

Varazdin Development and Entrepreneurship Agency and University North
in cooperation with:
Russian State Social 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

60th International Scientific Conference on Economic and Social Development –
XX International Social Congress (ISC 2020)

Book of Abstracts

Editors:

Marina Vinogradova, Natalia Pochinok, Olga Bakhtina, Nicholas Recker



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CHANGES TO SOCIAL PATTERNS OF BEHAVIOUR STIMULATED BY THE DEVELOPMENT OF ICT AND DIGITAL TRANSFORMATION

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ABSTRACT

The thesis presents the power of ICT, whose development is changing the social patterns of behaviour. Information and communication technology has changed the way in which people communicate in their private and business lives as well the way of human thinking and expectations. There is a kind of obligation to follow the trends in the ICT world in order to maintain competitiveness, but also for ensuring a more comfortable everyday life offered by the benefits of the technology. The aim of the thesis is to spark a discussion about the segments of the society in which changes occur as well as to define, in as many details as possible, which social patterns bring about new adjustments. The thesis starts from an overview of the society of the European Union as a whole, but also includes concrete examples in the Republic of Croatia.

Keywords: *ICT, information and communication technology digital transformation, changes in social patterns, changes in expectations, social behaviour*

ART INSPIRED HOTELS – COMPETITIVENESS CONTEXT AND MARKET POSITIONING

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ABSTRACT

The aim of the paper is to research the importance of artwork in the hospitality industry, as well as the effect it has on hotel competitiveness, while the purpose puts the research into a wider context and gives recommendations for future forming, placement and evaluation. The methodology primarily includes qualitative research methods, supported by statistical quantitative processing. The attitudes of youth population as new consumers were researched by means of a questionnaire, using Likert Scale of agreement, following which they were processed using statistical methodology including Chi squared test of evaluation obtained vs. expected frequencies. The paper contribution is reflected in both, raising the awareness of consumers as well as hotel owners as key stakeholders about demand preferences and new hospitality competitiveness potential. Recognition of art as a segment of creative industries through which it is popularised, transformed and which achieves new form dimensions and perceptions by conceptualisation, represents a factor of the new competitiveness of the hospitality industry. The statements are tested using the hypotheses set, the main one being: H1 “Affirmation of art in hotels impact their competitiveness and market positioning”, positive and accepted. The research results, as well as the obtained knowledge, could affect the perception of the decision maker, hotel managers and the owners about the importance of art in the hotel facility design and equipment, representing a platform for future research.

This paper explores the problem of tourism demand and differentiation in innovative context, explored and analysed through the lens of the youth segment as consumers of the future.

Keywords: *Art hotels, Competitiveness, Special experience, Youth segment, Art perception*

EFFECT OF VISUAL MERCHANDISING ON CROATIAN CONSUMER IMPULSE BUYING BEHAVIOUR – SEM APPROACH

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ABSTRACT

This paper aims to investigate the relationship between impulsive buying behaviour by Croatian consumers and visual merchandising. Based on previous research, the relationship between the four external elements of visual merchandising (window display, in-store form display, floor merchandising, and promotional signage) and impulse buying will be researched. For empirical research, the conceptual model was made, and hypotheses have been formed. The structural equation modeling

method using the SPSS AMOS 26 software package was used to test the models and hypotheses. During the survey period, two hundred forty-five (245) questionnaires were collected. Results of empirical research show no statistically significant correlation between store form and floor merchandising as elements of visual merchandising and consumers' impulsive buying behaviour. While on the other side, window display and promotional signage have a significant correlation with consumers' impulsive buying behaviour. Research findings can contribute to Croatian retailers by setting more effective selling and promotion strategies.

Keywords: consumers, retailers, visual merchandising, impulse buying behaviour

THE IMPACT OF FISCAL AUTONOMY ON REGIONAL DEVELOPMENT IN THE REPUBLIC OF CROATIA

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ABSTRACT

Fiscal autonomy as the ability of a local jurisdiction to generate sufficient public revenues from the local economy and independently determine how they will be spent, has become an increasingly frequent subject of discussion within national economies. However, the question arises as to the extent to which local government units in the Republic of Croatia have fiscal, i.e. tax autonomy. Previous research has shown that Croatian cities have a relatively low level of tax autonomy and only a limited number of cities can provide the current level of services to residents and entrepreneurs and manage their development without assistance from the government. This has enhanced their financial and political dependence on the state. Cities are the main drivers of development in counties and regions in the Republic of Croatia and thus the entire country. The Republic of Croatia is currently using the fiscal equalisation mechanism to

help municipalities, cities, and counties. In 2020, out of 428 municipalities, 82 have not received fiscal equalisation payments. During the same period, 40 cities (out of 128) and 5 counties (out of 20) have also not received fiscal equalisation payments, as they ranked above average based on the calculation of the composite development index. The question is whether the state can further accelerate the growth and development of local and regional units with below average development level by a selective approach to increasing fiscal autonomy. Although the introduction of such a system, with local units that would implement it and systematically reduce the tax burden, would reduce their revenues in the short term, it would increase their taxpayer base by increasing their competitiveness and attracting labour (domestic and foreign), and create the conditions for more sustainable growth over the long term.

Keywords: *Cities, Development, Fiscal Autonomy, Growth, Tax Autonomy*

THE TAX ASPECT IN EARNINGS OF SOLE PROPRIETORS

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ABSTRACT

Sole proprietors represent one of the major factors in Croatia's economic development and the performance of proprietorship activities in the Republic of Croatia is regulated by the Sole Proprietorship Act. Unlike starting a company, the legal requirements for starting a sole proprietorship are somewhat simple, which makes this one of the entrepreneurs' key motivators to dive into the world of entrepreneurship by opening a sole proprietorship. Although they are small entrepreneurs, proprietors are the bearers of a large part of the national economy due to their production of goods and services, as well as providing employment opportunities for other persons in the labor market. Given the lower level of bureaucratization in business, they are far more adaptable and ready to respond quickly when faced with the numerous challenges of the modern market. The credibility of this statement is reflected in the current COVID-19 crisis, during which the cease of business has caused major market disruptions, such as the inability to get products shipped from distant suppliers as well as the termination of working positions in large scale systems, which has led entrepreneurs towards adapting their businesses in order to provide the necessary goods and services in their local market.

The business adjustment consisted of changing product ranges and distribution services, which they have imaginatively and skillfully adapted to the newly developed situation. Given the aforementioned, it is clear that sole proprietors are an important factor in the national economy and as such should be met with approval. Therefore, I believe it is necessary to reduce pressure of national regulations and make it easier for them to do business.

Keywords: *entrepreneurship, market and business, sole proprietorship*

BANKING SECTOR OF AZERBAIJAN: TRENDS, PROBLEMS, PROSPECTS

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ABSTRACT

The article shows the stages of the formation of the country's banking sector, and also studies new trends in the development of the banking sector over the past decade. The article reflects in a number of provisions the scientific works of foreign and Azerbaijani economists dedicated to the problems of institutional development of the banking system of Azerbaijan. The emergence of new factors, the rapid change in the internal and external macroeconomic environment create prerequisites for further

study of the problem of development and increasing the stability of the banking sector in Azerbaijan in the face of new challenges. This necessitates research and identification of the main problems that hinder the achievement of a high level of efficiency in the activities of Azerbaijani banks. The results of the study make it possible to reveal the patterns and current trends in the development of the banking sector in Azerbaijan in the face of new challenges. The article analyzes the characteristics of the stages of development of the banking sector in Azerbaijan, assesses the current state of the banking sector, defines the legal status of the Central Bank of Azerbaijan (CBA), reveals the reasons for the transition to a floating rate of the manat. In addition, the analysis of the Azerbaijani market of money transfers and the development of non-cash payments was carried out, the prospects for the introduction of financial technologies, including the functioning of the institution of Islamic banking in Azerbaijan, were determined. Analysis of the banking sector in Azerbaijan shows that the main reason for the financial problems of many banks in the country was the fall in energy prices and the devaluation of the national currency - manat. Despite the clear progress in the growth of capitalization, its level is still inadequate in relation to the needs of banks and the country's financial system as a whole. Despite some improvement, the situation in Azerbaijan's banking system remains unstable: dollarization, unhedged foreign exchange positions and non-performing loans remain high, and some banks are undercapitalized or insolvent.

Keywords: *the banking sector of Azerbaijan, the financial market of Azerbaijan, the policy of the Central Big Bank of Azerbaijan, legal status and independence of the Central Bank, devaluation of the units, the money transfer market and the development of non-cash payments, digitalization of the banking sector*

NEW STRATEGY FOR HIGHER EDUCATION FOR 2021-2030 IN BULGARIA AND CHALLENGES FOR ITS IMPLEMENTATION

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ABSTRACT

A strategy for higher education has to begin and end with quality of higher education process itself, because this is the first and main criterion by which we may or may not be included in the world university rankings. The strategy started with quantitative parameters and so will end in this way - with quantitative results, numerous changes in law, etc. Defining the main national priorities is perhaps the most essential action in creating a document of this nature and there is no way to organize the priorities of any system, even if it is the most important for our society. The purpose of this publication is to examine the challenges the new Strategy for Higher Education for 2021-2030 in Bulgaria is facing.

Keywords: *New strategy, Challenges, Higher education, Drawbacks, Universities*

INDONESIAN PERSPECTIVE ON HAGIA SOPHIA

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ABSTRACT

This paper has a novelty about the narration about Hagia Sophia, because this paper does not just discuss the historical aspect of Hagia Sophia, but also shows Hagia Sophia from Indonesian perspective; why Hagia Sophia is lovely discussed by Indonesians and why Hagia Sophia is part of Indonesian Islamic identity, including the intellectual debate after Turkish President Recep Tayyip Erdogan has changed the function of Hagia Shopia, from museum into a mosque, whereas Hagia Sophia is a well-known museum destination for Indonesian tourists. For Indonesian tourists and students in Istanbul, Hagia Sophia is a symbol of unity, peace, and solidarity between West and Eastern culture, as well as the sacred place for 3 (three) religions; Roman Catholic, Byzantium Orthodox, and Islam Sunni. To analyze Indonesian perspective on Hagia Sophia, this paper is using qualitative method of descriptive analysis with 4 (four) theories; Modernism,

Cultural Heritage (Museum), Secularism&Laicite, and Historiography. The theory of Modernism will explain the intellectual diplomacy of Hagia Sophia, the theory cultural heritage (museum) will explain the background theory why Hagia Sophia as the museum-building is the best decision for humankind, despite of what is the Turkish Presidential Decree of 10 July 2020. Then the Secularism&Laicite will analyze what is the inward looking of Turkish people right now and the Historiography will explain the importance of Hagia Sophia for world history, including Islamic history. This paper is hoped to be an eye opener for both academicians and non-academicians, especially Indonesian tourists who love to explore international heritages around the world, to understand deeper about Hagia Sophia, because even though it is located in Istanbul Turkey, it belongs to each heart of us and it connects our shared values in the world history.

