions. It also shows that qualitative analysis in realizing oil projects is very important. The paper reviews influences of economic and social development in the regions on oil projects and possibility of the influences of these projects on the intense level of life mode in the regions. The paper also researches continuity of the project, territorial problems, role and place of local executing bodies in project realization, priorities of social politics, employment, taxes and other aspects of the projects. The article briefly characterizes SOCAR's activity on fulfilling the laws of preservation of environment and its safety for increasing the ecologically industrial level. SOCAR is a huge complex joining different enterprises and organizations in which harmful, toxic, explosive, and other things are mined, used, refined, kept and transported. SOCAR's ecologic policy is the main document reflecting priorities which provide preservation of environment and its safety and efficient usage of natural resources.

This document defines aspects, stages, priorities, scientific and organizational duties of all future steps to be taken in ecology field.

Keywords: *ecological policy, environment protection, SOCAR*

THE PRACTICE OF PRESERVING PUBLIC HEALTH IN THE CONTEXT OF SOCIOLOGY

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ABSTRACT

The article is devoted to the results of an empirical study of the practice of preserving the health of residents of the metropolis. The author shows on the basis of literature analysis that the problem of health preservation in foreign and domestic sociology is studied at the macro-and microsocial levels. Despite society's need for healthy individuals, there is no coherent system of health-saving practices for Russians. The reason for this problem is that the practice of preserving health, as a collective in nature, is contained on three levels: institutional, interpersonal and individual. The features of each level are revealed. The institutional level is represented by a variety of collective practices, including medical, social, political, economic, legal, scientific, cultural. The interpersonal level includes interaction at the «doctor» - «patient» level. The practice of preserving health at the individual level is based on the culture of health preservation, which is formed by the ideas and actions of the individual about preserving and strengthening their health, by constructing a culture of self-preservation. The author conducted a study of megalopolis residents to find out how health preservation practices unfold in real life at the institutional,

interpersonal and individual levels. The study of the institutional level revealed the problems of inefficient management of health care institutions. At the interpersonal level, the author found problems of unprofessionalism, distrust of the doctor, insufficient culture of interaction with patients. At the individual level, the author identified behavioral strategies that reflect passivity in health-saving practices. Based on the correlation analysis, it was found that often the cause of these strategies is ineffective activity at the institutional and interpersonal levels. The article concludes that it's necessary to develop a level's model of health-saving practices.

Keywords: *health, practice of health preservation, culture of health-saving, doctor, patient*

MOTIVATIONAL ENVIRONMENT FOR PERSONNEL INNOVATIVE ACTIVITY AT COAL-MINING ENTERPRISE: STRUCTURE AND FACTORS

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ABSTRACT

Actualization of employees needs for development and implementation of their intellectual potential in innovative activity is impossible without the development of appropriate motivational environment. A review of publications about the motivational environment of organizations in various fields of activity showed a variety of approaches to determining the

content and structure of the motivational environment of innovative activity. Also the review allowed to systematize the factors taken into account in the formation of the motivational environment. Most researchers consider the motivational environment as a set of conditions that determine the direction and amount of the efforts made by employees to achieve the goals of the organization. The author's conceptual approach to the formation of motivational environment for innovative activity is based on the employees' awareness of the organization's opportunities to improve the life quality and threats to reduce it. This approach is aimed at increasing personnel involvement to the generation, development and implementation of innovations. The paper includes the results of scientific research about the employees' perception of the existing motivational environment based on experience of one of the largest Russian coal mining company. It was revealed that employees' awareness of opportunities to improve the life quality and threats to reduce it affects the implementation of their motivational potential and the amount of effort spent on innovative activities.

