

# **International Scientific-Practical Conference on Business Cooperation (ISPCBC 2019)**

Advances in Economics, Business and  
Management Research Volume 90

Pskov, Russia  
21 – 23 May 2019

**Editors:**

**Marina Yurievna Makhotaeva**

ISBN: 978-1-5108-9134-0

**Printed from e-media with permission by:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571



**Some format issues inherent in the e-media version may also appear in this print version.**

Copyright© (2019) by Atlantis Press  
All rights reserved.  
Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press  
Amsterdam / Paris

Email: [contact@atlantis-press.com](mailto:contact@atlantis-press.com)

Conference Website: <http://www.atlantis-press.com/php/pub.php?publication=ispcbc-19>

Printed with permission by Curran Associates, Inc. (2019)

**Additional copies of this publication are available from:**

Curran Associates, Inc.  
57 Morehouse Lane  
Red Hook, NY 12571 USA  
Phone: 845-758-0400  
Fax: 845-758-2633  
Email: [curran@proceedings.com](mailto:curran@proceedings.com)  
Web: [www.proceedings.com](http://www.proceedings.com)

# TABLE OF CONTENTS

## **SESSION: LEGAL FRAMEWORK FOR SUSTAINABLE ECONOMIC DEVELOPMENT AND BUSINESS COOPERATION**

<b>LEGAL SUPPORT OF INDIVIDUAL ENTREPRENEURSHIP IN THE AREA OF INSPECTIONS BY STATE AUTHORITIES: PRACTICE AND PROSPECTS</b> .....	1
<i>Inna Andreyanova, Rozhkova</i>	
<b>EXECUTION AND CHALLENGING DECISIONS OF ARBITRATION COURTS IN THE SYSTEM OF LAW OF THE REPUBLIC OF TAJIKISTAN</b> .....	5
<i>Vladimir Gavrilenko, Marina Trofimova</i>	
<b>PROBLEMS OF LAW ENFORCEMENT PRACTICE IN REGISTRATION OF MOVABLE PROPERTY PLEDGE AND THE ROLE OF THE NOTARY IN SOLVING THESE PROBLEMS</b> .....	8
<i>D. Uglitskih, T. Akhmetov</i>	
<b>THEORETICAL JUSTIFICATION AND METHODOLOGICAL SUPPORT OF SPECIAL COMPETENCES IN ANTI-CORRUPTION MANAGEMENT WHEN TRAINING LAWYERS</b> .....	11
<i>Igor Godunov, Sergey Nikolaev</i>	
<b>ISSUES OF DETECTING AND EFFECTIVE INVESTIGATION OF UNLAWFUL GAMBLING ORGANIZATION AND PROMOTING</b> .....	15
<i>N. Mashinskaya</i>	
<b>LEGAL REGULATION OF TRANSACTIONS IN THE DIGITAL ENVIRONMENT AS A CONDITION FOR EFFECTIVE BUSINESS COOPERATION</b> .....	19
<i>Olina Filonova, Elena Polyakova, Anna Chelovechkova, Vladimir Moskin</i>	
<b>METHODOLOGICAL CONTROVERSY OF ANTI-CORRUPTION MEASURES</b> .....	26
<i>Oleg Migushchenko</i>	
<b>THE IMPACT OF THE THREAT OF CRIMINAL PENALTIES FOR TAX EVASION ON THE ACTIVITIES OF SMALL BUSINESS IN RUSSIAN FEDERATION</b> .....	30
<i>A. Sevastyanov, E. Sevastyanova</i>	
<b>PRIVATE AGRICULTURAL PARTNERSHIP</b> .....	34
<i>Murat Bulguchev, Malika Yusupova</i>	
<b>STATE CONTROL AS AN INSTRUMENT FOR FINANCIAL REGULATION OF THE MARKET OF AUDIT SERVICES</b> .....	38
<i>A. Petrova, E. Pokivailova</i>	
<b>STATISTIC ACCOUNTING AS AN ANTI-CORRUPTION MEASURE IN RUSSIA</b> .....	42
<i>Valery Anisimov, Valery Lapshin, Liudmila Blashkova</i>	
<b>MEDIATION AS AN INNOVATIVE WAY TO RESOLVE THE CONFLICT ARISING FROM THE CRIMINAL BEHAVIOR OF A MINOR</b> .....	45
<i>Yana Korneeva, Nina Skripchenko, Marina Arefina</i>	
<b>THE CONCEPT AND FEATURES OF A PHYSICAL PERSON AS A SUBJECT OF AN ADMINISTRATIVE OFFENCE</b> .....	52
<i>Boris Zykin, Elena Zykina</i>	
<b>LEGAL REGULATION OF ACTIVITY IN THE FIELD OF CONVENTIONAL AND TRADITIONAL MEDICINE: AN INTERNATIONAL DIMENSION</b> .....	55
<i>Kseniya Korobko</i>	

## **SESSION: ECOLOGICAL ECONOMICS AS A FACTOR OF SUSTAINABLE DEVELOPMENT**

<b>ESSENCE OF SOCIO-ECONOMIC MANAGEMENT</b> .....	59
<i>S. Nekrasov, A. Nekrasov, N. Nekrasova, I. Lambaeva, V. Berkut, L. Meshcheryakova</i>	
<b>SOCIAL AND ECONOMIC ASPECTS OF ENVIRONMENTAL PROTECTION MEASURES FOR ENVIRONMENTAL SAFETY</b> .....	63
<i>Svetlana Manzhilevskaya, Lubov Petrenko</i>	
<b>ENVIRONMENTAL ECONOMY AS THE BASIS FOR SUSTAINABLE DEVELOPMENT OF THE ARCTIC REGIONS OF RUSSIA</b> .....	67
<i>Vyacheslav Tsukerman, Elena Goryachevkaya, Stanislav Ivanov</i>	
<b>THE CRITERION FOR MANAGING THE SUSTAINABLE USE OF NATURAL RESOURCES</b> .....	71
<i>Vladimir Zharov, Oksana Evstafeva, Olga Saveleva</i>	

