

ANNOTATIONS OF ARTICLES.
ACTUAL PROBLEMS OF ECONOMICS AND MANAGEMENT
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E C O N O M I C S C I E N C E

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**IMPACT OF DIGITAL TECHNOLOGIES
ON TRANSFORMATION OF FOOD INDUSTRY**

The article deals with examples of practical application of digital systems designed for the food industry equipment. The article reveals the possibilities of the Internet to be used in automation of enterprises of food processing industry.

Keywords: digital economy, food industry, food products, industry, sphere of activity

E.V. Bykovskaya, E.O. Grafskaya

STRATEGIC CONTROLLING TOOLS AND THEIR APPLICATION

The article analyses the issues related with implementation of strategic controlling as a method for upgrading the efficiency level of enterprises. The tools of strategic controlling and their application are considered.

Keywords: controlling, strategic controlling, a tool for strategic controlling

V.V. Bykovsky

**BASIC CONCEPTS OF STRATEGIC DEVELOPMENT
OF AN INDUSTRIAL ENTERPRISE WITHIN THE FRAMEWORK
OF INNOVATIVE AND TECHNOLOGICAL DEVELOPMENT
OF THE INDUSTRIAL SECTOR IN RUSSIA**

The article considers the problem of seamless operation of an industrial enterprise focused on continuous competition and empowerment of innovations in its development activities. We propose the ways for upgrading innovation and technological activities of an enterprise. The technological development is considered as a universal mechanism which provides for the most rational choice of innovations in the functional field of an enterprise, taking into account its automation, preservation of the production capacity and functional significance.

Keywords: innovation, technological and strategic management, industrial enterprise, competitiveness, efficiency, model, processes

F.F. Galimulina, E.S. Novikova, A.R. Sharapova

ORGANIZATIONAL MECHANISMS OF COORDINATION AND INTEGRATION IN LOGISTICS SYSTEMS

The article presents a comprehensive description of concepts and types of flows, and considers the problems of coordination at enterprises. The importance of integration as an auxiliary element in building coordination processes is highlighted. The main organizational mechanisms which ensure coordination and integration of flows in logistics systems are provided.

Keywords: logistic approach to management, flows, inter-organizational coordination, cross-functional coordination, integration problems, organizational mechanisms

D.A. Golovenkin, S.Yu. Lomonosova

ECONOMIC SAFETY AND IMPORT SUBSTITUTION POLICY IN THE RUSSIAN FEDERATION

The access of producers to global financial markets and latest advanced technologies has been limited as a result of a number of events occurring over the past few years on the world political and economic arena, and in particular, with introduction of economic sanctions by the US and EU countries against Russia, including a sharp fall in the national currency, and decrease in the trade balance. To solve the food problems, and to develop its own competitive industry in the most import-dependent industries, Russia declared a policy of import substitution, which has become one of prioritized trends in the development of Russian economy.

Keywords: economic security, import substitution, export, import, trade

O.Yu. Gordashnikova

DYNAMIC UTILITY OF QUALITY MANAGEMENT SYSTEMS AT ENTERPRISES WITH HIGH RATE OF INNOVATION ACTIVITY

The concept of dynamic utility of the quality management system (QMS) of enterprises involved in innovation activity has been developed. The purpose of the development is to present the idea of the concept as a direction for implementing the qualitative and quantitative transformational changes throughout the entire life cycle using a set of organizational measures. The basis of the concept is the assumption that it is necessary to take into account the market impact on the QMS and analyze the trends in statistics related to the constituent parts of the life cycle at a particular time span of innovation activity of an enterprise.

Keywords: concept, quality management system, innovation activity of an enterprise, dynamic utility

T.I. Klimenko

KEY FEATURES OF SERVICE INDUSTRIES IN THE CONTEXT OF INNOVATION MANAGEMENT IN THE OPEN ECONOMY

The research is made into theoretical aspects concerning the key features of service industries within the framework of the innovation process. The various types of service flows are taken into account. The role of engineering services in the open macroeconomics is revealed. Based on the statistical data, the utilization period and export-import flow of engineering services were estimated. A particular emphasis is placed on the advantages and disadvantages of outsourcing engineering services in the open economy.

Keywords: services, innovation process, service flows, open economy, engineering services, outsourcing

P.V. Krasnokutskaya

THE WORKING TIME OF EXECUTIVE OFFICERS AND ITS EFFICIENCY

The article analyses the issues related with efficient utilization of the working time by executive officers. The author determines the urgency of researching specific resources of an organization, including time and its effective utilization. The emphasis is placed on classification of the work time expenditures by the managerial staff. The research methods which refer the content of labor and structure of work time expenditures by the managerial staff are considered. The main results of the conducted empirical study of the work time using the FRD technique are provided based on the example of the head of the design office of LLC SIBUR-TSOB. The author revealed the negative trends in utilization of the working time by the head of the design office. As a solution to identified problems, the proposed measures are aimed at upgrading efficiency of the project office and its head officer.

Keywords: time, rational use of the working time, efficiency and cost structure of the work time

A.E. Kremin

CREATING A METHODOLOGICAL APPROACH TO PLANNING SMALL BUSINESS DEVELOPMENT STRATEGIES IN THE REGION

The article is devoted to the research of existing approaches to strategic planning of small business development. The author has developed a mechanism for developing and implementing a strategy for small business development in the region which allows for taking into account the influence of external and internal factors of operation of the economy sector under study, and involving into the process all its participants, including the government agencies, business entities, and the public sector. The materials of the article can be used in the activities of the federal and regional authorities associated with strategic planning of particular economy sectors.