Keywords: *Motivational Environment, Personnel, Innovative Activity, Coal-mining Enterprise, Opportunities and Threats for Life Quality*

TERRITORIAL BUDGET IN THE SYSTEM OF HUMAN CAPITAL REPRODUCTION: MODERN AND HISTORICAL ASPECTS

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ABSTRACT

The paper touches upon the issue of historical and recent aspects of the human capital development in the Soviet and post-Soviet periods. Researchers discuss the long-term trends of the reproduction of territory human capital and offer the structure-logical model that shows connection between the reproduction of human capital processes and budget flows. The paper aims to assess the impact of the territorial budget policy on human capital in different historical periods. The study purpose is to identify some development stages of human capital in different historical periods. The principal research methods are historical comparison method and synthesis, statistical, economic and mathematical methods. Drawing on the provided archival data

the authors propose the algorithm that enables to assess the impact of the budget policy on human capital in different historical periods. Based on the availability of statistical data the authors examine trends and structure of the social expenditure city budget in Chelyabinsk between 1970 and 1980. The authors further examined city budget performance reports in period from 2009 to 2018. It is estimated that the social expenditure increased significantly. However, there are some factors limiting the increase the efficiency of human capital reproduction. In order to solve these problems, it is necessary to provide a personalized access to budget flows by creating a unified database. The findings of the study will probably help to increase the public interest of the all-round development of human capital that becomes the main driving force of changes that have been rapidly taking place in recent years.

Keywords: *Human capital, Reproduction of human capital, City budget, Budget expenditures, Budget revenues*

TOWARDS MULTI-LEVEL FRAMEWORK FOR ANALYSING ORGANISATIONAL INNOVATION USE

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ABSTRACT

In this era of Information and Communication Technology (ICT) driven globalisation, the use of information system innovations became the 'live-blood' in modern business competitive environment. This study, sought to conceptualise the configural collective information system innovation use, herein, referred to as Stock Ordering System (SOS) as multi-level construct at the organisational context. SOS is mutually used by four diverse organisations for their respective business functions. Each organisation, the rural Small and Medium Enterprises (SMEs), Infopreneurs, Warehouse, and Logistics Partner present a diverse level of analysis. At each level of analysis, we shall; a) explore and describe the factors influencing the stock ordering system use; b) explore and describe how the roles of users and their cross-level relationships could influence the stock ordering system use; lastly, c) to determine and describe the role of organisational context and the form it manifest in stock ordering system use. The Burton-Jones and Gallivan's Theoretical Model of System Use and Adaptive Structuration Theory (AST), Task Technology Fit (TTF) provide the theoretical foundation of this case study research, which follows the qualitative, cross-

sectional and interpretivist scholarship stance. In conclusion, the envisaged conceptual multi-level theoretical framework for organisational innovation use is presented and discussed.

Keywords: *Multi-level Research, Stock Ordering System (SOS) and Organisations*

PARAMETRIC MODEL OF A MULTI-AGENT ACTIVE ELEMENT OF ORGANIZATIONAL SYSTEM

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ABSTRACT

The development of new and existing management mechanisms for the management theory of organizational systems (TUOS) is an important task when creating human-technical systems for various purposes. Modern approaches to management should go with combined control impacts, both on technical systems and on certain employees who carry out targeted activities. Despite the constant development of technical tools, the most vulnerable parts in the functioning of organizational systems are still certain people, employees. Along with important material stimulation factors, modern systems of organizational management must also take into account other obvious needs of employees, such as the need for self-realization, knowledge and training accumulation. Therefore, a flexible, people-oriented approach to management is necessary, when the needs and interests of employees related to public recognition, development prospects, and goal setting are taken into consideration. Most models of organizational

systems management theory are based on the assumption that the agent only wants to earn money by reducing its own costs as much as possible, putting the issues of profit in the foreground. Thus, according to the authors, the future is in management systems that focus on integrated consideration of the interests of multi-agent systems employees. At present, people-oriented management mechanisms are poorly developed in the social and economic sciences. The authors of this article suggest a parametric model of a multi-agent active element of organizational system (MOS), which can be used to build specific normative models of activity in organizations based on taking into account the preferences and interests of employees.

