

**Abstract and keywords of the collection of scientific papers
«ECONOMY AND MANAGEMENT: THEORY AND PRACTICE»
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«Economy and management: theory and practice»
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Praxiological foundations of the system of training in-demand management personnel

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Abstract

The problems of praxiology as a science of principles and methods of effective activity are considered, which are of interest in understanding key knowledge about human behavior when setting goals, planning and achieving it, through competencies and their consideration through "skills". It is shown that the participation of companies in the training process activates the process of their fundamental academic training, shifting the focus to real production with practical knowledge and skills, adapting the student to the upcoming work, which contributes to the training of a specialist with the necessary competencies. The proposed concept of "advanced education" based on the "University – employer" system and the management model of predictive personnel needs are dominant in nature, allowing to specify the development of new standards and professionograms, the development of partner strategies for solving problems of advanced education development and successful formation of the subject of professional activity.

Keywords: praxiology, formation of skills, professionalism, advanced education, concept, models, professional activity

The transport system of the city of Sevastopol in the socio-economic development of the region

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Abstract

This article is devoted to the analysis and assessment of the existing state of the transport system of the city of Sevastopol and its impact on the socio-economic development of the region. The relevance of the topic is due to the fact that the level of quality of the urban environment and the quality of life of the population directly depends on the level at which transport services will be developed in the city. The article used methods of literature analysis and statistical data, with the help of which information was obtained about the infrastructure of the city of Sevastopol, diagnostics of the route network was carried out, the types of transport that are used in the city due to its favorable geographical location were identified. The development of the transport system in the federal city continues and is aimed at organizing uninterrupted, safe and comfortable movement on the roads of Sevastopol.

Keywords: transport, transport system, socio-economic development, region, passenger traffic, passenger transportation, mobility, the city of Sevastopol

Urban development through integrated and sustainable development of the territory (the example of Moscow region)

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Abstract

The article deals with the issues of changes in the part of the integrated and sustainable development of the territory and the integrated development of the territory for the implementation of activities for this structure. An integrated meaningful approach currently gives urban planners a chance to create high-quality and balanced territories and cities. The article considers the issue of development since 2014 and the changes that have appeared in 2021 and how they affect urban zoning documents to determine the best approaches to solving the complex problem of creating a comfortable urban environment, developing and testing planning and volumetric principles of architectural ideas for the purpose of a set of measures aimed at creating favorable living conditions for citizens, updating the living environment and common areas

Keywords: integrated and sustainable development of the territory, integrated development of the territory, Moscow region, rules for land use and development of the territory.

Construction and use of plants for the thermal processing of waste as a stage in the development of green economy technologies

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Abstract

The article is devoted to the problems of waste processing in the Russian Federation and ways to solve them. The development of recycling technology is required, which allows to reduce the volumes of existing waste and prevent their subsequent accumulation, and also provides an opportunity to extract additional benefits. The experience of foreign countries and Russian practice is analyzed. The findings made it possible to formulate proposals for the implementation of the technology of an integrated waste management system in the regions of Russia. The needs of the construction of high-tech enterprises have been very relevant over the past decades. The issues of waste processing, as well as the problems associated with the reduction of existing landfills around the cities of the country, is an important socio-economic task that needs to be addressed immediately.

Keywords: W2E, integrated waste management system, thermal waste treatment, green economy, Greenpeace

Development of agriculture in southern federal district

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Abstract

This article is devoted to the analysis and assessment of the current state and trends in the development of the agricultural sector of the Southern Federal District. It is an undeniable fact that the development of agriculture fulfills an important task of ensuring food security, as well as social and economic sustainability of any state. The Southern Federal District plays a special role in ensuring this security and sustainability, having natural resource, territorial potential and favorable climatic conditions. Monitoring of current trends in the development of agriculture in the district allows timely identification of existing problems of each subject and making the necessary decisions. The study showed a positive trend in the production of agricultural products in general, but there are negative trends in the harvest and yield of cereals and legumes, fruits and berries, a reduction in the number of cattle and pigs. Based on the results of the analysis, the main reasons for the change in indicators were formulated, as well as options for their solutions were put forward.