<b>LOCAL COMMUNITIES AS A POTENTIAL FOR SELF-DEVELOPMENT IN RESOURCE REGIONS OF RUSSIA</b> .....	75
<i>N. Sysoeva, S. Violin</i>	
<b>THE IMPROVEMENT OF MUNICIPAL SOLID WASTE MANAGEMENT IN RUSSIA BASED ON THE CRITERIA OF A CIRCULAR ECONOMY</b> .....	78
<i>Irina Belik, Natalia Starodubets</i>	
<b>TRANSBOUNDARY ECOLOGICAL AND ECONOMIC PROJECTS AS AN INSTRUMENT OF SUSTAINABLE TERRITORIAL DIVISION OF NORD-WESTERN REGIONS OF RUSSIA</b> .....	81
<i>Vladimir Belov, Grigory Gustavin, Alexander Rummyantsev, Alexander Samarkin</i>	
<b>ECOLOGICAL AND LEGAL SUPPORT FOR THE SUSTAINABLE DEVELOPMENT OF THE RUSSIAN FEDERATION</b> .....	84
<i>E. Vorontsova, A. Vorontsov, T. Balashova</i>	

## **SESSION: PERSONNEL AND EDUCATION IN THE DIGITAL ECONOMY**

<b>FORMATION AND DEVELOPMENT OF PROFESSIONAL COMPETENCIES OF THE STAFF OF THE MODERN RUSSIAN MARKET OF FITNESS INDUSTRY</b> .....	90
<i>Irina Yumasheva, Rinad Prytkov, Elena Shestakova</i>	
<b>CHARACTERISTIC ASPECTS OF PROFESSIONAL SELF-DETERMINATION IN STUDENTS OF PEDAGOGICAL COLLEGE</b> .....	95
<i>Valentina Dolgova, Julia Rokitskaya, Alexey Bogachev, Galinur Nurmiev</i>	
<b>PSYCHOCORRECTION OF CONFLICTUAL BEHAVIOUR OF COLLEGE STUDENTS</b> .....	98
<i>Valentina Dolgova, Olga Kondratieva, Lyudmila Sencheva, Julia Rokitskaya</i>	
<b>STUDY ON CONDITIONS OF DESTRUCTIVE MENTAL STATE PSYCHOCORRECTION IN LANGUAGE STUDENTS DURING EXAMINATIONS</b> .....	102
<i>Valentina Dolgova, Elena Kapitanets, Marina Yashina, Nadezhda Kryzhanovskaya</i>	
<b>DEVELOPMENT OF COMMUNICATION SKILLS IN ELEMENTARY SCHOOL CHILDREN IN THE PROCESS OF EDUCATION</b> .....	107
<i>Valentina Dolgova, Julia Rokitskaya, Alexey Bogachev, Nadezhda Kryzhanovskaya</i>	
<b>EXPORT OF HIGHER EDUCATION VS INTERNALIZATION OF A UNIVERSITY: A VIEW OF SUB-CENTER UNIVERSITIES IN RUSSIA</b> .....	110
<i>O. Bakumenko, M. Makhotaeva, M. Nikolaev, Denis Malyshev</i>	
<b>LOSING WEIGHT WITH THE HELP OF THE POWER GYMNASTICS AT THE WOMEN OF MIDDLE AGE WHO ARE NOT ENGAGED IN LABOR ACTIVITY</b> .....	115
<i>L. Avdonina, A. Lopuhina, E. Peskova</i>	
<b>HUMAN CAPITAL AS AN ELEMENT OF INTEGRATED REPORTING</b> .....	119
<i>Olga Soboleva, Yelena Naumova, Denis Dubkov</i>	
<b>DYNAMICS OF ADOLESCENTS' COGNITIVE COMPLEXITY AND ITS CONSIDERATION IN THE CONSTRUCTION OF THE EDUCATIONAL PROCESS</b> .....	124
<i>E. Kalinkina, T. Poyarova, L. Mukhametova</i>	
<b>RUSSIAN REGIONS' EDUCATIONAL AND INNOVATION POTENTIAL</b> .....	128
<i>O. Tolstoguzov, M. Pitukhina, L. Kulakova</i>	
<b>KINESITHERAPY AS A METHOD OF PREVENTION OF THE MUSCULOSKELETAL SYSTEM DISEASES OF TECHNICAL AREAS STUDENTS</b> .....	131
<i>E. Lebedeva, I. Ermolayeva, I. Akhmetova</i>	
<b>GYMNASTICS IS AN ELECTIVE DISCIPLINE IN PHYSICAL CULTURE AND SPORTS FOR STUDENTS OF TECHNICAL UNIVERSITY</b> .....	134
<i>L. Avdonina, A. Lopuhina, E. Peskova</i>	
<b>THE SYSTEM OF CONTINUOUS EDUCATION AS A DECISIVE FACTOR OF PERSONNEL TRAINING FOR THE DIGITAL ECONOMY</b> .....	138
<i>Olga Dmitrieva, Tatiana Zmyzgova, Elena Polyakova</i>	
<b>SPECIALTIES OF TEACHING TRACK AND FIELD ATHLETICS TO THE STUDENTS OF TECHNICAL UNIVERSITY</b> .....	143
<i>A Lopuhina, V Taratorina, E. Peskova</i>	
<b>NEW PARADIGM OF FORMATION OF HUMAN RESOURCES OF DIGITAL ECONOMY &amp; IMPACT OF MIGRATION UPON NATIONAL LABOR MARKETS</b> .....	147
<i>K. Markelov, O. Mineva, E. Glinchevskiy</i>	
<b>MODERN UNIVERSITY AS A DRIVER FOR THE DEVELOPMENT OF CREATIVE INDUSTRIES IN THE ARCTIC</b> .....	150
<i>T. Belevskikh, M. Ignatenko, E. Statsenko, T. Ashutova</i>	