Keywords: strategic planning, small business, development, region

I.M. Kublin, Yu.A. Pugacheva

MARKETING OF THE PREMIUM BRANDS OF THE FASHION INDUSTRY IN INSTAGRAM

The article deals with evolution of marketing activities in the field of social media relating the premium fashion brands. The authors presented and analyzed Gucci as one of the leading Italian brands. The research includes the content analysis of the brand posts on Instagram. The results of the research show that activities in the social networks are aimed at promoting and marketing products presented on a highly competitive market. The issues related to the development of a strategy in the field of social media are prioritized, which creates the basis for measuring efficiency in the social networks, especially among the premium brands.

Keywords: social media marketing, marketing strategy, social media activities, fashion brand

E. A. Lysova

CHARACTERISTICS OF MEDICAL SERVICES AS BENEFITS FROM SERVICE MARKETING

The article deals with the differences between the medical care and medical services, the needs met by medical services, features of medical services as benefits from marketing, and trends in their further development.

Keywords: service, need, medical care, medical service, features of medical services

T.V. Malysheva

PARTICULARS OF FUNDING THE COMPANY'S ASSETS DEPENDING ON THE LEVEL OF PRODUCTION TECHNOLOGY

The article analyzes the nature and characteristics of financial mechanisms related with allocation of resources for innovative restructuring of assets of enterprises. The author determines the dependence of funding specifics of the restructuring process on the level of production effectiveness. A technique is proposed for assessing the level of production effectiveness based on the AVC (Added Value Coefficient) or the share of added value in the production volume of goods and services. A matrix model for funding the assets restructuring has been developed, depending on the level of production effectiveness of various industries.

Keywords: innovative economy, property complex, restructuring, financing, added value, level of production effectiveness

V.A. Nikonov, A.V. Koryakin

IMPROVEMENT OF ORGANIZATIONAL RELATIONS IN THE MANAGEMENT SYSTEM

The problem of optimization of the whole set of organizational relations at enterprises is updated. Improvement of organizational relations contains a strong managerial potential, which not only enhances the self-esteem and group cohesion, and empowers their creative potential, but also encourages a particular system of self-organization that ensures effective and efficient solution of organizational tasks. It is emphasized that optimization of organizational relations is an important condition for improving the entire management system of a company.

Keywords: organization, management system, organizational relations, interaction mechanism, organizational culture

E.Yu. Sidorova, Yu.Yu. Kostyukhin, A.V. Shtansky, S.E. Chernovolenko

IDENTIFICATION AND ASSESSMENT OF MAIN FACTORS AND CONDITIONS THAT DETERMINE THE FEASIBILITY OF PRODUCING HIGH-TECH PRODUCTS BASED ON THE POTENTIAL OF APPLIED RESEARCH ORGANIZATIONS

The characteristic of the main applied scientific developments of NUST MISiS, on the basis of which the potential of scientific knowledge is formed, used for the production of high-tech high-tech products. Examples of high-tech innovative products with particularly high properties are given: precision alloys, nanostructured materials, new types of composite corrosion-resistant steels, etc. The main factors that determine the feasibility of producing high-tech products based on the potential of applied research organizations are given: increase in labor productivity, growing demand, the ability to create new types of work or qualitatively new products, criteria for attributing to high-tech innovative products.

The study was carried out with the financial support of the Russian Foundation for Basic Research in the framework of the research project No. 18-010-00125, the topic "Production Efficiency and Commercialization of High-Tech Products Based on Applied Scientific Organizations.

Keywords: high-tech products, innovative potential, applied research organizations, scientific knowledge potential

E.I. Skiteva, A.I. Goncharov

PROBLEMS OF SELF-EMPLOYMENT IN RUSSIA

The article examines the problems faced by entrepreneurs who are self-employed in Russia. A particular emphasis is placed on the peculiarities of self-employment of population, permitted types of activities, taxation and benefits for the self-employed. The statistical data across the regions of self-employed population, as well as by types of activities are considered.

Keywords: Self-employment of population, state support, taxation of self-employed population

Z.A. Frankevich

IMPROVING ESTIMATION METHODOLOGY OF CONTRACTING AGENCIES TO PROVIDE SUSTAINABLE DEVELOPMENT OF REGIONS WITH ACCOUNT FOR PROBABLE ECONOMIC LOSSES

The article presents the characteristic of the concept of sustainable growth in Siberia and Far East macrozones in terms of the state program of Social and Economic Development of the Far East and Baikal Region, and comprehensive investment projects involving large-scale building programs and development of underground space. The provided analysis relates the existing investigations into the premier choice of contracting agencies. The authors developed a method for estimating contracting agencies, which takes into account an array of quantitative and qualitative criteria, including a compulsory record-keeping of probable economic losses which might result from the negative events in the process of an enterprise performance.

Keywords: investment potential, sustainable development of regions, contracting organizations evaluation, probable economic losses, value, costs, compensation payments

A.N. Khaertdinova, M.S. Shamseeva

AN INNOVATIVE MODEL FOR MANAGING THE FUEL AND PETRO-CHEMICAL REFINERY

The article presents an innovative model for the management of fuel and petrochemical refinery plants aimed at improving competitive advantages of enterprises by boosting production processes, reducing the power consumption, as well as the negative impact on the environment.

Keywords: innovative management model, fuel and petrochemical refinery plant, eco-friendly production, piloting, production scaling

Yu.M. Shipilova, T.S. Glazatova

A MECHANISM FOR SMALL BUSINESS MANAGEMENT IN THE AREA OF LEGAL SERVICES

The types of business organization in the sphere of legal services is considered. A mechanism for small business management in the sphere of legal services is investigated. The organizational structure of firms providing legal services has been developed. A research has been made into the ethical aspect of doing business in the sphere of legal services.

Keywords: legal management, business in the sphere of legal services, a mechanism of management in the sphere legal services