Keywords: agriculture, Southern Federal District, agricultural products, crop production, animal husbandry, gross harvest, yield, cattle.

Heat supply projects implementation efficiency

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Abstract

The article is devoted to the analysis of the project on the introduction for autonomous boiler house apartment building implementation effectiveness. The centralized heat supply systems in Russia key problems are considered. The statistical data analysis of the heat supply sphere current state on the basis of Russian Federation Ministry of Energy official publications is carried out. The ready-made solution characteristics for the autonomous boiler system construction in an apartment building are reviewed. There was made a project of complex of multi-storey apartment houses transition feasibility study to the decentralized heat supply. Cost calculation of heating energy unit in the autonomous heat supply system application to the population was made. During the study it was found that the proposed project can be implemented due to its efficiency and rapid payback period relative to the useful period.

Keywords: central heating, thermal energy, autonomous boiler house, modular-unit boiler house, decentralized heating, economic efficiency, heating networks, thermal energy project.

Personnel and strategic foundations for the development of regional management

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Abstract

The problems of regional development based on the training of in-demand production personnel for the implementation of the strategy of economic breakthrough as a basis for sustainable development of the country are considered. The systematic approach is the basis for the construction of the proposed models manifested in praxiology and is concretized in advanced training based on the dynamics of the labor market and the involvement of employers in the implementation of professional educational programs based on social partnership. The proposed methodological approaches and models of regional management define the guiding ideas, principles and provisions of centralized management in the region. This approach differentiates the legal aspects of management and contributes to the emergence of a synergetic and intersectoral multiplicative effect as the basis for breakthrough economic development. The effectiveness of the developed models and management is determined by the proposed indicator of the stability of the managed systems and reflects their organization and readiness for creative changes.

Keywords: staffing, contradictions in development, strategies, regional management, models, sustainable development

Trends and directions of development of the hotel industry enterprises in the Russian Federation and the Crimea

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Abstract

This article is devoted to identifying trends and directions for the development of hotel industry enterprises in the Russian Federation and the Crimea using empirical, graphical and tabular methods. The relevance of the chosen topic is primarily due to the fact that the hospitality industry is developing dynamically and attracts an increasing number of tourists not only from Russia, but also from abroad. The development of the hotel industry in the country is associated with an increase in the tourist flow, and, consequently, with an increase in the number of hotels that meet international standards, but in order to attract more tourists, it is necessary to determine the trends and directions for the development of the hotel industry in the Russian Federation and the Crimea, which is the purpose of writing the article. The development of the Crimean hotel industry is aimed at creating a modern competitive highly efficient industry of national and international importance, restoring the status of Crimea as a modern tourist center in the Russian Federation.

Keywords: tourism, tourist industry, tourist flow, hotel industry, development of the hotel industry, Republic of Crimea, the city of Sevastopol

Viticulture and winemaking as a developing branch of the agro-industrial complex of the Russian Federation

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Abstract

The branch of viticulture and winemaking in the territory of the Russian Federation and Crimea is promising and the study of its further development is considered relevant. The author's approaches to the functioning of the wine industry have been studied. The specifics of growing grapes on the territory of Crimea are shown. The main statistical databases are analyzed. The gradation of grape harvest is considered: production (technical), rural population, farmer. Problems have been found that contributed to the slow growth of viticulture. The regions that occupy leading positions in harvesting, production and sale of the finished product have been identified. The wine industry in general in the Russian Federation and in the Crimea in particular has a positive trend towards development. Every year, the area of planting grapes is growing, the volume of harvesting is increasing and, as a result, production volumes are increasing. Every year new ways of selling wine products are opened. With the increase in the volume of production from own raw materials, the size of imports of grapes and other necessary raw materials from other countries decreases.

