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**ACTUAL PROBLEMS OF ECONOMICS AND MANAGEMENT**

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**ECONOMIC SCIENCE**

D.V. Bashmakov

ON THE FORMATION OF CREATIVE TERRITORY

Denoting the territory with a dynamic creative economy as an object of research, the author points to the two most well-known approaches to its description. The first of them, C. Landry's approach, is based on a creative rethinking of the cultural resources of the territory in the context of its innovative development policy. The second approach, authored by R. Florida, focuses on the formation of a class of representatives of creative industries and migration flows, leading to the development of mega-urbanization. Despite the differences and criticism, both approaches agree on the need to create and develop creative industries on the territory. The paper analyzes a set of conditions that ensure the formation of creative territory. These conditions concern the creation of places for inspiration and spaces for creative interaction, the analysis of everyday life, determined by the level of welfare of the population, the quality of IT and transport infrastructure, links with other sectors of the economy and adequate policies of local governments. The proposed conditions take into account the possibilities of employment for the population, the achievement of multiplicative effects in the economy and the improvement of urban spaces. As a conclusion, the native intention of humanity to a creative economy, aimed at overcoming the negative effects of physical labor in conditions of its mechanization and the development of human intellectual efforts in the process of economic reproduction.

*Keywords:* creative territory, creative industries, creative economy, creative thinking, post-industrialization

D.A. Golovenkin, S.Yu. Lomonosova

SHADOW ECONOMY AND ECONOMIC SAFETY – CAUSE DUTILITY
AND PECULIARITIES OF INTERACTION ABSTRACT

The problems of the influence of the shadow economy and economic security are considered. The purely economic and cultural aspects of the shadow economy have been studied. As a result, the author comes to the conclusion that the transfer of the shadow economy to the legal one is impossible without a qualitative change in the economic culture of the population.

*Keywords:* shadow economy, economic security, state security, informal employment, economic culture

O.V. Grushina, N.N. Shelomentseva

**TO THE PROBLEM OF THE SECURITY OF THE POPULATION
AVAILABLE AND COMFORTABLE HOUSING**

The need to improve housing conditions is wanted by households throughout the Russian Federation. The goal of the optimally organized economic system of the state is that all categories of citizens should have one or another state or market opportunity to meet their housing needs. To analyze the structure of such needs, the authors applied the methods of dynamic and structural analysis of data for the Irkutsk region. As a result, a regularity was found in the structure of existing residential apartments by the number of rooms in the Irkutsk region from 2000 to 2017. The linear approximation methods show trends in structural changes of residential apartments commissioned by the number of rooms from 2000 to 2017. The “ideal” dwelling structure for 2010 in the Irkutsk region was calculated, which corresponds to the needs of the population according to the 2010 census, shows its differences from the offer of apartments in the period under review. The practical result of the analysis can be a more accurate state planning of housing needs, consisting in a clear structure of the future supply of apartments according to the number of rooms and the division of the offer in accordance with categories of citizens into market and secured by state funding through state programs.

*Keywords:* affordable housing, residential structure, housing

S.A. Gusev

IMPROVED METHODS OF ASSESSING FINANCIAL DAMAGE
FROM IDLE TIME ON THE LINE BUS, TRAM AND TROLLEYBUS ROUTE

The analysis of the current state and development of public transport is given. The perspective directions of introduction in practice of management of public transport of navigation and communicative technologies as tools in improvement of quality of services in service of a passenger traffic are considered. Directions in improvement of a technique of definition of material damage from idle time of the rolling stock on the line by inclusion in calculations of the actual information on size of the functioning passenger flows are offered.

*Keywords*: system, management, transport Economics, rate, damage

A.I. Dudnik

SOCIAL EFIICIENCY OF INTERNATIONAL JOINT VENTURES
IN ENERJY INDUSTRY

The article explores social efficiency of joint ventures. It describes key features of energy joint ventures and their social effect. It also analyses data which allows to estimate social effectiveness of this instrument for achieving social progress and solving public problems.

*Keywords*: Business structure, joint venture, efficiency, energy industry

E.S. Dykman

PROCESS APPROACH AS A DECISIVE FACTOR
IN DIGITAL ENTERPRISE TRANSFORMATION

The author presents the versatile characteristics of such definitions as digitalization and digital transformation of an enterprise and identifies the distinctive features of the digital economy, and its impact on the functioning of the enterprise as a whole. It was also revealed that the process approach allows the company to launch a cycle of continuous improvement, which consists in regularly collecting feedback from consumers of the business process. Generalized and concretized the principles by which the business process management system becomes an effective tool for digital transformation of the enterprise.