Keywords: *indonesian perspective, hagia sophia, erdogan, cultural heritage, identity*

THE DIZZYING FREEDOM OF THE CAGELESS PRE-PARADIGM

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ABSTRACT

The quest for knowledge and understanding is as old, if not older, than humanity itself, and has evolved along with human culture and civilization. Abstract language, an ability seemingly unique

to our species, is our main tool for forming models and maps of the world, and the development of language has shaped and been shaped by our understanding of it. The frontier of our knowledge and the depth of our language is the edge of the unknown, where instead of certainty we meet a nebulosity, we are forced to feel our way around and discuss what we encounter with the tools and certainties that are behind us, however inadequate they may be. This bridge state is rife with uncertainty, ambiguity and what could be called 'tacit-ness', and is usually dispensed with as quickly as possible by finding points where we can fit the new into the old. Looking at the work of the scholars of our transdisciplinary school, we argue that holding the bridge state is a valuable state in itself because there is knowledge that can only be held and articulated here, and valuable elements of it can be lost if we are too quick to try and abstract, categorize, generalize and enumerate. If we do these, we often close ourselves in where patterns and data are fed back into themselves, and while we may get clearer within that demarcated zone, we argue that the novelty we miss through it outweighs any value of over-analysis. The language of metaphor and uncertainty and the freedom it provides from established and sometimes even encaged patterns and disciplines must be recognized as valuable in and of themselves as we continue the never-ending journey of understanding.

Keywords: *beyond disciplines, metaphor, nebulous knowledge and understanding*

STUDYING THE PERCEPTION OF THE EU MEMBERSHIP IMPLICATIONS ON CROATIA: A COMPARATIVE ANALYSIS

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ABSTRACT

Six years after Croatia became an EU member state and despite the current positive macroeconomic indicators, the country is faced with severe social challenges, mainly expressed through the demographic exodus of mostly younger and more educated population, as well as rising social and regional economic development inequalities. Aware of the afore-mentioned developments, we have decided to perform a focused online survey about the various aspects of the perceived impact of the EU membership for Croatia, emphasizing possible perceived benefits, negative influences, missed opportunities, and potential risks. The survey was performed on students of the University North, a public university located in two cities, Koprivnica, with 30 000 inhabitants, and Varazdin, with cca 50 000 inhabitants. Both cities have work intensive food production, pharmaceutical and consumer goods industries, with mostly medium low wages. We used the CAWI method. Google form was used as a survey method, combining mainly single and multiple choices,

obligatory and voluntary questions. The sample size of 174 participants can be thought as a constraint and authors plan to widen the sample size with further research. In order to test the hypotheses, we set in this paper the data were further analysed using SPSS. Kolmogorov – Smirnov normality test showed the data do not have normal distribution. After testing for normality, Kruskal – Wallis test was employed. The results indicated there is a statistically significant difference in attitudes by age, sex and enrolment status. Following this initial conclusion, a post – hoc Mann-Whitney test was used to analyse which groups have statistically significant different means.

Keywords: *the European Union (the EU), Croatia, online survey, CAWI method, perception*

UNIVERSITY DEVELOPMENT STRATEGIES: COMMERCIALIZATION AND RESPONSES TO NEW CHALLENGES

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ABSTRACT

Education like others spheres of life of modern society is in the state of dynamic changes. New formats of universities as well as their missions and roles in the social and economic development

are actively discussed by professional environment. A number of external and internal factors that determine the depth and scale of transformation have effects on the development of the system of higher education. The system of higher education is under the influence of the system and institutional dynamics, which dictate the need for changes. The activity of universities as centers of education, science and culture is one of the most important bases of social progress. This role becomes especially important in XXI century, which is based on new knowledge and principles of technological development. First of all a university takes new features in the current conditions of globalization. The fundamental task that needs to be solved in order to achieve the goals of a modern University is the change of meanings, goals and content of education by active participation in the internationalization processes of the system of higher education and by introducing reforms in educational process. Of course new economic conditions (global market and information technologies) require modifications. It was stated that the commercialization of University innovations in Azerbaijan is a relatively new direction, since the country is just adopts the path of an innovative economy. In this regard the transformation of a scientific idea to a product or a service faces a number of difficulties. It was investigated the problem of commercialization of the results of scientific activities of higher educational institutions in Azerbaijan. For the first time Azerbaijan State University of Economics has implemented its rebranding in the educational system of the country in order to strengthen the market position of the educational institution and realization of innovative marketing strategies. The University's strategic goals were defined under the UNEC brand, and the brand development was successfully continued with the support of the scientific and expert community. An integrative educational environment is created in Azerbaijan State University of Economics and such environment ensures the unity of the "education – science – innovation – commercialization – production system". It is important to note that UNEC strategy also provides for clustering of economical education and so that it provides for increasing the

integration pace of the University into the world scientific and educational space. The article presents the innovative infrastructure of Azerbaijan State University of Economics connected with its integration into the global scientific and educational environment. The paper studies the matters of the international cooperation issues of the University with universities of such countries as USA, EU, Russia, Turkey, which expands the academic potential of the University and increases its competitiveness. The article substantiates the conclusion that the globalization of higher education increases the importance of commercialization of higher education institutions in the field of education and science. The article reveals the successful experience of UNEC University in the creation and implementation of joint educational programs, expanding academic mobility, attracting foreign applicants, conducting joint researches and international scientific events in partnership with universities in the EU, Russia and Turkey.

Keywords: Education, Higher education system, commercialization of the results of scientific activity, internationalization of higher education, globalization of higher education

THE PROMOTION OF DIGITAL COMMUNICATION CHANNELS BY THE TOURIST BOARD OF THE CITY OF ZAGREB

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ABSTRACT

In today's society, modern technology plays a key role in initiating and developing strong relationships with tourists and media throughout a variety of channels while posting qualitative content that can easily attract and engage new tourists. As a result, it is essential for every business and organization to maintain strong management of their digital marketing and digital marketing communications. The necessity of digital communication with potential tourists is recognized by the Tourist Board of the City of Zagreb, whose top priority is to promote the city of Zagreb as an enticing destination, along with clearly and effectively communicating while building relationship with tourists. The purpose of this paper is to provide insight on how digital marketing, digital marketing communications and digital marketing channels are used in theory and executed practically by the Tourist Board of the City of Zagreb. The promotion of digital communication channels by the Tourist Board of the City of Zagreb are analyzed, with a focus on internet

sites as the medium of marketing in tourism and by e-mails through newsletters with the purpose of promotion and digital tourist brochures. Additionally, they are also researching the how the use of smartphone applications can enhance the overall experience for tourists in combination with the use of social networks for communication and strengthening their brand via Facebook, YouTube, Instagram, Twitter and Pinterest. The Tourist Board of the City of Zagreb conducts research on a sample of 200 participants through a survey questionnaire, which is further examined to identify how their behavior and the role of digital communication channels influences the different phases of the buyer's journey.

Keywords: *Tourist Board of city Zagreb, digital channels, destination marketing, social networks, buyers journey*

THE ROLE OF FOREIGN DIRECT INVESTMENT IN TECHNOLOGY TRANSFER PROCESS AND ECONOMIC GROWTH: A THEORETICAL OVERVIEW

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ABSTRACT

Technology is one of the key factors of economic growth and technological progress plays an important role in economic development. Foreign direct investments (FDI) present an important source of financing the capital needs of the receiving country. In addition, FDI are one of the most effective means of technology and knowledge transfer that will bridge the technological gap of the receiving country and lead to economic growth. Technology and knowledge transfer process is, in

general, a dynamic process of application and use of technology. For efficient technology and knowledge transfer process the important factor are intellectual property rights (IPRs) since there is a positive link between the inflow of FDI and effective systems of IPRs protection. This paper presents a theoretical overview of the role of foreign direct investments (FDI) and intellectual property rights (IPRs) on technology transfer process and economic growth with the special focus on developing countries.

Keywords: *economic growth, foreign direct investments (FDI), intellectual property rights (IPRs), technology, technology transfer process*

MEDICAL BUSINESS: PROBLEMS AND SOLUTIONS

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ABSTRACT

The medical business has become one of the most lucrative businesses in recent decades. Against the backdrop of steadily increasing health care costs, private financing for health care is expanding, which is increasing competition, increasing the availability of services, increasing the income of health workers, and using innovative methods of research, diagnosis and treatment. At the same time, the integration of private financing without taking certain measures from the state can reduce access to medical services, worsen the health indicators of the population and pose a threat to national security in the long term, reduce coordination in the treatment process, increase costs, involve patients in shadow relations, and lead to household financial disasters. Thereby, government regulation in this area

is reasonable and detailed, which creates certain barriers in business. At the same time, a medical service as a product has a number of specific features that create certain difficulties. Another important problem is the training and retraining of medical personnel. The professional requirements for medical workers cover more and more criteria, while the income is not always satisfactory. This gives rise to the problem of migration of doctors and nurses to the countries with high incomes. The rapid growth of drug supply costs has led to the adoption of a number of measures to regulate the pharmaceutical market in order to ensure the availability of safe and effective drugs of guaranteed quality at an affordable cost for society and the patient, and stimulate the rational use of drugs. Globalization has contributed to increase of competition in the health sector as well. As a result, new opportunities have appeared, however, competition, the increasing impact of the external environment force us to adjust long-term plans and strategies. This became especially evident in the light of the latest world financial crisis.