Keywords: winemaking, viticulture, agro-industrial complex, rating of wine producers, grape production volumes, grape plantations.

The use of artificial intelligence in healthcare and medicine as an important factor in economic growth

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Abstract

The state and significance of standards in health care and medicine is considered in relation to the revolutionary changes in human civilization. The formation of a new socio-economic formation of the world civilization, which is defined as an information or digital society, is accompanied by revolutionary changes in all spheres of human life and activity, including healthcare and medicine. Of particular importance is the technology of artificial intelligence, as the main technology of the twenty-first century. The development and application of technologies with elements of artificial intelligence in medicine should be based on clearly defined rules and standards, which should, on the one hand, improve the quality of healthcare and medicine, and on the other hand, serve as a guarantee of their safety. The quality of national standards for the development and use of medical systems with elements of artificial intelligence also determines the role and leading position of the country in the global market of innovative technologies. A comparison is made of the processes of creating standards for the use of medical technologies in the United States of America and the Russian Federation. As a result, the use of these technologies will contribute to the health of the population, and, accordingly, the growth of the country's economy.

Keywords: standards, artificial intelligence, digital society, national strategies, population, economy

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The impact of the pandemic on the standard of living of the population of the Kostroma region

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Abstract

This article is devoted to a statistical study of the standard of living of the population of the Kostroma region. Some socio-economic indicators affecting the quality of life of the population are analyzed, including: the level of employment, the unemployment rate and the crime rate in the region. The growth rates and growth rates of these indicators for the period 2010-2020 are determined. An attempt was made to assess the impact of the Covid-19 pandemic on the studied indicators and, accordingly, on the standard of living of the population of the Kostroma region. The calculations were carried out using the Microsoft Excel application software package. The values of socio-economic indicators were predicted without taking into account the influence of external factors, a comparison with the initial data was carried out, as well as a correlation analysis was carried out to identify the relationship between the indicators. The analysis is not comprehensive and focuses only on individual elements, but nevertheless allows us to quantify and qualitatively assess the dynamics of the standard of living of the population of the Kostroma region.

Keywords: standard of living of the population, Kostroma region, indicator, pandemic, dynamics, forecasting, correlation analysis.

The impact of the COVID-19 pandemic on the gross domestic product of Russia and the gross regional product of the regions

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Abstract

This article is devoted to the study of the impact of the Covid-19 pandemic on the GDP of the Russian Federation, as well as the GRP of some regions of Russia (Kostroma region and nearby regions). The paper analyzes the dynamics and growth rates of Russia's GDP in the period from 2011 to 2021, the GRP of Russia's regions in the period from 2011 to 2020, and makes a forecast of the dynamics of indicators until 2024, taking into account and without taking into account the impact of the pandemic on the socio-economic system. The forecast was based on correlation and regression analysis in two variants: taking into account the values of macroeconomic indicators during the pandemic and without taking into account these values, i.e., what would be the economic dynamics if there were no Covid-19 pandemic. Thus, comparing in fact the potential and real indicators of GDP and GRP, it is possible to assess the impact of the epidemiological situation on economic activity both in the Russian Federation as a whole and in its individual regions in particular.

Keywords: correlation and regression analysis, GDP, GRP, coronavirus infection, economic dynamics, forecast, regions of Russia.

Public relations as a way of marketing communications of cultural and art institutions

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Abstract

This article discusses the technology of interaction between state institutions of culture and art with society, highlights the main problems and prospects for such interaction. The relevance of the topic is confirmed by the contribution of cultural and art institutions to the development of the region. The purpose of the article is to evaluate the various features of theatrical sites as a way of marketing communications of cultural and art institutions. In this regard, building marketing communications of cultural institutions is one of the main factors in their development. There are features of building relationships with the audience, forming and maintaining an image, since the sphere of culture and art is quite specific. The successful operation and existence of such organizations directly depends on how much they are in demand and recognized by society. The essence of PR activities, ways of promoting the theater, ways and channels of communication with the audience, the specifics of the implementation of PR events, as well as the implementation of the main mission of the theater (popularization of domestic and foreign classics, with the preservation and development of cultural traditions of Russia) through PR activities are revealed. The insufficiency of using the potential of websites as an effective means of communication with the audience has been proven.