<b>ATTITUDE TO PEOPLE WITH DISABILITIES AS A CONDITION FOR THE IMPLEMENTATION OF AN INCLUSIVE MODEL OF EDUCATION.....</b>	<b>154</b>
<i>I. Makeeva, O. Nagibina, E. Peskova</i>	
<b>USING OF COMPUTER PROGRAM IN THE DEVELOPMENT OF STUDENTS' THEORETICAL KNOWLEDGE IN PHYSICAL EDUCATION LESSONS .....</b>	<b>158</b>
<i>N. Melentyeva, E. Peskova</i>	
<b>POSSIBILITIES OF SPORTS CLUB OF HIGHER EDUCATION INSTITUTION IN PREPARATION OF STUDENTS FOR MAKING CONTROL STANDARDS OF THE RUSSIAN SPORTS COMPLEX “CIVIL DEFENSE SQUADS” .....</b>	<b>163</b>
<i>A. Nikulin, O. Bushmanova, A. Khabibulin</i>	
<b>SHAPING OF THE PROFESSIONAL COMMUNITY IN DIGITAL ECONOMY: A CASE STUDY.....</b>	<b>167</b>
<i>Svetlana Gribanova, Anna Abeltina</i>	
<b>ASPECTS OF LABOUR PRODUCTIVITY MEASURING IN RUSSIA AS A FACTOR OF SUSTAINABLE ECONOMIC GROWTH.....</b>	<b>171</b>
<i>Vera Gnevasheva</i>	
<b>THE STUDY OF PERSONAL DETERMINANTS OF READINESS OF MODERN STUDENTS TO CARRY OUT PROFESSIONAL ACTIVITIES IN THE TECHNICAL AREA .....</b>	<b>173</b>
<i>N. Nosova, M. Zaturyan, T. Akhmetov</i>	
<b>INFLUENCE OF LABOR AND EDUCATION-RELATED MIGRATION ON THE DEVELOPMENT OF THE REPUBLIC OF BASHKORTOSTAN .....</b>	<b>177</b>
<i>Zulfiya Khamadeeva, Olga Aleshkina, Nina Vishnevskaya, Albina Galina</i>	
<b>MOTIVATION OF INCREASING OF TEACHERS' QUALIFICATION .....</b>	<b>182</b>
<i>E. Shegoleva, T. Poyarova, I. Akhmetova</i>	
<b>STAFF TRAINING IN TERMS OF DIGITAL ECONOMY DEVELOPMENT: THE EXPERIENCE OF POLOTSK STATE UNIVERSITY (REPUBLIC OF BELARUS) .....</b>	<b>185</b>
<i>Alena Barun, Natallia Dauhiala, Dzmitry Dauhiala</i>	
<b>FORMATION AND CORRECTION OF SELF-ESTEEM OF STUDENTS IN A SPECIAL MEDICAL GROUP IN THE PROCESS OF PHYSICAL EDUCATION IN A TECHNICAL UNIVERSITY .....</b>	<b>190</b>
<i>I. Sokolova, V. Fil, L. Mukhametova</i>	
<b>IMPROVING THE EFFICIENCY OF PHYSICAL TRAINING IN THE CONDITIONS OF FREE CHOICE OF SPORT BY STUDENTS OF ECONOMIC SPECIALTIES.....</b>	<b>194</b>
<i>A Starosina, L. Mukhametova</i>	
<b>ECOLOGICAL EDUCATION OF SCHOOLCHILDREN IN THE RUSSIAN FEDERATION (ON THE EXAMPLE OF PRIMARY SCHOOLS IN THE VOLOGDA REGION).....</b>	<b>198</b>
<i>I. Balashova, A. Khabibulin</i>	
<b>DIGITAL LITERACY IS A NECESSARY FACTOR OF MODERN EDUCATION .....</b>	<b>201</b>
<i>Ye. Ganicheva, O. Golubev, V. Testov, A. Khabibulin</i>	
<b>HUMAN RESOURCES SUPPORT FOR INCLUSIVE EDUCATION.....</b>	<b>206</b>
<i>Elena Chelnokova, Svetlana Kaznacheeva, Evgeny Egorov, Lyubov Shobonova, Tatiana Lebedeva</i>	
<b>ADAPTATION OF THE RUSSIAN POSTGRADUATE SCHOOL MODEL TO THE MODERN CONDITIONS OF THE DIGITAL ECONOMY .....</b>	<b>211</b>
<i>I. Ilyina, S. Soldatova, S. Ushakova, E. Shlyakhovaya</i>	
<b>SKILL MODELING OF PROFESSIONAL COMPETENCIES OF THE E-BUSINESS .....</b>	<b>216</b>
<i>Viktor Babenko, Yuriy Golchevskiy, Vasily Babenko</i>	
<b>ROLE OF PERSONAL QUALITIES FOR EFFICIENCY OF EDUCATION AND EMPLOYMENT OF SPECIALISTS IN THE IT SPHERE .....</b>	<b>220</b>
<i>Elena Romanova</i>	
<b>COOPERATION OF UNIVERSITIES AND EMPLOYERS WITHIN THE PREPARATION OF GRADUATES FOR THEIR WORK IN ORGANIZATIONS.....</b>	<b>224</b>
<i>Tatiana Kisel</i>	
<b>INTERNATIONALIZATION OF UNIVERSITY HUMAN CAPITAL IN THE WORLD MARKET OF EDUCATIONAL SERVICES .....</b>	<b>228</b>
<i>E. Chuchulina, M. Gorodilov, L. Kichenko</i>	
<b>INFORMATION ANALYTICAL MANAGEMENT SYSTEM FOR THE QUALIFIED PERSONNEL TRAINING TO SUPPLY THE NEEDS OF THE RUSSIAN LABOR MARKET .....</b>	<b>232</b>
<i>E. Pitukhin</i>	
<b>COGNITIVE MODEL PARAMETERIZATION FOR DECISION SUPPORT OF UNIVERSITY INTERNATIONALIZATION MANAGEMENT .....</b>	<b>238</b>
<i>D. Grinchenkov, A. Kolomiets, D. Kushchiy, Thu Thi Nguyen</i>	
<b>EXPORT OF RUSSIAN EDUCATION: CHALLENGES AND PROSPECTS .....</b>	<b>241</b>
<i>Natalya Vasilieva, Ziad Shahoud, Zeinab Bahturidze</i>	