Keywords: *parametric model, multi-agent active element, theory of organizational systems, multiple behavior strategies, objective function, set of specific competencies, economic behavior, agent*

SUSTAINABLE DEVELOPMENT AS AN OBJECTIVE NECESSITY FOR THE DEVELOPMENT OF THE NON-OIL SECTOR OF AZERBAIJAN

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ABSTRACT

The problems of the development of the non-oil sector of Azerbaijan and various areas of activity of the Azerbaijan's economy in the international arena is a constant object for research by international experts. Sufficient attention is paid to certain spheres of development of Azerbaijan's economy, but generally nowadays, there are no special works or articles devoted to a comprehensive study of the country's non-oil economy in the scientific literature. Therefore, these problems predetermined the choice of topic, purpose, relevance and the main tasks of this work. The purpose of the work is to identify the non-oil sectors of the Azerbaijan's economy and the mechanisms for ensuring structural changes in its national economy at the current stage. To achieve this goal, it is important to determine the main directions of diversification of the economy and the possibility of expanding the non-oil sector in the future.

Keywords: *non-oil sector of the economy, GDP, modernization, innovation, investment, market*

US TECHNOLOGICAL TRANSFER LEGAL CONSIDERATIONS WITH SPECIAL EMPHASIS ON BAYH-DOLE ACT AND FEDERAL TECHNOLOGY TRANSFER ACT

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ABSTRACT

Technology and technological advancement have a crucial role in the progress and economic leadership of the world today, as always. Technological changes have a major impact on the economy and changes that have arisen. They influence the growth and development of a business organisations in all branches of industrial activities and strategic changes in business. Technologies, especially the cutting edge technologies and inventions are the main source of competitive advantage. An organisation that wants to be successful must invest in technology. Technology transfer is a two-way process that took place in education and temporary institutions in dollars and the scale of significance, experience, ideas, technologies, discoveries, etc. in all the goals and activities achieved. Then again, for quite a long time, there was not enough strong motivation for doing in projects that financed the federal government in America, as they automatically transferred patents rights to the federal government which invested in research, and still only some 5% of the inventions and patents were commercialised and monetised, producing commercial benefits. As a result, we witnessed the adoption of a number of legal instruments, the 1980 Bayh-Dole Act, and the successor law named Federal Law on Technology Transfer from 1986, including some of the amendments that followed, which were adopted to establish the invention of granting rights of priority over patents and enable their commercialisation, which led to the

great change and the tide-turning of events after the American economical crisis crisis of the 1970s.

Keywords: *technology transfer, technology, science, patent, law, copyright, patent rights*

STRESS RESISTANCE OF THE FUTURE SPECIAL EDUCATION TEACHERS IN LINE WITH THE COMPETENCY-BASED APPROACH

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ABSTRACT

The training of a special education teacher (or defectologist) is characterized in the article from the point of the formation of competencies needed for the professional activities. It involves focused efforts to be made to develop certain parameters of professionalism and stress-resistance, in particular, as a professionally important quality of a defectologist. The analysis of the investigations showed that there does not exist a unified approach to the stress-resistance. Separate psychological studies do not allow us to form a holistic view of the stress-resistance structural components of future defectologists and ways, allowing a personality to mobilize for an adequate assessment of the stress exposure and an effective stress management in the professional

pedagogical activity. A multi-component model of stress-resistance is applied in our research. The model is adapted to the specific context of the defectologists' training. 110 students-defectologists of the Chelyabinsk State University were tested with standardized questionnaires for assessing stress-resistance. According to the research made, the testees (in general) have a moderate stress-resistance level but its separate components are developed unevenly. Thus, it was found that most testees have reduced levels of psychophysiological self-regulation ability (64.9%), adaptive abilities (65.7%), and emotional stability (57.6%). 69.1% of respondents have irrelevant professional motivation. 42% of respondents exhibit maladaptive automatic emotional responses, 31.8% of respondents use maladaptive forms of coping. Conclusion: Stress-resistance is a professionally important quality formed in the process of educational and professional activity. Therefore, the study of its nature, mechanisms of its development and manifestation, the psychological and pedagogical support of its formation allows us to define the essence of this phenomenon, and to substantiate ways, methods and main directions of overcoming stressful states in the process of the professional development of a future defectologist. The results of the study allowed us to determine the priority areas of the stress-resistance formation in the educational process.

