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COMPARATIVE ANALYSIS OF SPATIAL LAYOUT THEORY IMPLEMENTATION RESULTS ON THE EXAMPLE OF THE REPUBLIC   
OF BASHKORTOSTAN AND THE REPUBLIC OF TATARSTAN

The article provides results of spatial layout analysis of small and medium-sized businesses in terms of regions which form parts of the Volga Federal District and in terms of municipal regions of the Republic of Bashkortostan and the Republic of Tatarstan. Comparison of analysis results according to the statements of spatial layout theory enabled to make conclusions regarding the actuality of these theories' statements. The conclusion about identical character of small and medium-sized businesses allocation was made on the basis of organizational-legal forms in all regions of the Volga Federal District. The conclusions reached may be applied in the development of mechanisms of small and medium enterprises spatial layout.

*Keywords:*spatial layout of enterprises, SMEs, entrepreneurship in the VFD, structural constitution of business

A.V. Vasina

IMPLEMENTATION MODEL OF STRATEGIC MANAGEMENT OF INNOVATIVE PROJECTS PARAMETRES AT ENTREPRISES

The article deals with the essence of strategic management of innovative projects parameters. A set of parameters of the external and internal environment of the innovative project is presented. The implementation model of strategic management of innovative projects parameters at enterprises providing performance of a complex of certain actions with the use of specific methods and tools of strategic management at its main stages on the phases of the innovative project is offered. The components and elements of the model are revealed.

*Keywords*: innovative project, innovative project parameters, strategic management, implementation model of strategic management of project parameters

E.V. Volkodavova, A.P. Zhabin, G.I. Yakovlev, R.I. Hansevyaro

PRIORITIES OF INDUSTRIAL BUSINESS ACTIVITIES   
IN THE CONDITIONS OF THE DIGITAL ECONOMY

In the conditions of unprecedented challenges for the competitiveness of enterprises from the side of “subversive” technologies caused by the total digitalization of the life of society and production, industrialists and businessmen face acute problems of further development. They need to develop priority areas for the modernization of technical, organizational and economic components of industrial entrepreneurial activity, based on advancing the implementation of the achievements of the fourth industrial revolution, including extensive robotization of mass production, cloud technologies, the Internet of things, etc. In Russia, the implementation of the planned digital transformation requires priority restoration on the new technological basis of the industrial sector of the economy in order to ensure the reduction of organizational costs and the acceleration of business processes through the implementation of new super-efficient technologies to form a competitive model of industrial entrepreneurship.

*Keywords*: business, industry, digital technologies, priorities, competitiveness, foresight, modernization cycles

A.A. Gibadullin, A.V. Karagodin

CHALLENGES OF DIGITAL ECONOMY IN THE SPHERE   
OF PERSONNEL TRAINING

The article is devoted to issues of training for the digital economy. The study examines the main challenges of the digital economy in the field of personnel training related to the definition of key competencies of the digital economy, bridging the gap between the education system, the labor market and employers, as well as the current changes in the Russian education system. Based on the identified challenges, a universal model of training for the digital economy was developed. At the end of the article the conclusions on the results of the study are presented.

*Keywords*: digital economy, basic competency model, human resources, education system, labor market, personnel training, employers, the federal project “Personnel for the digital economy

O.Yu. Gordashnikova, M.G. Kekhyan

EDUCATIONAL CLUSTER AS AN INTEGRAL ELEMENT   
OF REGIONAL INNOVATION POLICY

The question of creating an educational cluster as an integral element of the regional innovation policy is being considered. The essence of the educational cluster is presented as a set of interrelated institutions of vocational education, united by industry, industry enterprises and other interested parties, pursuing common goals. The advantages of using the cluster approach in the field of vocational education are described. The tasks and opportunities of the educational cluster in the region are formulated within the framework of the strategic goal – providing the economic sectors with qualified personnel. The goals and results of the interaction of educational cluster subjects are presented.

*Keywords*: educational cluster, cluster approach, region, innovation policy

O.E. Ivanova, E.V. Ryabinina

DEVELOPMENT OF GENERATION Z CAREER GOALS MODEL

The article is a theoretical substantiation of the process of iGen generation career goals model development on the basis of previous research and identified labor values, priorities in the choice of work. It proves the necessity to consider the issue of human resources management from the point of view of synthesis of proposed hypotheses and statistical measurements. Only the fusion of different theories can lead to the birth of a conceptually new system of human capital management.

The study was carried out with the financial support of the Russian Foundation for Basic Research in the framework of the research project No. 19-01-00001.