<b>CONCEPTUAL MODEL ADAPTIVE MANAGEMENT OF PERSONNEL POLICY CONSTRUCTION COMPANY .....</b>	<b>246</b>
<i>Margarita Panteleeva</i>	
<b>INNOVATIVE METHODS OF HUMAN CAPITAL FORMATION DURING BACHELORS ACADEMIC TRAINING .....</b>	<b>250</b>
<i>E. Belokurova, I. Pankina, T. Pilipenko</i>	
<b>RUSSIAN FLAGSHIP UNIVERSITIES: DEVELOPMENT FEATURES IN COMPARISON WITH FOREIGN EXPERIENCE .....</b>	<b>253</b>
<i>E. Popova</i>	
<b>BUILDING UP A READING COMPETENCY IN MODERN SCHOOL .....</b>	<b>257</b>
<i>T. Ovsyannikova, T. Shishigina, E. Peskova</i>	
<b>PROBLEMS OF FORMATION OF CIVIL IDENTITY OF PERSONALITY OF CADETS IN MODERN ECONOMIC CONDITIONS OF REALIZATION OF MILITARY-PERSONNEL POLICY .....</b>	<b>262</b>
<i>Tatyana Bespalova</i>	
<b>HISTORIC EXPERIENCE IN MODERN SYSTEM OF TRAINING TEACHERS FOR SPECIALIZED EDUCATIONAL ESTABLISHMENTS .....</b>	<b>266</b>
<i>N. Delvig, O. Golovko, N. Seleznyova, V. Ley</i>	
<b>SOFT SKILLS: THE TRAINING OF SPECIALISTS FOR THE DIGITAL ECONOMY .....</b>	<b>269</b>
<i>Irina Ratkovskaya</i>	
<b>PERSONNEL COMPONENT OF CUSTOMS SERVICE INNOVATIVE POTENTIAL .....</b>	<b>274</b>
<i>Elena Tolikova, Olga Kuzminova, Bogdan Sinelnikov</i>	
<b>THE MEANING OF THE NONVIOLENCE ETHICS IN MODERN EDUCATION UNDER THE CONDITIONS OF DIGITAL ECONOMY .....</b>	<b>278</b>
<i>Nikolay Pryakhin, Anastasiya Burakova</i>	
<b>DEVELOPMENT OF HUMAN CAPITAL IN THE ASPECT OF FINANCIAL SECURITY .....</b>	<b>282</b>
<i>S. Demidova, T. Chirkova, O. Petrova, M. Balog</i>	
<b>USING OF THE METHODOLOGICAL TASKS FOR PREPARING STUDENTS OF LINGUISTIC AND PEDAGOGICAL AREAS TO PROJECT LESSONS OF THE GERMAN LANGUAGE .....</b>	<b>289</b>
<i>L Smirnova, E. Peskova</i>	
<b>SELF-EDUCATION AS PROFESSIONAL GROWTH OF UNIVERSITY STUDENTS IN THE CIRCUMSTANCES OF DIGITAL ECONOMY .....</b>	<b>294</b>
<i>Irina Alekseeva, Nadia Skovorodnikova, Irina Farafontova, Helen Koltsova, Valentina Pallotta</i>	
<b>DIVERSIFICATION OF THE ROLE OF CYBERNETICS DOCTOR IN THE CONDITIONS OF DIGITALIZATION OF THE ECONOMY AND SOCIAL SPHERE OF RUSSIA .....</b>	<b>299</b>
<i>Vladimir Belov, Natalya Ivanova, Alexande Samarkin</i>	
<b>PERSPECTIVES OF DEVELOPMENT OF PERSONNEL POTENTIAL IN THE ECONOMY OF INNOVATIVE TYPE (REGIONAL ASPECT) .....</b>	<b>302</b>
<i>Tatyana Petrenko, Irina Oleynikova, Irina Egorova</i>	
<b>ESSENCE AND SUBSTANCE OF PERSONAL WELFARE, THE STRATEGIES FOR ITS GROWTH IN THE DIGITAL ECONOMY .....</b>	<b>305</b>
<i>Vera Aleshnikova, Natalia Golikova, Ivan Korogodin, Lyubov Tovmach</i>	
 <b><u>SESSION: FORMATION OF A SUSTAINABLE INVESTMENT CLIMATE IN THE REGION</u></b>	
<b>THE INNOVATIVE POTENTIAL OF RUSSIAN COMMERCIAL BANKS' LENDING ACTIVITY .....</b>	<b>310</b>
<i>Anastasia Vasilyeva, Natalia Ivanova, Inna Kobeleva, Natalya Balynskaya, Nina Kuznetsova</i>	
<b>ANALYSIS OF RELATIONSHIP MODELS BETWEEN THE MACROECONOMIC INDICATORS AND NON-PERFORMING LOANS IN THE COMMERCIAL BANKS OF CYPRUS .....</b>	<b>314</b>
<i>Tatjana Ptastica</i>	
<b>PROBLEMS OF FORMING SUSTAINABLE INVESTMENT CLIMATE IN THE LENINGRAD REGION OF THE RUSSIAN FEDERATION .....</b>	<b>319</b>
<i>Nadezhda Kosmacheva, Galina Cherkasskaya</i>	
<b>EVALUATION OF THE EFFECTIVENESS OF REGIONAL SUPPORT FOR SMALL BUSINESS AND ITS ROLE IN THE DEVELOPMENT OF THE REGION .....</b>	<b>325</b>
<i>Svetlana Frolova, Natalia Bryazgunova, Irina Litvinova, Natalia Morozova</i>	
<b>TOOLS FOR SUSTAINABLE INVESTMENT CLIMATE FORMATION IN THE REGION .....</b>	<b>328</b>
<i>M. Nikolaev, M. Makhotaeva, O. Bakumenko, D. Malyshev</i>	