Keywords: *competence, competency-based approach, defectologists (special education teachers), multicomponent model of stress-resistance, student-defectologist's stress-resistance*

INTEGRATED REPORTING: HUMAN CAPITAL

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ABSTRACT

The article discusses the problem of the possibility of recognition and evaluation in the system of business accounting and integrated reporting of the economic category - human capital. Matters relating to the content of the category of human capital are studied mainly in the field of social economics. Nevertheless, the International Concept of Integrated Reporting sets the task for the accounting community to recognize and evaluate human capital as an object of business accounting with the subsequent reflection of its value in the structure of integrated reporting. Research in the field of accounting and management is often associated with the digital transformation of information that can significantly change the traditional model of financial reporting. The business accounting model aims at the formation of integrated reporting, which, as a basis for assessing the value of a business, takes an assessment of the value of various types of capital, including human capital. In general, human capital is seen as an opportunity to acquire knowledge, skills, motivation that can be used during the short, medium, and long term periods of value creation, but only if these processes can be reliably measured and evaluated so that costs these processes could be capitalized and reflected as human capital in integrated reporting. The main purpose of business accounting for the

reflection of human capital in the first stage can be recognized as the capitalization of costs associated with the selection, training and retraining of the organization's personnel, which are an integral element of the cost of human capital. At the second stage, these capitalized costs should form a stock of the cost of human capital in integrated reporting. Consequently, the main task of business accounting of human capital should be recognized as the allocation of the total costs of production and management, costs associated with the type of activity for the formation of high-quality personnel of the economic entity, since such costs in the business accounting system should be capitalized. Such a method in business accounting will allow not only to exclude unproductive costs inherent in it from the cost of manufactured products (works, services), but it will also increase profits and, therefore, will increase the market valuation of business value.

Keywords: *Business accounting, Integrated reporting, Human capital*

STUDENTS VISION OF THE ORGANIZATIONAL CULTURE OF THE MODERN UNIVERSITY

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ABSTRACT

The organizational culture of the educational institution has an impact on the overall development of students, and on the formation of personality qualities, and patterns of behavior.

Being a united basis of the educational institution, the organizational culture of the modern university determines the stability and success of the university in the competitive environment. The study of the impact of the organizational culture of the university on various aspects of student life is extremely important due to the fact that students are carriers of the peculiarities of culture, traditions, values, image of the university not only during their studies but also many years after graduation. The study uses the data collected by the authors as a result of a survey of the students of the university. The university, where the research took place, is located on the territory of the Russian Federation. This is a regional, multi-disciplinary higher educational institution. There were interviewed 169 people. To determine the type of the organizational culture, the authors used the Organizational Culture Analyze Instrument (OCAI) by Cameron & Quinn. According to the received data, the clan type of organizational culture is currently dominant at the university. The clan organizational culture among students implies friendly relations in the student environment, cohesion among students. These study results can be considered as the starting material for later construction of the image of the target organizational culture of the modern university, would increase the competitiveness of the institution in the educational market, and as a consequence, increase the competitiveness of the future graduates.

Keywords: *organizational culture, students, modern university*

AN EXPERIMENTAL STUDY OF THE RELATIONSHIP BETWEEN THE QUALITIES OF COMPETITIVENESS OF UNIVERSITY STUDENTS AND PROFESSIONAL ORIENTATION

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ABSTRACT

The article considers the problem of the formation of competitiveness of university students, analyzes the concept of “student competitiveness” and the quality of competitiveness of university students, reveals the structure of a universal model of a competitive university student, presents the results of an experimental study of the relationship between the professional orientation of a student’s personality and the qualities of competitiveness, analyzes the expressiveness of the qualities of competitiveness of university students various professional Flax orientation.