Keywords: public relations, marketing communications, PR activities, cultural and art institutions, prospects for the development of the cultural sphere of the region

Platforms as a model of organization of economic activity: some specific features of functioning

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Abstract

The present paper contains an analysis of popular implicit assumptions about platforms that hinder understanding of their nature. Real characteristics of platforms are described. Recommendations for platform operators in the field of management of platform sides are formulated. It is demonstrated that platform transformation of business consists in creating an environment for direct interactions of its stakeholders.

The paper represents a conceptual research based on the method of narrative literature review and the general method of analysis and synthesis.

The contribution of the present paper consists in a systematic description of some aspects of functioning of platforms that receive little attention in the scholarly literature. This description helps to better understand the nature of platforms as a model of organization of business and can be used as a basis for development of tools of management of platform transformation

Keywords: platforms, transaction cost, platform transformation, digital economy

Anti-crisis support measures and their impact on the main indicators of the construction industry

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Abstract

The article is devoted to assessing the impact of the COVID-19 pandemic on the construction industry. The economic crisis caused by the new coronavirus infection and the subsequent restrictive measures caused a number of negative trends in the industry. The authors present the key measures of state support for the construction sector during the pandemic and their impact on the main indicators of the industry. The article reveals issues related to the assessment of the impact of state subsidization of loans and loans on demand in the housing construction sector, analysis of investment activity during the pandemic. It is revealed that there are a number of problems in the industry that hinder economic development. The key aspects of the financial condition, the dynamics of debt and liquidation of companies in the construction industry are considered. The study showed that the severe epidemiological situation has exacerbated the issues of ensuring the necessary volume of construction, high debt burden and bankruptcy of companies. In the context of macroeconomic destabilization, the assessment of the main changes in the industry is due to the importance of timely identification of the most critical problems.

Keywords: construction industry, investments, anti-crisis support, covid-19 pandemic, restrictive measures, subsidies, mortgage lending

Problems and prospects for the development of the hotel sector of Crimea

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Abstract

This article considers the hotel sector of the economy of the Republic of Crimea and the city of Sevastopol, highlights the main problems and prospects for its development. The essence of the concept of the hotel business, the ways of its growth are revealed. The main role in the development of the hotel business in the region and the increase in the number of accommodation places is played by the entrepreneurial structures of the Crimea and the city of Sevastopol. The relevance of the topic is confirmed by the contribution of the tourism sector to the economy of the region. In this regard, the state of the hotel stock is one of the main factors determining the development of tourism services in the industry. An assessment of the state of the hotel services market on the Crimea and in the city of Sevastopol made it possible to draw the following conclusions: the market is competitive and diverse, income from the sale of hotel services is increasing every year, infrastructure is changing, an information and innovation base is being created for further modernization of accommodation facilities as part of the development of the region.

Keywords: hotel sector, accommodation facilities, hotels, Crimea, Sevastopol city, prospects for the development of the hotel industry in the region, problems, prospects.

Toward the issue of organizing a system of standardization of greening within the framework of urban improvement

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Abstract

Landscaping is one of the most important elements of the complex of works on the improvement of the territory. Green spaces bring a person closer to those "necessities" that are inherent in nature: to breathe clean air, to listen, to see, to tactilely feel what brings aesthetic pleasure, gives comfort and health.