*Keywords:* digitalization, digital economy, company,digital enterprise transformation, control system, efficiency**,** business process, process approach

Yu.Yu. Kostyukhin

METHODOLOGICAL PROVISIONS FOR BUILDING MODELS
OF INDUSTRIAL ENTERPRISE POTENTIAL

Evaluation of the capabilities of the company, its potential are of paramount importance for making the necessary decisions for both the current and future development. Based on the general laws of systems, in particular, on the law of development, we can assert that each material system strives to attain the greatest total potential during the passage of all stages of the life cycle. Using the analysis of the main indicators and characteristics of the leading metallurgical companies in Russia, it has been established that the potential of an industrial enterprise is determined by both hard and soft factors, such as technical, economic, psychological and social factors. With the use of situational potentials, a methodology has been developed for assessing the performance of an enterprise, which characterizes the actual level of achievement by the enterprise of the maximum value of the indicator due to exceeding the boundary of the precrisis state.

*Keywords*: Ferrous metallurgy, strategy, potential, industrial enterprise, factors, efficiency, estimated vector

O.V. Krasnova, Yu.A. Gurkina

**CONCEPTUAL APPROACH TO THE ASSESSMENT OF A REGIONAL
INNOVATIVE ENVIRONMENT BASED ON THE INDEX METHOD**

This article discusses a conceptual approach to assessing the regional innovation environment based on the index method. The necessity of using a new approach to assessing the innovative potential of the region is identified and justified. On the basis of the study, the author proposes to use the PRIM index method for the development of programs of innovative development of the regional economy and for the development of regional strategy.

*Keywords*: conceptual approach, innovative environment, index method

I.M. Kublin, R.G. Guchetl

STUDY OF RUSSIAN AND WORLD SOCIAL MEDIA
AS A COMMUNICATION ENVIRONMENT INTERNET MARKETING

The article defines the essence of social media, studies and analyzes the terminology of this category from the perspective of different authors, presents the main types of social media and their classification. Also, an analysis of research conducted by foreign analytical companies and domestic scientists of social media was conducted. Based on the results of this study, conclusions are drawn about the need to use Internet technologies using social media to promote goods and services on the world and domestic markets.

*Keywords*: communications, social media, target audiences, Internet technologies, websites, promotion, social networks

G.K. Kurmanova, A.A. Kim, B.B. Sukhanberdina, B.A. Urazova

YOUTH LABOR MARKET: NEW CHALLENGES AND OPPORTUNITIES

Questions of labor market and situation in the sphere of employment of the population are one of global current issues as unemployment has a considerable impact on an economic situation in any country. Rise in unemployment among youth leads not only to economic losses for the younger generation, for the personality and family of the young citizen. Scientific, technical, and professional capacity of the enterprises decreases. Bases for future economic growth are undermined. In this article are given the factors affecting difficulties in job search by young people and some recommendations concerning forming of future policy directed to decrease in unemployment rate among youth in various countries are offered.

*Keywords*: youth, unemployment, labor market, youth unemployment rate, The International Labor Organization

N.v. Medvedeva

THE SPECIFICITY OF MANAGEMENT RISKS
IN THE RUSSIAN EDUCATIONAL SYSTEM

The existing approaches to the definition of risk are considered in the article, position that the risk should be considered from the perspective of the socio-economic situation for management the statement is proved, role of the information system for risk prediction and assessment in education management is shown, analysis of specific characteristics of educational organizations management which are the cause of risks in education management is given.

*Keywords:* risk, risk situation, management decision-making in risk conditions, the choice of alternatives, sources of risk in the leader of the educational organization work, especially the sources of risk in the education

A.A. Minatullaev, H.M. Habibulaev

PROBLEMS OF FORMATION AND FUNCTIONING
OF AN EFFECTIVE MECHANISM OF STATE REGULATION
OF INNOVATION SPHERE OF ECONOMY

The task of disclosing the existing mechanism of state regulation of the innovative sphere of the Russian economy is set. Features of financing, forms and methods of stimulation of innovative activity in Russia and Western countries are estimated. The mechanism of financing of small innovative firms of the USA at all stages of an innovative cycle is opened. The positive aspects of the impact of Western sanctions on innovation in Russia are considered. The most effective ways of state regulation of Technopark structures and small innovative firms in Russia are determined. The mechanism of tax stimulation of innovative activities in Russia is explained in detail. The method of calculation of economic efficiency of tax stimulation of innovative activity by the state is offered.