<b>NEURAL NETWORK MODEL FOR DEVELOPING INNOVATION AND INVESTMENT POLICY OF REAL ECONOMY ORGANISATIONS IN CONDITIONS OF MODERN DIGITAL TRANSFORMATION</b> .....	333
<i>Nikolai Lomakin, Anna Shokhnekh, Elena Voblenko, Olga Maksimova, Gennadiy Lukyanov, Sergey Sazonov</i>	
<b>INVESTMENT PROCESSES AND BASES OF THE INVESTMENT PROJECT</b> .....	338
<i>L. Yangulbaeva, M. Abdulkadyrova</i>	
<b>DEVELOPMENT OF SUSTAINABLE INVESTMENT CLIMATE IN THE BOUNDARY REGION THROUGH IMPLEMENTATION OF THE CLUSTER MECHANISM (BY THE EXAMPLE OF SMOLENSK REGION)</b> .....	341
<i>Aleksandr Volodchenkov, Lyudmila Zhebrunova, Svetlana Shcherbakova, Valery Mel'Nikov, Olesya Kirsanova, Konstantin Kupchenko</i>	
<b>“SPAGETTI BOWL” IN THE REGION OF THE GREATER MEDITERRANEAN</b> .....	346
<i>Alfiya Solovyova</i>	
<b>MONITORING OF THE INVESTMENT SUPPORT ALLOCATED TO THE TERRITORIES AT THE CURRENT STAGE OF THE ECONOMIC DEVELOPMENT</b> .....	350
<i>Galina Golikova, Olga Romanova, Elena Chudakova, Maxim Mraev, Dmitry Manukovsky</i>	

**SESSION: TERRITORY ECONOMICS: SELF-DEVELOPMENT POTENTIAL AND INNOVATIVE ACTIVITY**

<b>PROJECT AND PROGRAM APPROACHES IMPLEMENTATION ANALYSIS IN CULTURAL MANAGEMENT OF THE PSKOV REGION</b> .....	355
<i>Dmitriy Barsukov, Magomed Magomedov, Nadezhda Noskova</i>	
<b>THEORETICAL AND PRACTICAL ASPECTS OF TRANSPARENCY OF LOCAL GOVERNMENTS OF RURAL SETTLEMENTS</b> .....	360
<i>N. Sovetova, O. Derevianko</i>	
<b>FROM THEORY TO PRACTICE OF THE PROJECT MANAGEMENT IN THE IMPLEMENTATION OF A CITY DEVELOPMENT STRATEGY</b> .....	365
<i>A. Scherbakova, K. Zadumkin, L. Mukhametova</i>	
<b>SPATIAL-TEMPORAL DIGITAL TWIN MODELS AS A DIRECTION FOR THE DEVELOPMENT OF CROSS-CUTTING DIGITAL TECHNOLOGIES</b> .....	369
<i>G. Malykhina, A. Guseva, A. Militsyn</i>	
<b>RESIDENTIAL REAL ESTATE MARKET AS AN INDICATOR OF SUSTAINABLE DEVELOPMENT OF THE REGION (ON THE EXAMPLE OF PSKOV REGION)</b> .....	373
<i>G. Pivovarova, J. Lachno, S. Sogomyan</i>	
<b>ROLE OF THE SOCIAL PARTNERSHIP IN THE CITIES' DEVELOPMENT</b> .....	376
<i>A. Scherbakova, K. Zadumkin, L. Mukhametova</i>	
<b>REGIONAL PROBLEMS OF THE WORLD ECONOMY INFRASTRUCTURE</b> .....	380
<i>I. Afanasyeva, T. Tretyachenko, F. Gadoyboev</i>	
<b>DEMOGRAPHIC POLICY ON THE CITY LEVEL: DEVELOPMENT AND REALIZATION APPROACHES</b> .....	384
<i>A. Scherbakova, K. Zadumkin, I. Akhmetova</i>	
<b>EVALUATION OF THE REGIONAL POTENTIAL</b> .....	388
<i>O. Kirik, M. Andreeva, I. Akhmetova</i>	
<b>ECONOMIC SECURITY OF THE REGIONS: TRENDS AND PROSPECTS</b> .....	393
<i>M. Rudenko, Ia. Dolganova</i>	
<b>REGIONAL ASPECTS OF IMPLEMENTING INNOVATIONS AS A LEVER FOR ECONOMIC GROWTH AND SUSTAINABLE DEVELOPMENT IN RUSSIA</b> .....	397
<i>Elena Rodionova, Zhanna Kuzminykh</i>	
<b>CHALLENGES AND OPPORTUNITIES OF FORMING SUSTAINABLE TRIPLE HELIX MODEL IN REGIONS OF RUSSIA</b> .....	403
<i>L. Osmuk</i>	
<b>ARCTIC TOURISM: ASSESSMENT OF POTENTIAL, DIRECTIONS OF ITS DEVELOPMENT AND SECURITY OF ITS IMPLEMENTATION IN THE EUROPEAN NORTH</b> .....	406
<i>V. Orlova, A. Sinitsyn, T. Akhmetov</i>	
<b>FORMATION AND DEVELOPMENT OF PHARMACEUTICAL CLUSTERS AS AN INNOVATIVE ACTIVITY OF TERRITORIES</b> .....	410
<i>Alexander Evstratov, Oleg Pushkarev, Tatyana Oleynikova, Nadezhda Boyko, Ekaterina Kalinina</i>	
<b>MODEL AND TOOLKIT OF INNOVATION ACTIVITY IN THE ENGINEERING BUSINESS</b> .....	415
<i>A. Shichkov, N. Kremlyova, T. Akhmetov</i>	