In a complex urban system, it is necessary to rationally combine the engineering, technogenic characteristics of the environment with its living, natural component for the convenience and comfort of people. The tool that ensures the creation of the natural part of the environment is green spaces. The creation, protection, reproduction and operation of landscaping should be regulated, normalized, as well as any process in the complex of a single, harmonious life cycle of the city.

The purpose of the work is to draw the attention of specialists - landscape designers, architects, scientists, researchers, representatives of customer services, architecture and urban planning authorities and other subjects of urban planning activity engaged in the design, arrangement of urban areas, to the system of regulatory documents for creating a favorable environment.

The system of regulation and regulation of landscaping, created and operating in the Russian Federation at the present time, provides the urban population with the minimum necessary natural resources, requires mandatory compliance with the norms and provisions contained therein. However, in order to achieve the goals of creating a favorable environment for human life and activity, this system must develop and adapt to the conditions of a continuously developing city.

Keywords: landscaping, urban environment, quality of life, rationing, system of legislative, regulatory, regulatory documents, standard of integrated development of the territory.

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Regulation of infrastructure development of regions

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Abstract

The article is devoted to the field of formation and regulation of regional infrastructure development. Well-known approaches proceed from the general concept of the market or any particular industry (production, finance, social sphere, transport) or concentrate on general theoretical foundations, not paying enough attention to specific socio-economic processes.

The issues of the conceptual model of the subsystem of infrastructural support of industrial activity, the life of territorial education and scientific and innovative activity in the region are studied. A proposal has been prepared for the formation of an approach from the standpoint of assessing the factors and conditions of regional development. The proposed approach is based on the allocation of infrastructure within the framework of the regional complex by basic sectors. At the same time, a certain cycle is assumed in each sector and the infrastructure of each cycle is considered accordingly. The fundamental difference of the proposed approach is the consideration not of the infrastructure facilities themselves, but of the implementation of the functions of influencing specific subjects of economic activity in the region.

Keywords: infrastructural development of the region, regional development, conceptual model, infrastructural support, scientific and innovative infrastructure, region.

Human resources of the enterprise fishery complex

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Abstract

The formation of personnel support for enterprises of the fishing industry has a direct impact on the effectiveness of its activities as an element of the sustainable development of the industry. The article defines the structure of staffing, using the example of the activities of LLC "Kerchholod". With the help of correlation and regression analysis, the factors affecting the efficiency of the use of the wage fund were determined, as well as an assessment of cash flows based on the output of product types using a rating assessment, which allows conclusions to be drawn about measures aimed at adjusting staffing. A graph of the real and calculated dependence between the selected indicators of correlation and regression analysis is constructed.

Human resources at the enterprise play a key role in the production activities of the organization, therefore, the effective use of funds for the maintenance of personnel is one of the conditions for the favorable development of the enterprise.

The study of the staffing of enterprises of the fisheries complex will contribute to the improvement of a model that allows organizing the sustainable development of enterprises of the fisheries complex. Measures are proposed to improve the efficiency of staffing of the enterprise of the fisheries complex.

Keywords: personnel, enterprise, fishery complex, efficiency, structure, correlation-regression analysis, rating assessment.

Investment activity and attractiveness of the city of Sevastopol: realities and prospects

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Abstract

Sevastopol is one of the most promising regions of the Southern Federal District. The purpose of the study is to study the investment attractiveness of the city of Sevastopol, and identify problems that hinder the investment activity of the region. The main task was the analysis of investment and economic activity within the region in the retrospective period, the identification of existing problems in the investment environment and the establishment of promising directions for the development of investment activity.

The results of the economic activity of the city of Sevastopol have shown positive dynamics over the past years. However, investment activity in the region is undergoing a noticeable decline, which leads to a slowdown in the economic development of the region.

The political, economic and infrastructural causes of the current situation are determined. It is proposed to create a single communication channel between the administration and potential investors. At the same time, it is recommended to expand and improve the list of existing conditions for attracting investors, while simultaneously improving the organizational and economic mechanism for the development of the region.