*Keywords*: labor values of iGen generation, career goals of generation Z, individual career, strategies of behavior in achieving career goals

O.V. Krasnova, Yu.A. Gurkina

Regional innovation system as a basis for improving   
the international competitive status of regions

This article discusses the regional innovation system as a basis for improving the international competitive status of the regions. The research is based on the theoretical views of outstanding scientists. The key point in this study is the consideration of evaluation methods of regional innovation representation (RIP), which is widespread today.

*Keywords*:innovation activity, innovation networks, innovation potential, innovation index

N.D. Kremlev, A.G. Shelomentsev, E.G. Mukhina

ASSESSMENT TOOLS OF POTENTIAL COMPETITIVE ADVANTAGES   
OF THE REGION

The necessity of improving the assessment tools for the potential competitive advantages of the region is substantiated. The regularity of the expansion of potential competitive advantages due to the territorial integration of the actions of government bodies and enterprises, as well as the specialization of economic activities of the region by functions and their complementarity, are revealed. A methodical approach has been developed to measure key economic activities of a region for expanding production and consumption of benefits by the population over time, as well as criteria for assessing the level of competitiveness of the agricultural and food system in the region and the country as a whole. A model of interaction and integration of regional authorities and enterprises has been developed to expand the use of potential competitive advantages of the economic system.

This work was supported by the Presidium of the RAS Program for 2013-2020. “Methodology of increasing the competitiveness of agricultural and food systems of various levels in modern conditions” (No. 0404-2019-0016).

*Keywords:* competitiveness, agricultural system, potentials, agricultural producers, processors, governing bodies, region

I.M. Kublin, V.V. Matveeva, O.V. Kondrashova

USE OF DIGITAL-TECHNOLOGIES IN PRODUCTS STORES PROMOTING

The problems of the modern Russian building materials market are discussed – a decline in sales against the background of the current economic situation in the country, and an increase in competition due to the entry of large foreign companies to the market. It is argued that this leads to the withdrawal of smaller players from the market, and consumer preferences in favor of large hypermarkets reduce the potential of building stores within walking distance. The most promising digital technologies for the promotion of building materials stores are considered: creating your own website, SMM, chat bots, mobile applications, viral marketing, cloud technologies and a cost calculation program for trading floors.

*Keywords:* digital technologies, building materials, market, thematic exhibitions

A.N. Matsuev

THE DEVELOPMENT OF INLAND WATER TRANSPORT INFRASTRUCTURE AS A FACTOR OF SPATIAL INTEGRATION   
OF THE RUSSIAN REGIONS

This article addresses the issue of increasing the economic connectivity of the regions through the development of inland waterway infrastructure. The subject of research is the task of increasing the effectiveness of federal budget expenditures aimed at implementing projects for the construction and modernization of inland waterway infrastructure facilities. This article also presents material illustrating the role of the development of inland water transport infrastructure facilities in the spatial integration of regional economic systems. The measures to improve the efficiency of federal budget expenditures proposed in this article are the use of replacement of obsolete vessels intended for dredging inland waterways with modern and more productive vessels based on the use of leasing contracts within and at the expense of funds allocated annually to maintain inland waterways. In terms of infrastructure projects, a concession mechanism is proposed instead of standard state contracts for construction / reconstruction of facilities. Thus, the financial model for the project for the construction of the Nizhny Novgorod low-pressure hydraulic system is offered.

*Keywords:* inland water transport, budget expenditures, spatial integration, regional economy, public-private partnership

N.Zh. Myavlina

NEW PRODUCT INTRODUCTION ON THE MARKET TO ENHANCE   
THE COMPETITIVENESS OF ENTERPRISES

This article gives an analysis of the theoretical aspects of the enterprise's competitiveness. Particular attention is paid to the analysis of a particular company Agrofarm, as well as the possibility of new products introduction on the market, the economic justification of proposed activities.

*Keywords*: competitiveness, enterprise competitiveness, enterprise competitiveness factors, goods competitiveness

M.L. Nechayeva, D.A. Kiotova

ESSENCE OF ECONOMIC AND SOCIAL TASKS OF HUMAN RESOURCE MANAGEMENT OF THE FEDERAL TREASURY DEPARTMENT   
OF THE NIZHNY NOVGOROD REGION

The main attention is paid to the formation and creation of human resource management uniform model taking into account social and economic tasks. Author's methodical tools for personnel organization and management on the example of the Federal Treasury Department are developed. The data of researches will be useful at the activity assessment of public services staff and formation of effective management decisions. Besides, results of the research can become a basis for further investigation in the field of economy, management and personnel policy. Methodical provisions on management of the key parameters characterizing personnel activity of the organization using the model are offered.