<b>INNOVATIONS IN EDUCATION IN THE CONTEXT OF THE FORMATION OF INTELLECTUAL RESOURCES FOR THE DEVELOPMENT OF TECHNOLOGICAL ENTREPRENEURSHIP .....</b>	<b>418</b>
<i>V. Belousova, A. Belousov, I. Akhmetova</i>	
<b>SOCIAL INNOVATIONS LIKE THE INSTRUMENT OF SOCIAL CHANGES .....</b>	<b>424</b>
<i>A. Shabunova, G. Leonidova, L. Mukhametova</i>	
<b>PROSPECTS FOR NEW INDUSTRIALIZATION IN RUSSIA .....</b>	<b>429</b>
<i>T. Uskova, E. Lukin, L. Mukhametova</i>	
<b>CREATIVITY, CULTURE AND TOURISM: POTENTIAL OF ECONOMIC SELF-DEVELOPMENT OF TERRITORY.....</b>	<b>434</b>
<i>M. Ivanova, O. Shabalina, K. Kazakova</i>	
<b>TECHNOLOGIES OF DEVELOPMENT OF THE NATURE STUDY INTEREST THROUGH THE COMPETENCE APPROACH TO THE ORGANIZATION OF ENVIRONMENTAL EDUCATION.....</b>	<b>437</b>
<i>M. Butakova, I. Muhin, O. Lopicheva, I. Akhmetova</i>	
<b>SYSTEM-TECHNOLOGICAL APPROACH TO DETERMINING THE CONTENT OF THE REGION'S GEOGRAPHY COURSE .....</b>	<b>442</b>
<i>O. Zolotova, Ye. Skupinova, I. Akhmetova</i>	
<b>NEUROBRANDING IN TERRITORIAL DEVELOPMENT: FROM TRADITIONAL TO INNOVATIVE .....</b>	<b>447</b>
<i>Olga Yarosh</i>	
<b>PLATFORM ECONOMY IN RUSSIA: REGIONAL ASPECT .....</b>	<b>450</b>
<i>Natalya Tikhonyuk, Larisa Kotegova</i>	
<b>PROXIMITY ANALYSIS OF DYNAMICS OF ECONOMIC INDICATORS OF GERMANY .....</b>	<b>453</b>
<i>Valeriy Smirnov, Olga Kolosova, Vladislav Semenov, Marina Mityugina, Elena Anufrieva</i>	
<b>FORMATION OF STRATEGIC DIRECTIONS OF REGIONAL DEVELOPMENT ENSURING ITS ECONOMIC STABILITY CASE STUDY OF THE MARI EL REPUBLIC .....</b>	<b>458</b>
<i>Natalia Strelnikova, Liudmila Smolennikova</i>	
<b>SMALL BUSINESS AND SELF-EMPLOYED IN RUSSIA: PROBLEMS AND PROSPECTS .....</b>	<b>462</b>
<i>V. Burov, T. Koval</i>	
<b>INTELLECTUAL INFORMATION SYSTEM OF SUBJECTS METHODOLOGICAL SUPPORT BASED ON THE WEB SEARCH WITH INTEGRATED EXPERT EVALUATION .....</b>	<b>466</b>
<i>D. Grinchenkov, D. Kushchiiy, A. Kolomiets, A. Shchurov, Thu Thi Nguyen</i>	
<b>NATURE OF SUBSIDIZATION OF RUSSIAN REGIONS .....</b>	<b>470</b>
<i>Natalia Morozova, Inessa Vasileva, Natalya Bondarenko</i>	
<b>MANAGERIAL MECHANISMS ENSURING THE DEVELOPMENT COMPANIES COMPETITIVENESS IN THE MARKET .....</b>	<b>474</b>
<i>Svetlana Borozdina</i>	
<b>INNOVATION POTENTIAL OF THE TERRITORY: EVALUATION OF THE CURRENT STATE AND DEVELOPMENT POSSIBILITIES.....</b>	<b>479</b>
<i>Oksana Pritula, Svetlana Davydova, Alina Kostyukova</i>	
<b>HIGHLIGHTS OF THE CREATOSPHERE IN THE REPUBLIC OF SAKHA (YAKUTIA).....</b>	<b>484</b>
<i>Anna Mikhaylova</i>	
<b>PSYCHOLOGICAL READINESS OF HIGH SCHOOL STUDENTS TO CHOOSE A TECHNICAL PROFESSION.....</b>	<b>488</b>
<i>N. Kamrakova, I. Fokina, I. Akhmetova</i>	
<b>MODERN CHALLENGES OF THE KNOWLEDGE DIGITALIZATION: LESSONS OF THE PAST AND AMBIGUITY FUTURE .....</b>	<b>492</b>
<i>Yevgeniya Medvedkina, Elima Israilova, Taras Medvedkin</i>	
<b>RISK MANAGEMENT AS A CONDITION OF REGIONAL DEVELOPMENT .....</b>	<b>497</b>
<i>M. Khaykin, V. Knysch, O. Kochergina</i>	
<b>TOURIST CLUSTER AS A FACTOR OF SUSTAINABLE REGIONAL DEVELOPMENT .....</b>	<b>501</b>
<i>V. Makeeva, Z. Tinkova, I. Tinkov</i>	
<b>CONCEPTUAL PROVISIONS FOR OPTIMIZATION OF A BUSINESS TYPE AT THE INDUSTRY LEVEL.....</b>	<b>503</b>
<i>Oksana Sergeeva, Aleksei Isaev</i>	
<b>GENERAL CHARACTERISTICS AND ASSESSMENT OF THE ECONOMIC POTENTIAL OF THE KHABAROVSK TERRITORY .....</b>	<b>507</b>
<i>A. Zubarev, S. Galazova, I. Pinegina</i>	
<b>EFFICIENCY EVALUATION OF ACTIONS TAKEN BY REGIONAL SUBSIDIARIES OF THE HOLDING COMPANY .....</b>	<b>511</b>
<i>Nikolay Rudenko, Alexander Miller</i>	