Keywords: *medical business, private financing of health care, drug supply, migration of medical workers*

SOFTWARE AND HARDWARE FORENSIC TOOLS - AN OVERVIEW OF THE ACCOUNTING AND TAX FRAMEWORK IN PORTUGUESE NON-STATE INSTITUTIONS

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ABSTRACT

The main goal of this paper is to research the accounting and tax treatment of the hardware and software's good purchase by the private companies that provide forensic services. For this purpose, it studies accounting and taxation law in Portugal. Concerning to the accounting issues, it analyses the Portuguese Accounting Standardization System, and the other and, about taxation matters it assays the Value-Add Tax and the Corporate Income Tax law. The results show that accounting rules determine the recognition of computer equipment, as a tangible fixed asset. In the purchase moment, that equipment is a non-current asset, and the corresponding cost is the depreciation' recordation of each economic period. In taxation sphere, in particular, in Corporate Income Tax Law, the treatment is similar, and the depreciation is a deductible tax cost. Furthermore, the company does not support the VAT tax of the purchase because the entity is a VAT taxpayer.

Keywords: *Portugal, Accounting, Taxation, Hardware, Software, forensic activities, non-state, forensic tools*

ATTITUDES AND PERCEPTIONS OF EMPLOYEES IN THE PROCESS OF DIGITAL TRANSFORMATION OF INSTITUTION - CASE STUDY

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ABSTRACT

Based on the analysis of the current situation, the authors deal with human resources in the digital transformation process of selected large institution operating in the transport sector. The focus is on the understanding how employees work brings the right solutions inside the business model. On the basis of the findings, we tried to verify the research assumptions set on the basis of the importance of technologies during the digital transformation. Human resources must play an active role in adopting the principles of digitalization and must be part of the adoption of new technologies in the workplace. Their participation must be active and should not only act as an audience, as is also apparent from the analysis of the state of play. Employees should be committed to working with their institution to define the importance of digital transformation and its impact on the business.

Keywords: *digital transformation, business model, employees, attitudes, perception*

NATIONAL ECONOMIC INDICATORS AND NATIONAL ACCOUNTS SYSTEM

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ABSTRACT

The purpose of the research – Studying and evaluating the current position of the indicators in accordance with the National Accounts System, national economic indicators reflecting economic activity at the level of national economy. The methodology of research – The scientific abstraction, the combination of analysis and synthesis along with the history and logic, the systematic approach. The results of the research – providing the reasonable proposals for a single account of all goods and services produced within the year in which it is expected to calculate being the indicators, balancing production and sales costs, regardless of where national businesses are located - inside or outside the country, by revealing the presence of expression of total volume and value of products and services generated by the national economy of the country, designed to accurately calculate the total cost of production. The limits of the research - The requirements to formulate national and economic indicators scientifically and experimentally according to the national economic development level of Azerbaijan, in accordance with national accounts, and for justifying the rules set forth for determining the place and role of the gross product in the Gross Domestic Product of the country. The practical significance of the research – to determine the value of products generated by the national producers inside and outside the

country within the National Domestic Product, thus evaluating the volume and amount of gross national product generated by the legal and physical persons of the country. The originality and scientific novelty of the research – scientifically justifying the total cost of the national production in the direction of further improvement of the processes that express more specific economic indicators that reflect the total volume and cost of products and services generated by the national economy of Azerbaijan.

Keywords: *national economy, national accounts, recycling account, Gross Domestic Product, personal investments, internal investments, national currency, nationalization*

MEANS OF FUNCTIONAL INTERACTION OF THE MARKET WITH PRODUCTION

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ABSTRACT

An analysis and the gained results of the functional-structural relationship between the non-oil sector of the main fields in the Azerbaijani economy, particularly in the processing industry and the production in the agrarian sector and the internal and external market demand for these products, shows that maturity of competitive market environment is still different, mainly at the micro level, sometimes at the macro level. These circumstances undermine the possibility of government's financial and credit regulation of the relationship between production goods and

demand for those goods in the market, in the mentioned sectors of the country's economy. For enhancing the opportunities, the article first reveals the dual position of market entities in Azerbaijan that are directly connected with the real and financial sector. An attempt is made to find a balanced way of functional interaction of the market with production goods in the processing industry and agrarian enterprises in Azerbaijan by specifying both economic positions.

Keywords: *functional interaction, optimal ratio, leading index, market regulation, superior growth rate, economic position, functional structure, balanced development, market capacity, balanced market price, priority*

LIBRARIES AND TOURISM – POSSIBILITIES FOR INTEGRATION AND NEW DIRECTIONS FOR SUSTAINABLE SOCIAL DEVELOPMENT

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ABSTRACT

This study represents an attempt to briefly analyse the labour market situation in Bulgaria during the pandemic crisis and to find a solution to new challenges our education system shall face. Through changes in the educational environment the authors tried to formulate and define teaching methods, organization and management of the values changing process, creation of new

culture of the school community, emphasis on the project-based educational process, increase in students' learning motivation through experience, development of key competencies so that learners can meet the requirements of the dynamic labour market – the ability to independently gain knowledge and planning skills.
Keywords: Education, Unemployed people, Crisis situation, Social policy

CHALLENGES AND OPPORTUNITIES OF THE NON-CASH PAYMENT SYSTEMS DEVELOPMENT: GLOBAL EXPERIENCE AND AZERBAIJAN PRACTICE

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ABSTRACT

The negative impact of the significant amount of cash money in the national monetary system creates a threat both for the bank system stability and the economic strength of a state and also drives up the potential of the shadow economy. The development level of the cashless transfer and the preferences in the use of non-cash tools are determined by the following factors: the level of the economic development of a state, achievements of information and communication technologies, historical traditions and the

state of mind of a population as well as the legislative regulation. Thus, the problem solution of the significant volumes of cash payments, which block the economic development of a state as well as the improvement of efficiency of the monetary policy under present-day conditions, requires the development of non-cash retail payments. The use of cash money in Azerbaijan is decreasing at the rate of 7% per year and over the last few years the volume of cash payments in the country has been reduced from 74% to 40%. Along with this, the analyses of the world's practice showed that in different countries these processes have different dynamics and the predominance of contradictory, sometimes various-directional trends. This article analyzes the tendencies of non-cash payment systems development in the developed countries of the world and the position of Azerbaijan regarding the non-cash payment system development. This article considers the study of the non-cash payment systems in Azerbaijan, assessments of changes in the share of non-cash payments. It was specified some features of the policy to reduce cash payments in the economy of Azerbaijan. It was made the review of the scientific literature and statutory instruments, as well as synthesis and analyzes of the obtained information and also it was made comparisons and analogies. Based on the research the author formulated the directions of development of Azerbaijan national payment system. The prospect of the further development of non-cash payments popularity in our country is dependent on the following: legislative improvement to stimulate non-cash payments among small and micro business; large-scale and country-wide development of technical means systems which provide the non-cash payment as well as its price affordability for small business and the population; ensuring the reliability support to protect the electronic money storage systems and e-payment systems as well against unauthorized entry; and the entire stability of the financial and monetary system of the country.

Keywords: *Cashless payments, Cash payments, stability of the banking system, non-cash payment systems in Azerbaijan, the national payment system of Azerbaijan*

FORMATION OF SPIRITUAL AND MORAL CULTURE OF YOUTH AS A SOCIAL PROBLEM

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ABSTRACT

The article considers the most significant aspects of the problem of the formation of the spiritual and moral culture of young people in Russian society. The content of such concepts as “morality” is analyzed here. Their relationship and significance for solving the problem is investigated. Assessments are given to such phenomena as the “golden rule of morality”, the “paradox of moral assessment” and the “paradox of moral behavior” in the context of the formation of the spiritual and moral culture of youth. The main factors that have a spiritual and moral impact on the youth society are identified; the main strategies of the influence of educational and cultural institutions on modern youth and their moral appearance are proposed in the article. The main causes of the widespread low level of spiritual and moral culture in the youth environment are analyzed and possible alternatives to the existing negative social trends that have a negative impact on the moral self-awareness of young people and their behavioral attitudes in modern society are considered. The possibilities of expanding the social practice of young people

having social importance and contributing to the improvement of the general spiritual and moral culture of young people are being considered in this work.

Keywords: *youth, morality, morals, culture, spirituality, society*

THE DEMAND FOR EDUCATIONAL SERVICES AND THE ASSESSMENT OF THEIR QUALITY: BASED ON THE ONLINE SURVEY OF MOSCOW UNIVERSITIES STUDENTS

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ABSTRACT

This paper analyzes the current students demand for educational services and their satisfaction in the quality of the education they obtain. The study was conducted in June-July 2020 using the data from the online survey of 182 1-6 Year BA, MA, MS students from 16 universities in Moscow. Conclusions were made on the general satisfaction of the large proportion of Moscow universities students in the quality of the educational services provided by their universities, but the partial dissatisfaction in education program and teaching staff. It is evident that the demand for educational services is very poorly linked with the importance of the courses for the labor market and prospects for employability, but rather caused by the prestige of the university. Acquired results will help universities to improve the quality of their educational services, taking into account the evaluation of

the students, as well as to tailor the tactics of the admission campaign, taking in consideration the causes of the students choice between Moscow universities and their courses, and offering not only a good educational services, but better quality of students' life and more client oriented motivational mechanisms.