Keywords: *competitiveness of university students, personality competitiveness qualities, professional orientation*

RESULTS OF THE DEVELOPMENT OF THE METHODOLOGY FOR THE STUDY OF ECONOMIC ACTIVITY

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ABSTRACT

The paper represents the research results of the development and verifying of the questionnaire of economic activity. The theoretical approach to the study of economic activity is justified, the definition of economic activity from the point of view of economic psychology is given. The procedure of the development and statistical verification of the technique Economic Activity Questionnaire (Zabelina, Chestyunina, 2019) is described. The results confirm factor and convergent validity of three scales of the developed technique, reflecting cognitive, motivational-volitional and behavioral components of economic activity. Prospects of application of the technique in psycho-economic research are discussed.

Keywords: *Economic activity, Economic Activity Questionnaire, Economic mind, Economic behavior, Business activity, Methodology*

A SIMPLE MODEL OF WIND ENERGY PLANT OUTPUT

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ABSTRACT

Strategic planning, development, and operation of renewables-based smart grid require accurate modelling of grid components in regard to prediction of power or energy output in relation to renewable resources. Here we contribute to the subject with development and validation of methodology for a wind energy plant output prediction model development based on experimental observations of renewables (wind parameters) and deployment of machine learning techniques. Model development methodology does not require component-based models. We developed successfully a model that encompass more than 90% of original variability of data from wind power plant observations in northern Spain. The model is intended to be expanded and

deployed as a component in the over-all renewables-based smart grid operation model for remote and isolated communities.

Keywords: *Renewable, Prediction model, Wind power, Smart grid, Machine learning, Remote community*

INFLUENCE OF FAMILY SOCIAL-ECONOMIC FACTORS ON THE DEVELOPMENT OF HIGHER MENTAL FUNCTIONS OF PRESCHOOLERS

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ABSTRACT

In the article the results of empirical research on the distinctive features of higher mental functions of preschoolers are considered, depending on such social-economic factors of a family as parents' education and income. The specific impact of the father's and mother's education is discussed. A recent neuropsychological study of 180 children showed that the most significant social-economic factor in the family, determining the formation of higher mental functions of preschoolers, is income. The higher psychological functions of children are successful in the families whose income level is high. Such functions are most vulnerable to unfavourable economic conditions and also conditions of processing heard and spoken information and analytical components of visual identity. The article provides the analysis, which demonstrates that for preschoolers raised by a mother and a father with different educational levels, the facts

differ according to characteristics of the functions with lengthy time of formation, indirectly the anterior and left-hemispheres of the brain. On the whole the effect of the mother's educational attainment on daughters and sons is more powerful than the father's. The results show that the main differences in the characteristics of higher mental processes of children raised by a mother and a father with different educational levels are shown by the children of the same sex as the parent. For daughters raised by a mother with different educational level the state of higher mental processes have an essential difference on their indicators as a whole. For sons, the status of their fathers is important for the development of processes of programming and control, the serial organization of speech and motion. It is significant for transforming information. Such processes are formed the most satisfactorily where the father has a higher education and the least – where father has only a general secondary education. There are different views on the mechanisms and the reasons for cognitive distinctions of the children from the families with different social-economic status. Despite the diversity of views in this sphere, there is a main opinion, found with the help of the empirical approach; the lower the financial and educational level of the parents, the less successful the development of the children. The children, therefore, who are being raised by families with a low financial and low educational level, are in a risk group.

Keywords: *higher mental functions, family, social- economic status, preschoolers*

THE DEVELOPMENT OF AGRICULTURAL COOPERATION IN THE CHELYABINSK REGION: CONDITIONS AND PROSPECTS

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ABSTRACT

This paper discusses problems of further development of farms in agricultural sector of the region, and also highlights the main approaches and mechanisms for increasing efficiency of their functioning. The relevance of the research is determined by the necessity to form effectively functioning farmers in Russian regions, which in conditions of high uncertainty and risks can (1) ensure the successful development of agricultural sector and food security in countries and regions, (2) create socio-economic conditions for sustainable development of rural communities and

territories. Based on the relevance, the proposed project aims to elaborate the particular methodological approach to the development of private farmers, taking into account, first, organizational and technological features of their activities, and secondly, the state of formed environment (political, institutional, socio-economic, technological) and its mobility (on the materials of traditional agricultural region – the Chelyabinsk region).