<b>THE INNOVATION POTENTIAL OF REGIONAL CLUSTERS</b> .....	515
<i>Irina Rudenko</i>	
<b>DIGITAL NEURAL NETWORK FOR MANAGING FINANCIAL RISK IN BUSINESS DUE TO REAL OPTIONS IN THE FINANCIAL AND ECONOMIC SYSTEM</b> .....	519
<i>Anna Shokhnekh, Nikolai Lomakin, Alexandra Glushchenko, Oksana Kovalenko, Ekaterina Kosobokova, Sergey Sazonov</i>	
<b>STRESS-TESTING OF RISK FINANCIAL SECURITY OF REGIONAL ECONOMIC DEVELOPMENT</b> .....	524
<i>S. Zenchenko, A. Zaytsev, Y. Radyukova</i>	
<b>TRENDS OF THE DEVELOPMENT OF THE GRANT SUPPORT FOR THE PEASANT (FARM) ENTERPRISES OF THE PSKOV REGION AND PROBLEMS OF EVALUATION OF ITS EFFICIENCY</b> .....	527
<i>Ivan Voiku</i>	
<b>UNFAIR RIVALRY BETWEEN TRADITIONAL AND CORPORATE INSURERS IN THE RUSSIAN INSURANCE MARKET</b> .....	532
<i>A. Panteleeva, S. Petrov</i>	
<b>STUDYING OF THE PROPERTIES OF COMPOSITE MATERIALS (POWDER MIXTURES) DURING COMPLEX LABORATORY WORK</b> .....	536
<i>V. Brish, A. Sigov, N. Kuleva, A. Starostin, I. Akhmetova</i>	

### **SESSION: INTERNATIONAL ECONOMIC COOPERATION, INTERNATIONAL ECONOMIC INTEGRATION**

<b>GLOBAL AND REGIONAL ASPECTS OF POSITIONING PARTICIPANTS OF THE INTERNATIONAL ECONOMIC INTEGRATION</b> .....	540
<i>L. Suvorova</i>	
<b>EURASIAN ECONOMIC UNION: PROSPECTS DEVELOPMENT</b> .....	544
<i>E. Ksenofontova, N. Kuritsyna, N. Abuyev</i>	
<b>POTENTIAL OF INTERNATIONAL ECONOMIC INTEGRATION OF COASTAL REGIONS OF EUROPEAN RUSSIA</b> .....	548
<i>Sergey Sukhinin, Oksana Ivanova, Daria Ivanova</i>	
<b>THE ANALYSIS OF TRADE RELATIONS OF RUSSIA WITH GERMANY AND FRANCE</b> .....	552
<i>Valeriy Smirnov, Vladislav Semenov, Evgeny Kadyshchev, Alena Suchkova, Anna Zakharova</i>	
<b>FOREIGNER-RELATED OMENS AND BELIEFS IN THE EAST SLAVIC FOLKLORE: DETERMINANTS OF REGIONAL DESTINATION ATTRACTIVENESS</b> .....	557
<i>O. Marunovich, I. Odariuk, Yu. Kotlyarenko</i>	
<b>INTERNATIONAL GLOBALIZATION: CHALLENGES AND SOLUTIONS</b> .....	560
<i>Andrei Mamedov, Vera Batova, Alexander Pavlov, Sergey Belousov, Svetlana Voroshilova</i>	