Keywords: *Courses in Demand, Educational Services, Students' Satisfaction, Quality of Education*

NON-LINEAR INFLUENCE OF POSITIVE FEELINGS TO THE SPOUSE AS TO THE PARENT ON PARENTAL FEELINGS

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ABSTRACT

Modern studying of the psychological phenomena (motherhood, paternity, parenthood and so forth) gravitates to use of linear dependences. At the same time it is necessary to understand, that if at studying of such difficult, multidimensional and dynamical formations, we remain within the limits of linear representations it means obviously to simplify research problems and to lose the substantial information. In the article are represented results of the research denoted a problem of positive parental feelings and their influence on a self-estimation of the preschool child in an aspect of non-linear psychology. Here are represented results of the analysis of the data of experiment. As the most interesting independent parameter (in a task of relations research) is

considered parameter: "Positive feelings to the spouse as to the parent" (9 dependences). For calculations was used the M.M. Basimov's method of statistical relation studying. From the parameter "Positive feelings to the spouse as to the parent" are depended nine parameters: "Absence of cooperation – cooperation", "Positive feelings to as to the parent", "Positive feelings to parenthood", "Positive feelings to the child, caused by his/her advantages and achievements", "Positive feelings to the child, based on unconditional acceptance", "Ability to perceive a condition of the child", "Previous events", "The Pugnitic emotional orientation", "The General self-estimation of the child". Thus, an exit for limits of linear representations in studying of a problem of positive parental feelings and their influences on a self-estimation of the preschool child, has allowed to look in a new fashion at a problem and to expand horizons of its consideration.

Keywords: *parenthood, positive feelings, non-linearity, the spouse, the child, comparative weightiness*

EXPERT ASSESSMENT OF THE SOCIAL CONDITIONS OF A MODERN UNIVERSITY

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ABSTRACT

*The paper analyzes the social conditions for the development of a modern University. As indicators of the quality of social institution was selected: the development of social infrastructure of the University (health services, sports facilities, meals in the University, cultural facilities and activities), the image of the University in the external environment, conditions of work and study, quality of education). The publication is based on the results of in – depth interviews with experts-employers and partners of the University. The main indicators of the quality of the University's social environment and recommendations made by experts are analyzed. The publication has developed a number of relevant proposals for improving the social infrastructure of a modern University, its image in the external environment, and improving the quality of work and study. The work will be of interest to specialists of ministries and departments involved in the development of educational and social policies to support higher education, University leaders, researchers, students of higher education institutions, as well as a wide range of readers. **Keywords:** higher education system, modern University, quality, social conditions, social indicator, social infrastructure*

TRADEMARK IN THE DIGITAL TRANSFORMATION ERA IN RUSSIA AND ABROAD

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ABSTRACT

This article is dedicated to the exclusive right to a trademark in the countries of the European Union and in Russia in the era of digital transformation. The author examines issues related to the concept of a trademark, the history and formation of its appearance. The article presents the legal framework in terms of registration and use of a trademark in economically developed countries. The article presents a trademark in intangible assets in accordance with PBU 14/07, IAS 38 and US GAAP. The author shows the accounting of movement and depreciation, the composition of the cost of these objects.

Keywords: *Trademark, GAAP, Goodwill, date of transition to IFRS, intangible assets, fair value, Trade marks and emblems*

DIGITAL DISCOURSES OF PSYCHOSOCIAL WORK IN PROFESSIONAL PLATFORM 2.0

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ABSTRACT

The digital discourses research of psychosocial work in the professional platform 2.0, based on the materials of a sociological survey conducted among employees of the social protection system in 2020, is the aim of the paper. The study is novel in that it lies in the discussions of the digital possibilities of psychosocial work on the new platform for the professional help. The results of the study showed the dominance of the emphasis on organizational problems of digitalization of professional activities and insufficient attention to the digitalization possibilities for client's helping. These results are useful in the development of digital support for professional activities in modern conditions.

Keywords: *digital discourse, platform 2.0, psychosocial work, sociological research*

THE PROBLEM OF PRIMARY ASSESSMENT OF FAMILIES AT RISK IN RUSSIA

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ABSTRACT

The article is devoted to the study of the problems of social workers during first assessments of the living conditions of families at risk. The authors describe the existing assessments' technology and identify groups of problems that arise in this process for social workers and members of the families at risk. As a result of the analysis, the authors formulate recommendations that can be used in the practice of social organizations.

Keywords: *assessments, families at risk, social work*

INTERNATIONAL EDUCATIONAL ENVIRONMENT AS A SPHERE OF IMPLEMENTATION OF THE "SOFT POWER" POLICY AND EFFECTIVE STRATEGIES OF PUBLIC DIPLOMACY

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The article deals with political technologies that ensure the formation and promotion of a positive image of the Russian Federation among international youth and student organizations. The authors consider the concept of "soft power" to be the theoretical and methodological basis for the formation of such technologies, the main provisions of which were formulated in the 90s of the XX century by the American researcher J. Nye. The practical implementation of this concept has become possible due to the extensive development of public diplomacy as an effective means of resolving international problems. According to the authors, the most promising area of this activity is the international educational environment, within which international exchange and academic mobility programs are implemented. In this regard, the main goal of the study was to develop a set of measures aimed at developing international educational projects and promoting Russian achievements in the field of science and education. Special emphasis is placed on the

use of the Internet space as an important resource that contributes to the internationalization of the modern education system and the creative self-realization of young people. Another effective form of work is the organization of international youth forums that provide a constructive intercultural dialogue. One of the successful examples of such events is the AFRUS – 2019 youth forum, which was held in Moscow and Kursk in December last year. The main results of this event were the growth of mutual understanding between representatives of youth organizations in Russia and Afghanistan, and the activation of their cooperation in various spheres of public and political life.

Keywords: *Soft power policy, Public diplomacy, educational environment, Internet space, Youth forum, international image of the state*

OPPORTUNITIES FOR DIGITAL EDUCATION IN THE CONTEXT OF SOCIAL AND CULTURAL RISKS

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ABSTRACT

The aim of the study is to analyze the consequences of large-scale digitalization of education, to identify new constructive trends that appear under its influence and accompanying socioanthropological risks. The main research methods are dialectical, comparative and systems approach. As a result of the study, the advantages of wide digitalization of education were shown, facilitating access to information, allowing for detailed and individualized learning process. At the same time, the side processes associated with the formation of such socio-anthropological risks as: the risks of atomization of society and the extreme individualization of its members, oriented in the process of obtaining education only on their own success, deepening inequality, including at the level of education, were identified and characterized, associated with the use of different educational models for developed and developing countries, the risks of losing connection with the natural world and replacing it with an artificial one. The conclusion reached by the authors is

that when implementing the global digitalization of the educational environment, which is objectively the need of modern society, it is important to take into account potential risks and develop strategies to reduce them. The novelty of the work lies in the study of the side effects of digitalization of education, identifying the specifics of the accompanying risks. The methodological basis of the study was made up of modern specialized studies on this topic both in the field of fundamental and applied sciences, targeted programs, rating studies of the digitalization of society in various countries. On the basis of the dialectical method, the contradictions associated with the digitalization of education were identified. The comparative method made it possible to identify the advantages and disadvantages of traditional approaches to education in comparison with modern ones. Based on the system analysis, the interdependencies of the digitalization of education processes and their side effects were revealed.

Keywords: *digitalization, gamification, risks, digital technologies, exocortex, artificial intelligence, virtual, big data*

INCLUSIVE TOURISM AS A WAY OF SOCIALIZATION OF TOURISTS WITH DISABLED HEALTH OPPORTUNITIES

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ABSTRACT

The article contains a description of the essence, main direction and content of the development of inclusive tourism in Russia and

abroad. Object of research: inclusive tourism in the system of tour operator activities. The subject of the research is the specifics of the development of inclusive tours in the activities of tour operators. The purpose of the study is to determine the specifics of the development of inclusive tours in the activities of tour operators and to identify the value of inclusive tourism as a tool for the socialization of persons with disabilities. The main problems of the life of persons with disabilities are revealed, statistical data on travel companies working with the contingent with disabilities are analyzed. The forms and structure of the organization of inclusive tourism abroad are revealed.

Keywords: *inclusion, accessible environment, barrier-free environment, persons with disabilities, tourist*

THE ANALYSIS OF MARKET POTENTIAL OF ADDITIONAL VOCATIONAL EDUCATION SERVICES OF RUSSIAN UNIVERSITIES

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ABSTRACT

The need of “marketing” or promoting educational services has come on the foreground for most Russian universities due to current significant demographical decline which intensified competition in the sector of higher education. Even high-ranked institutions face the challenge of recruiting the desired target customers and promote their programs utilizing different marketing techniques and resources. The complexity of the problem is also determined by such factors as the reduced funding; the growth of the importance of international and national rankings; increased competition at the regional, national and global markets; pandemic conditions and other

social challenges. Effective positioning in the market place can be viewed as a source of new opportunities, as well as a challenge, not easy to cope with in some cases. Most universities strengthen their additional vocational education services as a highly competitive tool and potential sector of enhancing effectiveness in promoting educational services in the Russian market. The paper aims at the analysis of a potential source of additional vocational education and measures that should be implemented to support Russian universities to better market themselves in a national dynamic and competitive market place of higher education.

Keywords: *service sector, additional vocational education, marketing of educational services, marketing strategy of higher education institutions*

SELF-DEVELOPMENT AND STRESS TOLERANCE OF FUTURE SPECIALISTS ON SOCIAL WORK IN MODERN CONDITIONS

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ABSTRACT

The article deals with the issues of self-development and stress tolerance of future social work specialists in modern conditions. Self-development is considered one of the main steps for achieving success in life, one of the main components that allows you to regulate the well-being of a social worker under stress. As shown by the analysis, future social work specialists revealed an insufficient degree of self-development and stress tolerance.

The most effective self-development and formation of students ' stress tolerance in modern conditions occurs in the process of using game technologies, the main role belongs to technologies that imitate the conditions of future professional activity.

Keywords: *personal growth, self-development, social work specialist, stress, stress tolerance, subject of activity*

THE ROLE OF ACCOUNTING IN REDUCING SHADOW ECONOMY IN RUSSIA

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ABSTRACT

The participation of private business in public procurement as a General contractor for state and municipal needs has contributed to the emergence of an uncontrolled and unregulated sector of the economy that is not usually reflected in accounting. The lack of a regulatory framework, lack of control over the use of material, labor and financial resources in accordance with approved estimates from the moment of competitive bidding to the stage of acceptance of completed works contributes to the formation of the shadow economy.