Keywords: *farms, formal and informal institutions, organizational and technological conditions, efficiency*

INBOUND TOURISM TO INDIA: FEATURES AND PERSPECTIVES

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ABSTRACT

The topic of this research paper is to explore India as an important tourist destination in Asia. The tourism potential in India is enormous but still not fully utilized, especially by foreign tourists and travelers. Although the tourism potential is still to

be more commercialized and improved, it is obvious that the tourism in India is increasing in comparison to the average World's growth. The aim of the research is to find out and describe the main tourist regions in India and to identify the resources and tourist attractions of each. Further on, the goal is to analyze and recommend the types of tourism and their characteristic features in eight tourist regions: Western, South-Eastern, Himalayan Northern, North-Western, Northern, Central, North-Eastern, Andaman, Nicobar and Laccadive islands. The methods used in this paper are historical, descriptive, analysis and synthesis. The research results indicate the preference of foreign tourists is towards Western, Northern, Himalayan Northern regions while Central, North-Eastern regions are still not visited sufficiently when it comes to their tourist potential. Contribution of the research is seen in providing the deeper insight in Indian tourism, development potential but also in rising awareness of its possibilities to improve less visited regions and the overall tourism perception to foreign tourists.

Keywords: *Asia, India, Indian tourism, tourist destination, tourism development*

DIGITAL CENTURY: NEW APPROACHES TO EMPLOYMENT IN AZERBAIJAN

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ABSTRACT

In order to use people's intellectual and creative potential more effectively in the modern development level of the world there is a need for an application of a new economic development model. This model is aimed at increasing the economic and social effects of cooperation among the enterprises and institutions. The large-scale changes are expected in the fields of labor and employment. It means the classic labor organization and the usual forms of employment are slowly assigned to robotic and intellectual computers. It is seen that in the future the profession work and its results will be the motivation and responsibility of each employee. The expected radical changes in social and labor spheres attract the public attention, economists and politicians. That is why, the main goal for us is to estimate the objective changes in the labor market and the employment system along with the adaptation of Azerbaijani science to this model.

Keywords: *Digital and innovative governance, employment, Information and communication technology, knowledge based economy, competitive economy*

SMALL AND MEDIUM-SIZED BUSINESS AS KEY PRODUCER OF LOCAL GOODS

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ABSTRACT

A large number of researches are devoted to small and medium business. Nevertheless, in Russia such enterprises play a special role. The state doesn't place emphasis on small and medium business, when it says about development of national economy. In a number of the countries small and medium business is fundamentals of national economy. But in Russia there are absolutely other situation. About 80% of GDP are formed by the large enterprises. As for a share of small business it is only 20% of GDP. According to some experts production of medium-sized enterprises makes lower than 1% of GDP. In article we focus attention that small and medium business is necessary not so much for national economy, but for residents of Russian regions. The influence of small and medium business can be seen, at least

on the following channels: 1) increase in employment rate in the region; 2) creation of the comfortable environment for life of the regional population; 3) satisfaction of local demand and specific needs for specialized production and services; 4) development of the regional markets as subjects of SME are responsible for formation of local infrastructure; 5) growth of gross regional product; 6) growth of tax revenues in the regional budget.

Keywords: *small-sized enterprise, medium-sized enterprise, local goods, regional development*

SALARY AS ONE OF THE BASIC COMPONENTS OF LABOUR COSTS IN TERRITORIAL SELF-GOVERNMENT UNITS

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ABSTRACT

The concept of labour costs was introduced to Polish literature in 1962 by H. Halama, who defined them as „the total costs that an enterprise incurs in relation to the employment of office and manual workers”. J. Kordaszewski was another Polish economist, who initiated research into employment costs in the early 1970s. He argued that „labour costs are the total expenses that an enterprise contributes towards its employees, their families and apprentices”. K. Górka and S. Chomałowski, on the other hand, understand labour costs as total financial outlays and employment-related costs in an economic entity. Compensation costs are one of the basic components of labor costs. Compensation has four basic functions, which include: the income function, the incentive function of compensation, the social function of compensation, the cost function of compensation.