Keywords: economy of the region, investment activity, investment attractiveness, investment, region, investment activity, city of Sevastopol

Social Capital and Spatial Development of the City of Sevastopol: Interdependence of Concepts

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Abstract

The article considers a conceptual approach to the study of the interdependence of the concepts of social capital and the spatial development of the city of Sevastopol. Based on the analysis of the basic provisions of the draft concepts of the spatial development of Sevastopol as a city of federal significance, the conclusion is drawn about a high degree of cohesion of the city's population, which characterizes the level of social capital of the territory. The manifestation of the network nature of social capital in the transformation of stable relations between city residents, which presuppose long-term subjective-emotional obligations (feelings of gratitude, respect, friendship, etc.), is emphasized. Conducting scientific and fundamental research in the field of interdependence of the concepts of social capital and the spatial development of the city of Sevastopol made it possible to conclude that the spatial development of the regions of the Russian Federation is determined both taking into account the all-Russian prospects and taking into account the strategic directions of the development of the region. The development of social capital is the most important direction in the implementation of the strategy of spatial development of the city in the context of the implementation of the economic model of the network type. As prospects for further research, the importance of analyzing the impact of social capital on increasing the attractiveness and competitiveness of city development in justifying the absolute importance of forming the social capital of a city in the digital network economy should be highlighted.

Keywords: social capital, spatial development, concepts, the city of Sevastopol, trust, social networks.

Development of regional production and economic systems through internal rating management

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Abstract

The development of regional production and economic systems through internal rating management is relevant due to the fact that existing approaches are more focused on assessing the sustainability of the functioning and development of industrial parks from the standpoint of increasing the investment attractiveness of the region, innovative development of territories, the efficiency of industrial parks, and the competitiveness of resident enterprises, but practically do not touch upon the problem of assessing the sustainability of the functioning of industrial parks from the standpoint of business structures.

The proposed mechanism for internal rating management of the development of regional production and economic systems in the system of an industrial park makes it possible to conduct a systematic comprehensive spatial and dynamic assessment of the level of their development, to identify the most significant threats and risks to sustainable functioning and development, to select an adequate development goal and strategy for the current situation, and on this basis to improve the quality of management decisions regarding the sustainable functioning and development of regional production and economic systems in the industrial park system.

The implementation of the blocks of the mechanism proposed above was carried out on the data of regional production and economic systems that are residents of 150 industrial parks in various regions.

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Approaches to predicting the level of competitiveness of regional production and economic systems of the wine industry

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Abstract

The competitiveness of the Sevastopol region and the Republic of Crimea is largely ensured by the production and economic systems of the viticulture and wine industry. Obviously, in the coordinate system of rapidly changing operating environment conditions, a special role is played by the tasks of predicting the level of competitiveness of production and economic systems for the subsequent assessment of the stability of their competitive position and the development of preventive management measures that can strengthen the competitive position of an enterprise in the market.

A methodical approach to assessing and analyzing the level of competitiveness of a regional production and economic system is proposed, which is based on the synthesis of methods for analyzing hierarchies, taxonomy, cluster analysis, probit, logit-analysis and allows to form a system of the most significant indicators of the competitiveness of a production and economic system; determine the weighting coefficients that reflect the significance of the influence of individual factors on the formation of the level of competitiveness of the production and economic system; allows to give a qualitative assessment of the level of its competitiveness; to recognize the class of the production and economic system by the level of competitiveness both in the current and forecast periods.

Keywords: regional production and economic system, competitiveness, proactive management, forecast, viticulture and wine industry.

Improving the management of the development of business structures

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Abstract

Entrepreneurial structures are one of the components of the financial and material basis of the state. A prerequisite for the effective management of business structures is a qualitative analysis of its production, commercial and financial activities, the definition of goals and the compliance of existing opportunities for their further implementation.