Keywords: *accounting, control, shadow economy, private property, Federal budget funds, unified reporting forms, control, estimates*

RECOMMENDATIONS FOR THE DEVELOPMENT OF THE TOURISM AND HOSPITALITY INDUSTRY IN THE RUSSIAN FEDERATION: AGRICULTURAL TOURISM

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ABSTRACT

Agricultural tourism in Russia is a relatively new and promising area that allows urban residents not only to relax in nature, but also to join the traditional way of life of rural residents. For the latter, in turn, this type of tourism is one of the important sources of income generation. Of particular importance is the fact that rural tourism does not require as much public investment as other types of tourism. Thus, the proposed study focuses on the allocation of the most successful and bright projects implemented in various regions of Russia in several of the most common categories: tourist villages, camps, event events, investment projects, training in the field of rural tourism. The purpose of the study is to analyze the current state and develop recommendations for improving the organizational and economic basis and improving the efficiency of the development of agricultural tourism in the Russian Federation. Object of study: agrarian tourism. Subject of the study: organizational and economic foundations of effective development of agricultural tourism in the Russian Federation. To achieve this goal, the following tasks are set: to analyze the terms and concepts of agricultural tourism; to organize the research methodology and theoretical approaches to the analysis of the development of the agricultural tourism; to reveal the economic and social aspects of development of agricultural tourism in the Russian Federation;

to perform the resource base for the development of agricultural tourism in Russia; to summarize the best regional practices of Russia's agricultural tourism; to perform a regulatory framework for the development of agricultural tourism in the Russian Federation; to assess the economic efficiency of agricultural tourism development in the Russian Federation; to analyze the main problems and present solutions to improve the organizational and economic basis for the development of agricultural tourism in the Russian Federation; to develop recommendations for improving the efficiency of agricultural tourism development. The following methods of scientific research were applied to the solution of objectives in work: the Delfi method, questioning, collecting, processing and the analysis of the data obtained from regions of the Russian Federation on successful regional practitioners of development of rural tourism to Russia, studying demand. Information base of a research were works of such authors as: Bogolyubov, V.S., Bugorsky, Accusative, Kolody, N.A., Rusinova, O., V.A. Fedorov.

Keywords: *agricultural tourism, sustainable development, destinations, tourism industry*

THE ROLE AND SIGNIFICANCE OF LAW IN THE SYSTEM VALUES OF MODERN SOCIETY

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ABSTRACT

The article represents a comprehensive study of the problem of determining the significance and role of law among other social norms of society. In the course of conducting research for the study, both general scientific and specific scientific methods of cognition were used. The study analyzes the role and significance of law in the system of values of modern society. It investigates the influence of law on society and of society on law. More than that, it establishes the semantic meanings which the term "value" has in scientific literature. The study also determines the aspects of the social significance of law. It establishes the definition and essence of the term "global challenges". The essence, types and role of other social norms, as well as law, included in the system of values of modern society are investigated in the study.

Keywords: *global challenges, significance, social relations, law, sense of justice, role, system of values, modern society, social institutions, social norms*

ANALYSIS OF THE INTERNATIONAL RESEARCH MARKET AND RECOMMENDATIONS FOR IMPROVING THE EFFICIENCY OF RESEARCH IN RUSSIAN STATE SOCIAL UNIVERSITY

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ABSTRACT

The article discusses the results of research on the Russian and international research and development market, as well as an overview of indicators and tools for displaying scientometric information. Using modern methods of data analysis and systematization, data aggregation, analytical data processing, comparative analysis, classification and structuring of information, reference and statistical data, a study of international and Russian performance indicators of higher education institutions was conducted and recommendations were made to improve both the content and display of scientific work carried out in the organization.

Keywords: *scientometrics, research, University rankings*

DEVELOPMENT OF INCLUSIVE EDUCATION: TRENDS, CHALLENGES, PROSPECTS

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The article discusses public education policy. It analyses the basic normative acts addressing the right of every person to education. Trends and contradictions in the development of inclusive education in modern Russia are the subject of research. The major focus of the research is to analyze the emergence and development of the inclusive education foundations in the national educational system. The research methodology bases on systemic and humanistic approaches. We have analyzed and studied regulatory issues of inclusive education in Russia. In analyzing the development trends of inclusive education, the authors conclude that today there is a set of challenges and contradictions in its development. The article provides an overview of the most important government measures aimed at introducing the inclusive education technologies. The study showed the significant potential of inclusive education for disabled people social integration; however, now, there is a psychological unpreparedness of teachers and society as a whole to develop and implement it in modern conditions.

Keywords: *Education, inclusive education, persons with special needs, regulatory acts, federal state educational standards*

“THE THIRD AGE EDUCATION” AS THE TASK FOR STATE SOCIAL POLICY AND STATE SOCIAL UNIVERSITY

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ABSTRACT

The study is carried out in the framework of the project named "The Analysis of the target market of educational services of the University". The purpose of the project - to identify those markets of educational services that could be target market for Russian State Social University, as well as to develop the most of its effective forms to University activities on the target markets to achieve the strategic objective of increasing the share of Russian State Social University in Russian and foreign educational market until 2025 to 1,0% . The purpose of the analysis provide in the paper is to prove the importance and potential for RSSU of the market for the 'third age' as well as the critical analysis of modern forms of work in this market. After analyzing the material of twenty-six Moscow universities participating in the state program "Moscow Longevity", using a combination of dialectical, systemic, comparative methods, as well as synthesis, analogy, deduction, it is concluded that it is necessary to involve the RSSU as a university in the education of the 'third age', about insufficiently high efficiency of modern forms of work in this sector of the market and the need to optimize these forms taking into account Russian and foreign experience.

Keywords: *Third Age, Education, University, Social Policy*

RESEARCH PERSPECTIVES ON THE PRESERVATION OF CULTURAL HERITAGE IN THE CONTEXT OF GLOBALIZATION

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The problem of preserving cultural heritage is one of the most important in modern society. It has gained particular significance due to the increased influence of globalization processes on the social and cultural development of various countries, peoples and ethnic groups. This influence is ambiguous. On the one hand, globalization has created new risks to the preservation of cultural heritage due to the threat of “cultural colonization” by Western countries towards countries and peoples with insufficient economic, information and military resources to preserve their own national-cultural sovereignty. On the other hand, globalization processes can also have a positive impact on the state and development of different cultures due to the increased opportunities for intercultural communication and the inclusion of new countries and peoples in the world cultural heritage. The authors of the article carry out a comprehensive analysis of this process in the context of relevant research activities. They suggest non-standard approaches in the study of this problem. The research strategies proposed in the article offer some prospects in overcoming widespread political engagement and ideological bias in the study of globalization processes in terms

of their impact on the preservation of the cultural heritage of countries and peoples. It ensures, accordingly, some objectivity and productivity in further research into this issue.

Keywords: *heritage, globalization, situational analysis, interaction, processes, cultural heritage, culture*

INNOVATIVE TECHNOLOGIES FOR SOLVING GENDER EQUALITY PROBLEMS (USING THE EXAMPLE OF AFGHANISTAN)

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ABSTRACT

The article considers the problem of solving problems of gender equality on the example of Afghanistan. Under the current political conditions, an information space is beginning to form for a Muslim country within the framework of implementing democratic approaches in the modern world under the auspices of international projects to open access for women to political and educational rights. It is proved that the role of information technologies in the conditions of Afghanistan will increase for the formation of gender equality.

Keywords: *gender equality, Muslim country, Afghanistan, political rights, gender equality in education, innovative technologies*

ADVANTAGES OF DIGITALIZATION OF ART EDUCATION

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ABSTRACT

The relevance of the study is due to the fact that in the framework of the state program of digitalization of all spheres of the life of Russians, the learning process in higher education institutions of art and culture has acquired a digital format. In this regard, this study is aimed at assessing the digitalization results of a modern university (using the example of the Higher School of Music of A. Schnittke (Institute) of the Russian State Social University and the trends in this process. The analysis of the results allows concluding that in Russia, the digitalization of higher education leads to an increase in the level of its quality, an increase in the level of mastery of programs by students, an expansion of the range of competencies and opportunities for them to obtain quality education for a wider circle of people. At the same time, digitalization does not deprive art education of its individual, personal, and practice-oriented approaches (individual lessons, independent creativity, rehearsals, etc.). During the study, general research methods were applied: systemic, instrumental, and functional approaches, dialectic and comparative analysis, as well as sociological and statistical. The study substantiates that the use of the digital educational environment in the universities of art and culture has proved its effectiveness; therefore, it opens up new prospects for the development of higher art education in Russia and allows bringing Russian education to a new level.

Keywords: *Digitalization, e-learning, higher education, information education environment online, courses*

IT-SUPPORT FOR MODERN SOCIAL- PSYCHOLOGICAL RESEARCH

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ABSTRACT

The article describes the model, process, and results of the study of professionally important qualities of social workers conducted by the faculty of psychology of the Russian state social university. The subject of the research is the level of development of professionally important qualities of social workers, the goal is to identify the relationship between the level of development of professionally important qualities and the performance of social workers. Assessment of the level of professionally important qualities was carried out using the developed psychodiagnostic information system «ARS-AEAE-2019». The obtained psychodiagnostic results of the research and the course of creating the information system are described.

Keywords: *social work, psychodiagnostics, professional selection, IT-support, psychodiagnostics software, information systems*

SHANNON FUNCTIONS OF STUCK-AT FAULTS TEST SET CARDINALITIES FOR BOOLEAN CIRCUITS – A SURVEY

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ABSTRACT

The objects of the analysis of this article are detection and diagnostic test sets for Boolean circuits under stuck-at faults. The cardinality of a test set (detection or diagnostic) for a Boolean function is understood as the minimum cardinality of such a set over all irredundant circuits realizing this function. The Shannon function of the test set cardinality is the maximum (over all n -ary Boolean functions) cardinality of a test set for the function. The article presents an overview of known estimates of Shannon functions for the cardinalities of test sets for Boolean circuit under stuck-at faults.