*Keywords*: human resource management, personnel policy, Federal Treasury, factorial analysis, cluster analysis, regression equation, chart of temporary ranks

S.V. Petrov, V.S. Panshina

QUALITY CIRCLES AS MECHANISMS OF PERSONNEL MOTIVATION   
AT ENTERPRISES

The article describes the basic conditions for improving the efficiency of personnel at the enterprise. The concept of quality circles in modern conditions is revealed. The main objectives and principles on the use of quality circles in the company are singled out. The role of quality circles introduction at the enterprise as a way of employees’ work efficiency increase is designated.

*Keywords:* quality circles, staff efficiency, personnel motivation and stimulation

O.E. Savitskaya

PROBABILITY OF REGION INNOVATIVE POTENTIAL UPDATING (ON THE EXAMPLE OF THE VOLGOGRAD REGION)

The article deals with the study on the formation and development of region innovative potential on the example of the Volgograd region. The main components of innovative potential, the size of their influence on the main indicators of resource support for the production of innovative products are highlighted. The dynamics research of indicators of the studied region resource provision, the ability to use their own innovative resources, as it is due to their introduction of new products and range of services in the shortest possible time is conducted.

*Keywords*: innovative and investment potential, resource assessment, innovative activity

L.O. Serdyukova, I.A. Mekishanov

ENSURING OF ECONOMIC AND INFORMATION SECURITY RELATION IN CONDITIONS OF DIGITAL ENVIRONMENT DEVELOPMENT

The article discusses the areas of economic security information component ensuring of an enterprise. The relation of economic and information security in the development of the digital environment, the main types of Internet threats are presented. The solutions to the problems of information security ensuring at the corporate level are offered.

*Keywords*: economic security, information security, information security ensuring, Internet threat

L.V. Slavnetskova

INNOVATIVE POTENTIAL ASSESSMENT OF HUMAN CAPITAL

The article discusses the innovative potential, which includes the resources, opportunities, funds that are used by the enterprise in the process of innovative development. The structure of the innovative potential including the components characterizing separate categories is presented. Special attention is given to the innovative human capital and the factors influencing it. The author's approach to the assessment of innovative human capital is offered.

*Keywords*: innovative potential, human capital, human capital assessment.

I.V. Solovyev

DIVERSIFICATION OF BUSINESS DIRECTIONS FOR RESAERCH AND INDUSTRIAL ENTERPRISES OF NUCLEAR INDUSTRY   
IN CONDITIONS OF STATE DEFENSE ORDER REDUCTION

The diversification of business directions for research and industrial enterprises of the nuclear industry in the context of state defense order reduction is considered. The point of view at the ways of income sources diversification for private research and industrial enterprises of the nuclear industry is presented.

*Keywords*: nuclear power, state defense order, production diversification, cash gap, market share

D.V. Filippov

FINANCIAL DIFFERENCES OF BASIC   
AND IMPROVED INNOVATIONS AS ASSESSMENT OBJECTS

The article is devoted to the problem of innovations estimation, in particular basic and improving type. It has been established that in the theory of innovative management researchers do not consider methodical approaches in direct connection with the nature of innovations and seldom take into account the type of innovations introduced. In practice, there comes an understanding of the need to systematize innovation, based on the nature of the introduced technologies. In order to overcome this problem the financial aspect of the distinguishing features of basic and improving innovations is revealed.

*Keywords:* **i**nnovation, innovation activity, evaluation, basic innovation, improving innovation, features, difference

I.А. Chernogor

MAIN COMPONENTS OF NATIONAL FOOD SECURITY POLICY FORMATION

The main components of the formation of food security national policy are considered. The elements of the formula for food security ensuring are systematized and structured. The author's approach to food security is used, which differs by analyzing the impact on food security of the four main components of national policy, ranked by the degree of importance, with indication of weight values for each component. The results of an experts and food security specialists survey are presented.

*Keywords:* food imports, components of food security, national policy, food security formula, food availability, food quality, food self-sufficiency

N.V. Shvydenko, O.I. Usatkina, O.A. Olatalo

FEATURES AND PROSPECTS OF INNOVATIVE-SUSTAINABLE   
DEVELOPMENT OF HOUSING CONSTRUCTION

The analysis of the current state of housing allowed us to formulate research directions for the development of innovative technologies based on the concept of sustainable development. The article put forward a thesis on the use of mechanisms of public-private partnership as the main tool contributing to the development of the strategic priorities of the housing industry. Particular attention is paid to the problem of residential facilities quality as a key aspect in meeting the needs of the population. The authors highlighted the consumer properties of the living environment, taking into account the differentiation of the consumer by income level and the possibility of the average apartment of mass development changing in 2025-2030 in accordance with the requirements of the housing market. As a result, the necessity of developing a system of innovative-sustainable housing management at the regional level was substantiated.

*Keywords*: innovation, sustainable development, housing construction, greening of housing, quality of a residential facility, management