Keywords: *Labor cost, salar, function of compensation*

ADAPTATION RESOURCES FOR CENTRAL ASIAN MIGRANTS IN THE CONTEXT OF ACADEMIC MOBILITY

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ABSTRACT

The formation of the international educational space and the market of educational services, the trend of globalization and internationalization of the education system, the need to prepare university graduates to work in a multicultural environment and transnational organizations are the impetus for the development of academic mobility among students. In the context of academic mobility, providing the student with the opportunity to gain access to recognized centers of education and science, special attention should be paid to the period of adaptation to new living conditions. The need to promote adaptation and integration of migrants, to establish constructive interaction between them and the host community has determined the relevance of this study, its social and practical significance. The study uses the data collected by the authors as a result of a survey of the students of the Russian university. There were interviewed 134 students. To determine the adaptation resources the authors used the Questionnaire "Types of ethnic identity" by Soldatova & Ryzhova. According study results, positive ethnic identity is an adaptation resource and contributes to the successful adaptation of migrants in the host community.

Positive ethnic identity in a difficult situation, in conditions of life outside home gives a person a sense of psychological security and stability. Experiencing a feeling of helplessness in conditions of uncontrollability, an individual with a positive ethnic identity is able to feel unity with his native ethnic group, realize his belonging to a certain culture, focus on ethnic communities and is often inclined to exaggerate the positive differences of his community from others.

Keywords: *adaptation resources, academic mobility, positive ethnic identity, migrants*

THE CORRELATION BETWEEN THE INTERNET USE AND THE ACADEMIC PERFORMANCE OF ROMANIAN YOUTH

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ABSTRACT

The rapid development and expansion of Information and Communications Technology (ICT) during the latest decades has greatly impacted all areas of society, becoming one of the most significant socio-cultural phenomena of the contemporary world. The use of new technologies, in their diverse forms, has transformed the way things are done, businesses are developed or education goals achieved. In the educational sphere, the internet use as a learning and research tool has gained significance and popularity among students, becoming a platform for learning, entertainment and social relationships. Although its benefits are highly valued (rapid access to information, networking, collaboration), the technology of the internet along with its various usages and merits is being questioned today

because of its negative effects associated with internet overuse: addiction, psychological distress, social isolation etc. This study aims to investigate how the Romanian students are involved in the internet world and what the impact on their academic performances is.

Keywords: *Education, Internet, Academic Performance, Psychology*

ENVIRONMENTAL FACTORS OF PROFESSIONAL MOTIVATION OF UNIVERSITY STUDENTS

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ABSTRACT

The article considers the concept of professional motivation of students in the context of the influence of environmental factors of the university. Environmental factors in the development of professional motivation were studied at the faculty of pedagogy and psychology of Chelyabinsk State University. Professional

motivation is the development basis of professionalism. In this research, the authors identified environmental factors of the development of professional motivation in the educational process at the university. Differences in environmental factors of motivation among students of different courses of study are revealed. The task of the university is to ensure that the formation of professional motivation occurs during students' studies, which guarantees success in further professional activities and competitiveness in the modern labor market.