Keywords: *Boolean circuit, stuck-at fault, detection test set, diagnostic test set, Shannon function of a test set cardinality*

THE SYSTEM OF ADDITIONAL PROFESSIONAL EDUCATION AS AN ALTERNATIVE TO TRAINING IN THE CONDITIONS OF COMMODIFICATION OF SCIENCE AND EDUCATION

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ABSTRACT

Currently, changes in education are caused by a number of economic and social-cultural reasons. More and more spheres of public life are becoming monetary and productive, and that changes the attitude to education in society, creates new demands in different professional groups and transforms the system of classical education itself. The transformation was manifested in a change in the value component of the concept of "knowledge", which is the basis of education, in a change in the paradigm of education (from "obtaining knowledge" to "acquiring competencies"), in a change in the value orientation and commodification of science and education. Translation of knowledge into the category of a commodity and the predominance of market values leads to the appearance of numerous trainings that promise profit and a "magic pill" that can solve any problem. In such a situation, can the APE system in the framework of classical education provide an alternative to training and become an effective mechanism for transferring

knowledge and developing skills in various professional fields? The purpose of the research is to understand what potential classical universities have, what changes are taking place in the system of additional professional education (APE) that has been established for a long time, and whether APE can become an alternative to the widely used training. An analysis of the market for online services used by Russian entrepreneurs has allowed us to identify five monetization models that can be used in APE and that can form an alternative to training. The article analyzes the categories and number of students of APE in the Russian Federation in recent years and presents data on different volumes of programs.

Keywords: *additional professional education, commodification, knowledge, competence, training, consortium, online training*

SUSTAINABLE EDUCATION AS A FACTOR IN HUMAN POTENTIAL DEVELOPMENT

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ABSTRACT

The article discusses some main principles of sustainable education implementation - education for sustainable development based on the Human Development Concept and the UN Sustainable Development Goals. We analyzed methods of solving tasks of sustainable education in Russia in the Federal Program for Education Development. Our study places emphasis on the importance of expanding the educational adaptability

principle to the level of training, developmental characteristics, abilities and interests of an individual. The article discusses also some objective obstacles hindering the development of national education system and reducing the equality of educational opportunities. We analyzed the issues of inclusive education of persons with special health needs (SHN) and disabled people for their complete development and overcoming the barriers of social adaptation and inclusion. The Human Development Index (HDI) is considered a determining factor for comprehensive measures of SHN people social inclusion.

Keywords: *Sustainable education, human potential development, human development index*

TRENDS AND PROSPECTS FOR THE DEVELOPMENT OF HEALTH TOURISM IN THE RUSSIAN FEDERATION: THE EXAMPLE OF THE NORTH CAUCASUS

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ABSTRACT

The Russian Federation is endowed with tourism and recreational resources and the potential for the development of health and recreational tourism. But because of geopolitical contradictions, a long exit from economic downturn and sanctions the sanatorium resort enterprises lagged behind the global standard on technological and quality indicators, experienced losses of material and technical resources. His is due

to a decrease in financial support for the Social Insurance Fund and an increase in the number of individual consumers who buy health care services at their own expense and have certain requirements for the service. In turn, a significant part of health tourism organizations are subordinate and market relations in terms of world standards of service quality are becoming in some sense an unsolved problem. The object of the study is health tourism. The subject of the study is the organizational and economic foundations of effective management of sanatorium and resort enterprises on the example of the North Caucasus. The aim of the study is to develop an organizational and economic model for increasing the productivity of management of sanatorium and resort enterprises. The information base of the study includes legislative and regulatory legal acts of the federal and regional levels, current statistics of the Federal State Statistics Service (Rosstat), analytical and reference materials of the Ministry of the Russian Federation for North Caucasus Affairs, data from the Office of the Federal State Statistics Service for the North Caucasus Federal District, the work of domestic and foreign scientists in the field of management and economics, Internet resources, research and development results, which were obtained by the author independently. The study used general and network mechanisms, comparative and morphological analyses, programmatic studies of Statistica. The scientific novelty of research is the formation of theoretical, methodological and practical proposals for building an organizational and economic model for the effective management of medical and recreational tourism enterprises. Practical significance includes the creation of theoretical and methodological approaches that help the productive functioning of the organizational and economic foundations of the management of sanatorium and resort enterprises, in the development of state programs and for organizations themselves, in order to increase the profitability of management systems in the development of health tourism in the North Caucasus.

Keywords: *medical and recreational tourism, sustainable development, destination, tourism industry*

DEVELOPMENT OF PR TECHNOLOGIES IN MODERN SOCIAL WORK PRACTICE

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ABSTRACT

This article describes the features of the development of PR(public relations) technologies in the modern practice of social work. The information age and scientific and technological progress sets the task of developing PR technologies for specialists in social work. This is a new and modern area of social activity. Modern recipients of social services and colleagues in interdepartmental interaction need up-to-date information about the activities of the social sphere and its development prospects. It is advisable to go along this path in a professionally built direction organized by specialists in the field of PR technologies. The subject of this article is professionally organized public relations in the field of social work. Defining the methodological framework of the study it is necessary to note the aim, which is to analyse the possibilities of dissemination activities GBU TCSO "nut" of the city of Moscow in the development of PR technologies. Develop recommendations for improving the use of PR technologies in the social sphere. The main result of the research is to determine the level of development of PR technologies in the social sphere, search for innovative technologies in the social sphere, and build this activity within the framework of a professional, specially prepared by specialists of this profile.

Keywords: social work, PR technologies, interagency interaction

YOUNG MOTHERHOOD IN MODERN RUSSIA AS A DEMOGRAPHIC PROBLEM OF GLOBALIZATION

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ABSTRACT

The reading of the problem of young motherhood is of an acute social nature, especially in the light of the influence of society as a whole due to change political, socio-economic and cultural at the present stage. In the Russian Federation, the array of measures aimed at increasing the birth rate, providing social support for mothers and children, protecting the reproductive health of the population and preventing abortions is a high priority of the state social policy. In light of this, today the major importance is attributed to the following directions of demographic policy. In order to examine the social standing of underage pregnant women and young mothers, a sociological study named "Study of the social standing of underage pregnant women and young mothers" was conducted in Moscow in 2019. The focus of the study were the girls aged from 14 to 19 who are registered in the maternity welfare clinics in Moscow. In conclusion, we would like to highlight the apparent importance of the social and pedagogical work of specialists with young people for solving problems related to young motherhood. This situation may have a substantial impact on the economic, demographic and intellectual potential of the society, as well as on the status of this particular category of the population.

Keywords: birth rate, minor age, pregnancy, young mothers

RUSSIAN MIGRATION POLICY: TRANSFORMATION OF CITIZENSHIP INSTITUTE

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ABSTRACT

The genesis of the institution development of citizenship and migration policy in Russia is analyzed in the paper. The progressive process of merging these two directions into a single political and legal mechanism has been thoroughly demonstrated. The necessity of considering naturalization and migration within the framework of a single social institution has been proved. This approach will make it possible to maximize the use of the migration resource for the implementation of the demographic and socio-economic strategy of Russia.

Keywords: *concept of migration policy, institution of citizenship, migration, migration and naturalization potential, naturalization, socio-economic naturalization*

CONSTITUTIONALIZING OF RUSSIA'S SOCIAL POLICY: IMPLICATIONS FOR CIVIL SOCIETY AND THE STATE

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ABSTRACT

Relevance of the research: the Relevance of the problem is determined by the need to develop normative and law enforcement activities in order to solve the most important task of modern society – the constitutionalizing of the social policy of the Russian state. The subject, the purpose of the study: the purpose of this article is to develop doctrinal positions that reveal the features of the process of constitutionalizing of social policy of the Russian state, the study process, civil society and the state, the constitutional model of the Russian state, identify areas for improvement in legislation. Research methods: one of the leading approaches to the study of this problem is the dialectical relationship between the economic and political level of state development and ensuring social rights of citizens. The system-structural approach allowed us to consider the processes of constitutionalizing of the social sphere as an integral system. The use of the comparative legal method is widely used in the study. Research results: the main directions of constitutionalizing of the social sphere are formulated, the directions of improvement of the legislation of the Russian Federation are Offered. The scope of the results: the article can be used in domestic and foreign theory

of constitutional law in norm-setting activities of the Russian Federation, the practical activities of Executive authorities, the educational process. Novelty: the problems of constitutionalizing of social policy are considered through the prism of improving the economic, political, and spiritual spheres of state activity, the significance of these processes for civil society, and increasing the mutual responsibility of the state, society, and the individual. The results of the study, conclusions: The article analyzes the doctrinal provisions on the social state, examines the legislation of the Russian Federation regulating the level of social security of citizens, the processes of constitutionalizing of the social policy of the Russian state, taking into account the amendments to the Constitution of the Russian Federation submitted for popular vote in 2020.

Keywords: *constitutionalizing, social state, social policy, constitutional model of the social state, civil society, state*

CONDITIONS AND PROCEDURE FOR ASSIGNING AND PROVIDING PAYMENTS TO CITIZENS WITH CHILDREN IN THE RUSSIAN FEDERATION

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ABSTRACT

The relevance of the topic discussed in this article is rather overestimated. Socio-economic changes were carried out in the country, which led to the fact that the law of social security, which had never been characterized by a special harmony and consistency of normative material, became even more complicated and complicated. Meanwhile, the importance of this industry is quite great, without exaggeration. This is due to the fact that the content and correct application of the norms contained in this branch of law depends not only on the material well-being, but also on the existence of the Russian population. The emergence, modification and termination of the right to a particular type of social security depends on the existence of certain legal facts, without which the implementation of legal consequences is impossible. The object of research in this article will be social relations that are formed in connection with the appointment and payment of state benefits. The subject of the study is a set of legal acts regulating public relations that are formed in connection with the appointment and payment of state benefits, the basis of which are legal facts.

Keywords: *Social security, state social payments, on state benefits to citizens, benefits, compensation, social legislation of the Russian Federation, payment of state benefits*

REFLECTION OF SOCIAL CHANGES IN ISRAEL DURING THE EARLY MONARCHY PERIOD ACCORDING TO THE ARCHAEOLOGICAL DATA OF ISRAELI SETTLEMENTS OF IRON AGE I–II

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ABSTRACT

The social changes that affected ancient Israeli society in the early period of the United Israeli monarchy of the X-IX centuries before the birth of Christ are described here. The paper deals with modern data obtained as a result of excavations carried out on the territory of Israel in the late XX – early XXI centuries and confirming these changes in the period of The United Kingdom of Israel in the X century BC. A comparative historical research method was used. Purpose of research is to prove real social changes in the Israeli society of the early monarchy on the basis of archaeological data. At the beginning of the period, the Israeli people are a community of agricultural tribes defending themselves with the help of a militia. At the end of the X century, based on the analysis of the structure of the city, weapons from Khirbet Qeiyafa and other data, we can talk about the construction of fortified military settlements, the formation of a professional army in Israel, the service class, and the beginning of social stratification.