### **SESSION: INTERNATIONAL BUSINESS IN THE NEW ECONOMIC REALITY**

<b>ANALYSIS OF TRENDS IN THE GLOBAL DEVELOPMENT OF MODERN BIG BUSINESS</b> .....	564
<i>O. Gosteva, Yu. Anikina, L. Zhereb, A. Kuklina, M. Ragozina</i>	
<b>ACTION LINES OF BUSINESS'S ADAPTATION TO THE CONDITIONS OF THE NEW ECONOMIC REALITY</b> .....	568
<i>Irina Afanasyeva, Oksana Voronkova, Tatyana Shipilova</i>	
<b>THE INTEGRATION AND CLUSTERING PROCESSES IN DIGITAL INNOVATIVE DEVELOPMENT OF PAYMENT MARKET</b> .....	571
<i>Olga Korobeynikova, Dmitriy Korobeynikov, Larisa Popova, Svetlana Shaldokhina, Olga Donskova, Tatyana Daeva</i>	
<b>ANALYSIS MODEL OF THE INNOVATION BUSINESS IN A PARTICULAR SPATIAL ORGANIZATION</b> .....	576
<i>E. Filatov, S. Belousova</i>	
<b>INFLUENCE OF LOGISTICS DEVELOPMENT EFFICIENCY ON THE VOLUME OF FOREIGN TRADE TURNOVER OF THE WORLD COUNTRIES</b> .....	581
<i>A. Metlyakhin, E. Orlova, L. Yarygina, L. Mukhametova</i>	
<b>THE ROLE OF THE INSTITUTE OF CONTRACTUAL REGULATION IN THE FORMATION OF SUSTAINABLE BUSINESS COOPERATION (ON THE EXAMPLE OF THE NEW HANSEATIC LEAGUE)</b> .....	586
<i>Elena Shablova, Oxana Zhevnyak</i>	

<b>PROBLEMS AND PROSPECTS OF DEVELOPMENT OF THE INTERNATIONAL BANKING BUSINESS IN THE CONDITIONS OF GLOBALIZATION OF ECONOMY</b> .....	591
<i>Andrei Mamedov, Vera Batova, Alexander Pavlov, Lyubov Vinnichuk, Natalia Yudaeva</i>	
<b>CUTTING-EDGE METHODS OF ESTABLISHING STRATEGIC ALLIANCES BETWEEN THE FOOD PRODUCERS AND NATION-WIDE RETAIL CHAINS IN RUSSIA AND SPAIN</b> .....	595
<i>Viktor Dobrosotskiy, Raisa Shpakova</i>	
<b>THE IMPACT OF DEVELOPMENT OF CONTRACTUAL RELATIONSHIP'S COMPLEX MODELS OF TNCS ON COUNTRY'S INDIRECT TAXATION</b> .....	599
<i>Elena Sidorova</i>	
<b>METHODICAL AND PRACTICAL ASPECTS OF THE ANALYSIS OF THE STATE AND DEVELOPMENT OF RISK MANAGEMENT SYSTEMS FOR INTERNATIONAL CORPORATIONS</b> .....	603
<i>Natalia Rykhtikova</i>	

### **SESSION: HANSA: NEW UNION GIVES NEW OPPORTUNITIES FOR SUSTAINABLE ECONOMIC DEVELOPMENT**

<b>CUSTOMS TARIFF REGULATION: HISTORICAL EXPERIENCE OF THE HANSA AND MODERN PROBLEMS OF APPLICATION IN THE CONDITIONS OF ECONOMIC INTEGRATION</b> .....	607
<i>Galina Fedotova</i>	
<b>THE HANSEATIC LEAGUE AND THE RUSSIAN STATE: THE SIGNIFICANCE OF HISTORICAL EXPERIENCE</b> .....	610
<i>Olga Pavlova</i>	

### **SESSION: INTERREGIONAL COOPERATION AND ITS ROLE IN SOCIO-ECONOMIC DEVELOPMENT: NEW APPROACHES AND BEST PRACTICES**

<b>THE INFLUENCE OF THE CULTURAL INDUSTRY MARKET ON THE QUALITY OF LIFE OF THE POPULATION OF THE ARCTIC REGIONS</b> .....	614
<i>E. Tereshchenko, Z. Zhelnina</i>	
<b>COMPARATIVE APPROACH AND SOCIOLOGICAL SURVEY METHOD FOR EVALUATION OF ECOLOGICAL TOURISM ROLE AND EFFECTIVENESS DEVELOPMENT IN BAIKAL REGION</b> .....	618
<i>D. Dayneko, V. Dayneko, A. Dayneko</i>	
<b>GREENING OF REGIONAL POLICY AS A FACTOR OF INCREASING THE LEVEL OF REGIONAL SOCIAL AND ECONOMIC DEVELOPMENT IN THE RUSSIAN FEDERATION</b> .....	622
<i>Marina Rudenko, Anna Popova</i>	
<b>INTERRELATION OF THE RATE OF RUSSIAN ARCTIC REGIONS' ECONOMIC DEVELOPMENT AND THE INNOVATIVE ACTIVITIES OF INDUSTRIAL PRODUCTION</b> .....	628
<i>V. Zharov, V. Tsukerman</i>	
<b>PSKOV-NOVGOROD RELATIONSHIPS IN THE UNIFIED HISTORICAL SETTLEMENT SYSTEM OF RUSSIA INTERCONNECTIONS</b> .....	632
<i>Natalia Kudryavceva, Lyubov' Kubeckaya</i>	
<b>PROBLEMS AND RESTRICTIONS FACING CLUSTER FORMATION WITHIN PRIORITY SOCIAL AND ECONOMIC DEVELOPMENT AREAS IN MONOTOWNS</b> .....	636
<i>Yu. Daneykin, M. Kozyrev, O. Ivanova, V. Trifonov, M. Kivarina</i>	

### **SESSION: DEVELOPMENT OF THE EXPORT POTENTIAL OF THE REGIONS OF THE HANSEATIC LEAGUE**

<b>TRANSFORMATION OF THE PSKOV REGION'S BORDER TRADE WITH THE EUROPEAN COUNTRIES UNDER THE APPLICATION OF SPECIAL ECONOMIC MEASURES</b> .....	641
<i>Oksana Falchenko, Irina Savelyeva, Veronika Vyazovskaya</i>	
<b>Author Index</b>	