Keywords: *Educational process, Environmental factors, Professional motivation, Students, faculty of psychology and pedagogy of Chelyabinsk state University*

REGULATORY APPROACH TO THE FORMATION OF A CULTURE OF SAFE LABOUR AT MINING ENTERPRISES

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ABSTRACT

The article briefly summarizes the normative approach to the formation of a culture of safe labour and the results of this approach in the practice of coal mining companies. The basis of the normative approach to the formation of a culture of safe labour is the concept of reliable labour safety, implemented through improving the quality of labour processes and socio-economic regulation of labour activity of employees. The concept of reliable labour safety involves the consideration of the enterprise, service, site, team not only as a production, but also

as a socio-economic system. The human factor is the main factor of safety and hazards of production. The production safety management system is aimed at the formation of safe working conditions that ensure the implementation of technology, personnel relations to safety as a condition of productive labour and efficient production. One of the important conditions to ensure the security of labour is the addition of the concept of work measurement, based primarily on technical and technological approach to the concept of socio-economic performance standards of work of employees, based on the provision of contingency measures of social and economic benefits received by an employee and actions of employees in the employment in the specific conditions of production which provides steady improvement of efficiency and safety of production and quality of working life of employees. The purpose of socio-economic performance standards of work of employees is the definition, establishment and maintenance of a measure of the work, which provides the employee with a more attractive and beneficial placement in employment of his time and energy to the employer - use of labour potential of employees to ensure long-term competitiveness of the enterprise. The socio-economic rationing is an instrument for eliminating or setting the restrictions in relationships, behaviour, interaction of subjects, by its institutional nature, which in its turn determines the level of using the technical potential of an enterprise, and, as a consequence, provides the necessary growth of its competitiveness.

Keywords: *labour culture, labour rationing, mining enterprise, socio-economic performance standards*

CONCEPTUAL APPROACH TO JUSTIFICATION OF RUSSIA'S ECONOMIC- TECHNOLOGICAL PARADIGM OF DEVELOPMENT

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ABSTRACT

Qualitative changes in understanding the dynamics and contradictions of global economic processes require a rethinking of previously known phenomena and trends which characterize the formation, development and transformation of socio-economic systems in modern conditions. This rethinking shows the need for fundamental changes in the theory of their development. The global substantiation of the methodological paradigm of the theory of post-industrial society is the economic and technological concept of the development of civilizations. This concept involves the development of the productive forces of society by creating a hierarchical level of production. The purpose of this article is to create a unified stance on the main provisions of the socio-economic development strategy and to facilitate the adaptation of the of technological development's doctrine of Russia. The authors recognizing the legitimacy of existing approaches to the formation of an economic and technological concept. In the same time they substantiate their own scientific position due to existing conditions and factors: a

system of economic-social relations based on the use of digital information and communication technologies; increasing interactions of participants in technological and economic processes through modern electronic communication channels; assimilation of objectivity, etc. The essence of the economic and technological concept is presented from the perspective of understanding the current global processes leading to a change in the technological structure and models of economic growth. Based on an interdisciplinary analysis of the economic and technological development of systems authors determine the characteristics (quantitative and qualitative), stages (divergent and convergent) and conditions (appearance of innovations, technological selection) of their formation and development. Paper describes the development challenges and priority areas of technological transition as well as risks and scenarios. Authors reveal the role of high-tech sectors of the economy as catalysts for the innovative development of the system. Paper proposes methodological tools for monitoring structural shifts (the effect of the development of the high-tech sector multiplies the development of other sectors of the economy and provides a transition to the new technological structures). As a result of the study there are developed theoretical and methodological principles of the economic and technological concept of economic development in the context of a holistic development paradigm. Authors reveal factors affecting the formation of a new society, identify patterns of economic development as well as the possibilities of applying the concept to form strategic concepts of Russia's development. It gives readers new understanding of the processes and phenomena that characterize modern multidimensional civilization, its transformation and reform.

Keywords: *economic and technological concept, structural shift, economic growth, development challenges*

FACTORS INFLUENCING EDUCATION SYSTEM

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ABSTRACT

The change of the management business model has been widely discussed in the recent years - the one of the country as well as that of single structures, sectors and organizations. This is a serious intervention for each of these levels as far as it requires a strategic transformation to be made. Universities are among the institutions, for which the business model transformation (or its establishing) becomes more and more urgent. The report examines possible options for developing the relationship between the education system with the economy.

Keywords: *education, development, business model, investment, business environment*