Keywords: *Biblical archaeology, David, Israel, fortress, Jerusalem, Judea, Khirbet Qeiyafa, Sha'araim, social stratification, The United Kingdom, X century debate*

GOVERNANCE TRAINING BASED ON SOCIOLOGICAL KNOWLEDGE AND MODERN EDUCATIONAL TECHNOLOGIES

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ABSTRACT

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

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

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

TECHNOLOGY FOR DEVELOPING A DIGITAL ECOSYSTEM OF CULTURAL OBJECTS DATA

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ABSTRACT

The relevance of the research topic is due to the need to digitize cultural heritage sites using digital technology for interdisciplinary research. The article analyzes and selects an

object from the general List of objects of cultural heritage to be digitized. Studies of the selected cultural object were carried out, the geographical location of the object was determined, and geometric dimensions were determined. Analyzed modern scanners for digitization, identified the requirements for portable equipment. The requirements for creating a prototype of a digitized object are defined. For accuracy of research work on digitization, the Passport of the cultural object is defined, the passport contains a description of the metadata of the cultural object. From a historical point of view, the purpose of the cultural object in the Middle Ages is determined. The registration number of the cultural object in the registry is determined, there is a photo - Volumetric and spatial composition. The authors analyzed the technological approach to digitizing a cultural object with a scanner; the type of scanner and elements of portable equipment were selected. A review of domestic and foreign studies in the field of creation and creation of 3D prototypes of a necropolis of a geographically distant object is carried out. When conducting research, a system analysis was used. The directions of development of the Government of the Russian Federation and the legislative documents of the Ministry of Culture of the Russian Federation are comprehensively considered. The first steps in the development of 3D prototypes in the virtual world of all existing cultural objects. Scientific and novelty wiring is the development of preparatory procedures for monitoring the state of a cultural object from space. The main goal of interdisciplinary research is to build a Digital ecosystem of these cultural heritage objects and to develop technological, information, communication approaches and software solutions to improve the quality of monitoring the state of the cultural object. Research is conducted on a competitive basis under a registered grant from the Russian science Foundation, international grant Russia-France, MNC-ANR (2020). Conducting fundamental scientific research and research by international research teams" (ANR).

Keywords: *interdisciplinary research, passport of a cultural object, scanning, prototyping, digitization of a cultural heritage object, information technology, system analysis*

SOME ASPECTS OF LEGAL REGULATION OF LABOR PROTECTION IN AGRICULTURE ON THE TERRITORY OF THE RUSSIAN FEDERATION

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ABSTRACT

This article provides a legal study of the theoretical and practical foundations of injuries and labor protection, provides a statistical analysis of quantitative indicators and causes of injuries in agricultural enterprises in the Russian Federation and abroad, identifies the most traumatic jobs in agricultural production and presents directions for improving working conditions in agricultural enterprises.

Keywords: *occupational safety, agriculture, injuries, types and causes of accidents*

THEORETICAL AND METHODOLOGICAL APPROACHES TO UNDERSTANDING FINANCIAL INCLUSION IN THE FRAMEWORK OF FORMING A MODEL OF SOCIO-ECONOMIC GROWTH AND SUSTAINABLE FINANCIAL DEVELOPMENT

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ABSTRACT

By the end of the 20th century, many states had recognized the strategy of "inclusive" growth, the essence of which was the joint implementation of economic, social and political reforms. Public participation in financial services became an essential component of the new policy, as this factor is becoming a leading trend of successful growth in different sectors, and the development of the financial sector is associated not only with general social and economic growth, but also with a more equal distribution of benefits in society. The article substantiates theoretical and methodological approaches to understanding financial inclusion as a key element of the model of social and economic growth and sustainable financial development. Financial inclusion is an important element in the development of the financial system, which is both an infrastructure and a policy tool in relation to the financial services market and a catalyst for economic growth. In doing so, each element of

financial inclusion plays a role, which is a complex and multifaceted phenomenon: access to, quality and use of financial services by the population, and financial awareness and well-being are all integral parts of financial inclusion. Growing interest in the issue of financial inclusion stems from a deeper understanding of the importance of this issue to social and economic development. Studies have shown that increasing the availability and use of financial services is important for economic prosperity, sustainable development and poverty reduction.

Keywords: *inclusive growth, financial inclusion, financial inclusion, financial inclusion, financial literacy, sustainable finance concept, awareness concept*

CONFLICTS IN THE EDUCATIONAL ENVIRONMENT

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ABSTRACT

The article analyzes conflicts in the educational environment, which have a number of features: the professional responsibility of the teacher for the pedagogically correct resolution of the situation (an educational institution is a model of society where

social norms of relations between people are assimilated); participants in conflicts have different social status, which determines different behavior in the conflict; the difference in age and life experience of participants separates their positions in the conflict, generates a different degree of responsibility for mistakes in solving it; a different understanding of events and their causes parties (conflict «through the eyes of a teacher» and «student» is seen differently); the presence of others when conflict makes them witnesses of the parties, and the conflict acquires educational meaning for them; professional position of the teacher in conflict obliges him to take the initiative in resolving it; any mistake of the teacher in the resolution of conflict creates new situations and conflicts; the conflict in pedagogical activity is easier to prevent than resolve. To potentially conflict pedagogical situations may include: conflicts of activities that occur in connection with the implementation of educational tasks, academic performance, extracurricular activities; conflict behavior (actions) arising from violations of the rules of students behaviour in the classroom; conflicts of relations arising in the sphere of emotional-personal relations of students and teachers in the field of communication in the process of pedagogical activities. Mediation technologies play a significant role in resolving conflicts in the educational environment.

Keywords: *Conflicts in the educational environment, educational environment, conflict factors, mediation, mediation technologies, mediation services*

TRADEMARK IN THE DIGITAL TRANSFORMATION ERA IN RUSSIA AND ABROAD

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ABSTRACT

This article is dedicated to the exclusive right to a trademark in the countries of the European Union and in Russia in the era of digital transformation. The author examines issues related to the concept of a trademark, the history and formation of its appearance. The article presents the legal framework in terms of registration and use of a trademark in economically developed countries. The article presents a trademark in intangible assets in accordance with PBU 14/07, IAS 38 and US GAAP. The author shows the accounting of movement and depreciation, the composition of the cost of these objects.

Keywords: *Trademark, GAAP, Goodwill, date of transition to IFRS, intangible assets, fair value, Trade marks and emblems*

ASSESSMENT OF THE PHYTOPATHOLOGICAL STATE OF WOODY PLANTS OF URBAN ECOSYSTEMS (BY THE EXAMPLE OF FOREST AND PARKLAND ZONES OF BALASHIKHA)

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ABSTRACT

This study is devoted to diseases and damage to the dendroflora of urban forests of the urban ecosystem, which is subjected to significant negative anthropogenic impact. The article presents the results of assessing the state of woody plants in typical park areas of the large town of Balashikha (Moscow region). The methodology of this study is based on observation methods, bioindication followed by laboratory studies. Initially, field work was carried out: phytopathological monitoring to identify problem areas of the investigated fluocenoses and the search for plantations with resistance disturbed under the influence of diseases or pests. Then the type and nature of the disease (infectious or non-infectious), the duration of the lesion (if possible) and the conditions that contributed to the development of diseases were determined. At the next stage, laboratory diagnostics of diseases of woody plants and identification of the species composition of pathogens of infectious diseases were

carried out. Based on the results of studies of the state of tree species, conclusions were drawn about the most common diseases of woody plants in Balashikha, the state of phytocenoses was predicted and optimal measures were developed to prevent the incidence of dendroflora, preserve, improve the state of plantations and reduce the fire hazard. The novelty of the research is determined by the dynamic changes in phytocenoses of the urbanized environment of cities caused by global climatic changes, as well as by the specificity of the species diversity of dendroflora and anthropogenic impact in a particular settlement. At the same time, Balashikha can be used as a model object of ecological research, the results of which will make it possible to predict the reaction of phytocenoses under a similar anthropogenic impact on them. The materials of the article are of practical value for researchers in the field of urban ecology, dendrology, landscape designers, students of the direction of ecology and nature management, scientists in the field of studying the influence of urbanization on the state of phytocenoses.

Keywords: *plant diseases, dendroflora, urboeco systems, phytopathology, phytocenoses of urban ecosystems*

PROTECTION OF THE CITIZENS' RIGHT TO SOCIAL SECURITY: THEORY AND PRACTICE

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ABSTRACT

In accordance with the Constitution, the policy of the Russian state must ensure free development and decent living standards for every citizen. On January 15, 2020, addressing the Federal Assembly of the Russian Federation, the President of the Russian Federation suggested specific measures to increase the level of social security for Russian citizens, measures of social support for Russian families with children. Based on this, the establishment of social support measures must be enhanced by efficient measures to protect the citizens' rights to social security.