The article discusses the theoretical aspects of the activities of business structures, identifies the main problems of effective management of business structures and explores trends, potential areas for improving management within business structures, focuses on the need to improve the basic business processes of entrepreneurial structures, their further optimization.

The author emphasizes the need to use digital technologies. The introduction of digital transformation into the architecture of enterprise structure management is a key condition for reducing the processing time of the studied data, identifying sagging indicators of financial activity, increasing the speed of decision-making, analyzing the presence or absence of cause-and-effect relationships between the subjects of an enterprise structure, strengthening their interaction in creating a synergistic effect of development management business structures.

Keywords: economics, management, business structures, development, digital technologies.

Sustainable customer service in the digital economy

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Abstract

The present paper contains an analysis of problems that the excessive implementation of digital technologies by retail companies creates for sustainable customer service. It is demonstrated that retail companies can force customers to shift to a digital model of service. Moreover, customers' access to good and services depends on digital technologies. It means that consumption becomes precarious.

It is demonstrated that within the omnichannel and multichannel marketing the physical channel of interaction with customers plays an auxiliary role as the organization of customer service is based on digital technologies.

A set of measures to ensure sustainable customer service in case of impossibility to use digital technologies is proposed.

The paper represents a conceptual research based on the method of narrative literature review and the general method of analysis and synthesis.

The contribution of the present paper consists in a systematic description of precarious consumption in the digital economy. This description helps to better understand the nature of precarious consumption and can be used as a basis for development of tools of sustainable access of customers to products and services

Keywords: platforms, transaction cost, platform transformation, digital economy, precarious consumption

Trends in the development of viticulture and winemaking in the Russian Federation

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Abstract

The article discusses the current state of the viticultural and wine-making complex of Russia. A comparative analysis of macro indicators of the activities of the viticulture and winemaking industries of the Russian Federation with the leading countries of the European Union, the USA and China, as well as an analysis of the dynamics of changes in gross indicators of Russia in recent years. The paper considers the mechanism of regulation of industries at the state and regional levels, as well as the experience of state control and support of the grape and wine complex in foreign countries specializing in the production of grapes and wine. Based on the results obtained, the main problems and vulnerabilities of the domestic market of viticulture and winemaking were identified, and recommendations were developed taking into account global trends aimed at eliminating problems that will affect the efficiency of the functioning of industries and their development.

Keywords: viticulture, winemaking, competitiveness, economics, analysis, subsidies, industry

Diagnostics of Socio-Economic Processes Based on Transformation of their Characteristics into a Musical Form

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Abstract

The purpose of the work is to consider proposals for new approaches to the operational diagnosis of undesirable trends and changes (“diseases”) in the socio-economic processes of a society or a region. The applied research methodology consists in finding or formulating new ideas that make it possible to achieve the research goal, taking into account the use of the latest computer and information technologies with elements of artificial intelligence. It is proposed to use the methodological approach and information-mathematical apparatus of medicine for the diagnosis of “diseases” of socio-economic processes. Deviations from the “norm” of indicators of socio-economic processes are considered as “symptoms” of diseases of socio-economic systems. The set of indicators of socio-economic processes can be represented as an image of a hypothetical polygon of competitiveness. Recognition of images of a hypothetical polygon of competitiveness using self-learning neural networks can lead to the creation of a classifier of “diseases” of socio-economic systems, similar to the classifier of diseases in medicine. The image of the state of the socio-economic system can be transformed into sound or musical forms, the changes of which can be associated with negative or positive trends, giving grounds for the diagnosis of “diseases” of socio-economic systems. The musical form of the information signal about the state of the socio-economic system can be useful in a number of cases, for example, for prompt response to undesirable changes in socio-economic processes in real time. Examples and technologies of transforming an image into a musical form are given. Thus, as a result of the work, a methodological chain and available tools are presented to achieve this goal.

Keywords: Diagnostics, socio-economic process, neural network, visual-sound synesthesia, musical form