*Keywords*: incentives, innovation, financing, technological innovation, taxes, grants, penalties, venture, innovative update

I.N. Misanova, A.V. Vlasov, N.L. Fomenko

MODEL OF IMPROVEMENT OF THE SYSTEM OF MANAGEMENT
OF MATERIAL AND TECHNICAL RESOURCES

Tthe article presents a model of improving the management system of material and technical resources. the relevance of the topic is due to the demand for integral processes of the enterprise in such a direction as the management of material and technical resources. The article presents the main criteria for the classification of resources, the basic business processes.

*Keywords*: management system, decision making, material and technical resource, economic activity, business process

I.A. Raevich

MODERN APPROACHES TO THE DIAGNOSIS
OF REGIONAL SOCIO-ECONOMIC PROBLEMS

Modern approaches to the diagnosis of regional problems are discussed. The problems of the Russian regions in the following areas: economic, budgetary, administrative and social. Foreign approaches to diagnostics are considered: human development index, global competition index, ADB-DB model, UrbanAudit approach and DFID-DTLR model. The features of foreign approaches based on the assessment of Russian regions are revealed. Domestic approaches to diagnosis are considered: the RIA Agency model and the rating of investment attractiveness of regions, which are based on available local indicators without the possibility of comparison with the regions of other countries, do not take into account the various "starting conditions" and the current socio-economic situation of the regions. The features of single-industry towns that affect the application of the described approaches to the diagnosis of single-industry towns are presented.

*Keywords:*regional economy, regional socio-economic problems, problem diagnostics

E.Yu. Sidorova, G.V. Timochova

IMPROVING THE BUSINESS PROCESSES OF AN INDUSTRIAL
ORGANIZATION AS THE BASIS OF ITS SYSTEM DEVELOPMENT

The classification of business processes was supplemented with a criterion – the scope of a business process for various types of activity within an enterprise: autonomous processes within one production cycle, cross-cutting business processes. The conclusion was made about the need to preserve three levels of hierarchy: strategic planning for the development of business processes in an industrial enterprise; the construction of a business process management system in an enterprise (the formation of the system and its continuous improvement); development, on the basis of a strategic plan, of a roadmap for the development of the system and individual business processes, the construction of maps describing the business processes of an industrial organization.

*Keywords:* business process, industrial organization, development, sustainability, system approach, the card description

O.V. Sysoeva

SMALL INNOVATIVE ENTERPRISES AS AN ELEMENT
OF DEVELOPMENT OF THE ECONOMY OF KNOWLEDGE

Universities are a fundamental element in the development of an innovative economy of the region and country. In leading economies, the entrepreneurial clusters are developed on their basis where a technology transfer takes place. Such clusters can include both small innovative companies and technopark structures. Within the framework of the U-helix model, it is shown that the formation of such an “internal entrepreneurship” is a necessary condition, without which a development of “external entrepreneurship” along the university – industry link will be protracted.

*Keywords*: university, innovations, technopark, small innovative enterprises

S.A. Shelkovnikov, L.A. Ovsyanko

THE CONCEPT OF STATE SUPPORT OF REGIONAL DAIRY
SUBCOMPLEXES OF AGRO-INDUSTRIAL COMPLEX

The concept of the state support of regional dairy subcomplexes including its functions, principles, directions and methods, and also results of innovative development is proved. The functions of state support include: stimulating, guaranteeing and compensating. The fundamental principles – priority, delegation of authority, differentiation, stability, predictability, complexity, cost recovery. The directions of implementation of the concept for each form of public financing: investments, guarantees and subsidies.

*Keywords*: governmental support, investments, guarantees, subsidies, dairy subcomplex, Krasnoyarsk region

S.N. Yashin, N.A. Nemchinov

DETERMINING THE LEVEL OF COMPETENCE OF MANAGEMENT
IN THE PROCESS OF MOTIVATING EMPLOYEES

The issue of identifying various motivational methods and skills used by company leaders in Russia is being considered. To establish the relationship between the motivational methods used by management, the study mainly focuses on the managers of various organizations. The main goal is the analysis, which consists in determining the level of managerial competencies in the process of motivating employees. The scientific hypothesis explores how managerial competencies affect the work and loyalty of employees.

*Keywords*: motivation, loyalty of employees, labor obligations, leadership ability to motivate