Keywords: *citizens' rights, social security, protection of the citizens' right to social security, prosecution agencies, state labor inspectorate, judicial conciliators*

RATING OF POPULARITY AND RELEVANCE OF TYPES OF PHYSICAL ACTIVITIES AT THE POPULATION

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ABSTRACT

The research was carried out under the contract No. 0373100110420000008 for the performance of research work on the topic: “Development of modern forms and methods of physical activity for involving the population in systematic physical culture and sports, taking into account the range of permissible physical loads for persons engaged in physical culture and sports, depending on age and gender”, concluded between the Federal state budgetary institution “Federal research center for physical culture and sports” and the Federal state budgetary educational institution of higher education “Russian state social University”. The purpose of the study is to identify the popularity rating and demand rating of types of physical activity among the population living on the territory of the Russian Federation, to determine the reasons that encourage and prevent systematic physical activity. The study was conducted in the summer of 2020 in three stages. At the first – preparatory

stage – a questionnaire was developed and a survey was conducted. The questionnaire consisted of a block of General questions about the Respondent's age, gender, place of residence, and type of locality. Two subsequent blocks of the questionnaire were aimed at identifying popular and popular types of motor activity in the population, taking into account the gender and age of the respondents. A total of 846 respondents were surveyed. At the second stage, the diagnostic stage, data was collected and grouped. At the final stage, methods of analysis and generalization were used. The resulting classification of physical activity according to the criterion of popularity among different categories of the population, according to which the hierarchy of popular physical activity is walking, running, Cycling, next, fitness, swimming, volleyball, dancing, athletic gymnastics, basketball, yoga, outdoor games and fun, workout, ski training, table tennis, aerobics, ice skating / rollerblading, martial arts, Nordic skiing, hockey. In different age groups and taking into account gender, the significance of types of motor activity varies. At the same time, the most popular types should be considered walking, running and Cycling. The most significant reasons that encourage systematic training in various types of motor activity are: maintaining or improving health, the desire to get in good physical shape, and regulating body weight. The main reasons that prevent systematic physical activity, respondents call: lack of time, their own disorganization, a busy work schedule. The obtained classifications of types of motor activity according to the criterion of popularity and the criterion of their demand among the population can be used in designing training programs with different gender and age groups and involving the population in systematic physical education.

Keywords: *physical activity, popular types of physical activity, popular types of physical activity, systematic physical exercises and sports*

IMAGE PROFILE OF WOMEN'S BOXING IN FEMALE STUDENTS' PERCEPTION

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ABSTRACT

The aim of the research is to develop a statistical model of the women's boxing image. During the research 140 female students aged 18-25 years were interviewed. The girls were asked to express their associations, thoughts, or value judgments related to women's boxing. The obtained data were processed by the method of qualitative and quantitative content analysis. The obtained data were subjected to mathematical and statistical processing. The result of qualitative and quantitative content analysis was the image profile of women's boxing. The image profile of women's boxing consists of the following categories: positive impact on the female body; statements that are gender-based; the impact of boxing on the personality and psyche of women; skills and abilities given by boxing; emotional perception of women's boxing; desire to engage in women's boxing. The research results can be used to develop a program for correcting the image of women's boxing, as well as to formulate arguments for the advantageous positioning purpose of boxing in the potential participants' opinion.

Keywords: *female students, women's boxing, image, image profile of women's boxing*

FAMILY POLICY STRATEGY IN THE EU COUNTRIES AS A FACTOR OF SUSTAINABLE DEVELOPMENT OF SOCIETY

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ABSTRACT

The article examines social innovations in the family policy of the European Union countries as a factor in the sustainable development of society. The current problems of the formation of family policy in the countries of the European Union in the context of international socio-economic integration are analyzed. On the example of the leading countries implementing effective family policy, its current trends, problems and mechanisms for their solution are revealed. Provides innovative models in the field of family partnership, as well as measures to create conditions conducive to strengthening family ties and social life of the family.

Keywords: *European Union, social innovation, family policy, demography, family partnership, state support, principles of family policy*

CHAOS MANAGEMENT THEORY AND SOCIAL ENTERPRISE MANAGEMENT IN THE CONTEXT OF THE COVID-19 CRISIS

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ABSTRACT

The article reveals the problems of the development and implementation of chaos management as a tool for strategic analysis of trends in the development of social entrepreneurship in the context of the uncertainty of the COVID-19 crisis. The urgency and expediency of introducing a new management methodology - chaos management - into the practice of social entrepreneurship management has been substantiated. The methodological features of the use of tools and methods of chaos management in overcoming the COVID-19 crisis by social entrepreneurship have been determined.

Keywords: *chaos management, governance, crisis, COVID-19 pandemic, methods, tools, unknown reality, turbulence*

CAPITALIZATION OF THE EDUCATION SECTOR: PROBLEMS AND PROSPECTS

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ABSTRACT

Since education is a way and means of transmitting certain information from those who have it to those who need it, that is, in fact, the educational process can be represented as a classical form of commodity-money exchange; today this sphere is actively included in market relations. The process of capitalization of education in modern Russia is only a few decades old, which implies that there is a number of issues and problems of "growth" in this area of life that is extremely important for society.

Keywords: *capitalization, competition, educational services, educational service system, knowledge monetization*

ASSESSMENT OF THE POTENTIAL OF SPECIALLY PROTECTED NATURAL AREAS OF THE RUSSIAN FEDERATION FOR THE DEVELOPMENT OF ECOLOGICAL TOURISM

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ABSTRACT

The tendency for the development of domestic tourism necessitates a detailed study of the tourist and recreational potential of the Russian Federation, its rational use and the involvement of new territories in the tourism sector. This fact determines the need to study the issues of rationing and distribution of anthropogenic load on natural territories, to streamline the development of various types of tourism in protected areas and to comply with the selected system of specially protected natural areas of the Russian Federation. The subject is the tourist and recreational potential of Russian PAs. Purpose: study of the tourist and recreational potential of the protected areas of the Russian Federation and the development of proposals for optimizing its use in the development of ecological tourism. The study used the following methodological approaches: analytical method, comparative method, cartographic method and geoinformation method of research, methodology of tourist and recreational zoning. To achieve this goal, the following tasks were solved: the conceptual apparatus was analyzed; a comparative analysis of foreign and domestic experience was carried out; an assessment of the tourist and recreational potential of specially protected natural areas is

given; the development of draft proposals for the optimization and rational use of the tourist and recreational potential of protected areas for the development of ecological tourism was implemented.

Keywords: *domestic tourism, specially protected natural areas, ecological tourism, tourist and recreational potential*

ON THE IMPACT OF THE ELECTROMAGNETIC FIELD OF INDUSTRIAL FREQUENCY ON THE HUMAN ORGANISM

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ABSTRACT

The article discusses the issue of the mechanism of the effect of the electromagnetic field of industrial frequency on the human body. The results of an experiment to study the effect of an electromagnetic field of industrial frequency on human mental processes are presented. The theoretical substantiation of the mechanisms of influence of electromagnetic radiation in the near zone is formulated, its main damaging factors are determined. Practical recommendations are proposed for reducing potential harm as a result of exposure to an

electromagnetic field of industrial frequency, in particular at hazardous production facilities.

Keywords: *electromagnetic field of industrial frequency, impact, consequences, human body, mental processes, disturbances, harm*

SOIL CONDITION ASSESSMENT IN THE TERRITORIES OF SOCIALLY SIGNIFICANT OBJECTS IN MOSCOW

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ABSTRACT

The progressive impact of human economic activity on the natural environment has reached a level at which significant changes occur in the morphology of the soil cover and in the chemical composition of the soil. Many compounds entering the soil, due to chemical and microbiological transformations, can become more toxic than the original ones. As a result, it is necessary to regularly monitor soils in various districts of the city and region. An assessment of the ecological state of soils of preschool, school and medical institutions, as well as recreational zones of the Central Administrative District of Moscow for the content of mineral and organic pollutants was

carried out on the basis of monitoring carried out by the FBUZ "Center for Hygiene and Epidemiology in Moscow". As a result of monitoring, the content of heavy metals, formaldehyde and oil products in the soils of the Central Administrative District of Moscow was determined. It was revealed that during the study period 2015-2019, the soil was heavily contaminated with chromium and lead. Based on the data obtained, an epidemiological assessment of soil quality was carried out.

Keywords: *Moscow soil cover, heavy metals, recreational zones, soil monitoring, anthropogenic impact*

CONCEPTUAL DEFINITIONS AND ANTECEDENTS OF ORGANIZATIONAL INNOVATIVENESS – A LITERATURE REVIEW

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ABSTRACT

Organizational innovativeness is one of the key capabilities organizations need to develop in order to successfully compete on the global market. Being one of the key factors for organizational

success, it has received a lot of attention in business research over the past decades. However, the conceptual definitions of organizational innovativeness as well as findings regarding the key antecedents of organizational innovativeness in different organizations are still ambiguous. In order to systematize recent findings, we conducted a literature review in which we included relevant research papers in the field. We detected two dominant research streams that use either dynamic capabilities or knowledge management as the theoretical lenses through which they observe organizational innovativeness. This paper helps identify key research areas and avenues for future research of organizational innovativeness. Our literature review also offers important insights for the conceptual definition of organizational innovativeness and analyses most common methods used in organizational innovativeness research.

Keywords: *Organizational Innovativeness, Dynamic Capabilities, Knowledge Management*

THE ANALYSIS OF THE RESTRUCTURING PROCESS WITHIN THE MANAGERIAL ECONOMICS

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ABSTRACT

The first part of this paper presents and explains the business of modern enterprises, that is what today's enterprises are facing

and what they need to do to ensure success and survival on the market. Modern business is extremely dynamic. Its core features are uncertainty, unpredictability and change. If they want to run a successful business, today's enterprises need to adjust to these features quickly. For successful and rapid adaptation, enterprises need to be able to absorb complexity, which means the diversity of modern business. Enterprises at the same time needs to grow efficiency and effectiveness, to lower business costs and offer as much value and variety in their supply versus competition. Managers have the key role in the business of the enterprise and they use the tools and analysis of management economics in their decision making, management methods costs and take care of interest-influential enterprise groups. Unfortunately, some of the enterprises fail to adapt to market changes. Such businesses fall into crisis and the second part of this paper shows how the restructuring process and recovery can also save such enterprises. For the restructuring to be successful, it is necessary to act quickly, define goals, set a restructuring strategy and determine the measures that will lead to the business recovery. The purpose of restructuring is not only to solve consequences, but also to solve the causes of the problem because by not solving the cause there is a possibility that the problem will return. Therefore, it is necessary to carry out a complete restructuring process involving the concept of financial, operational and strategic corporate restructuring. At the end of the paper, it is presented, using financial analysis, enterprise Pevec d.d. which was recovered by the restructuring process and today is successful enterprise.

Keywords: *modern enterprises, management, management economics, restructuring*

