

# **International Scientific and Practical Conference "Sustainable Development of Environment After Covid-19" (SDEC 2021)**

Advances in Social Science, Education and Humanities  
Research Volume 632

Novosibirsk, Russia  
7 December 2021

**Editor:**

**Makartsev Andrey Alekseevich**

ISBN: 978-1-7138-4404-4

**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© (2022) 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=sdec-21>

Printed with permission by Curran Associates, Inc. (2022)

**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: SUSTAINABLE ECONOMIC AFTER COVID-19**

INTERCONNECTION OF CONCEPTS OF SOCIAL CORPORATE RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT AT THE CURRENT STAGE OF ECONOMY .....	1
<i>Aleksey Mikryukov, Tatyana Chilimova, Anna Serebrennikova, Irina Sofronova</i>	
EFFECTIVENESS OF MONETARY POLICY IS AN IMPORTANT FACTOR IN THE SUSTAINABILITY OF A MODERN ECONOMY .....	9
<i>Natalia Iosifovna Kiriyakova, Gaukhar Keniskhanovna Kalieva</i>	
SCENARIO MODEL OF THE MOVEMENT OF BANK CAPITAL BETWEEN INSTITUTIONAL SECTORS IN THE SVERDLOVSK REGION .....	14
<i>Ilya Naumov</i>	
SOCIAL PROSPECTS OF POST-SPORTS ADAPTATION IN THE NEO-INDUSTRIAL ECONOMY .....	20
<i>Petr Ryskin, Stanislava Fagina, Natalia Shuraleva</i>	
FOOD PROVISION AND THE AXIOLOGY OF HEALTHY EATING IN THE CONTEXT OF SUSTAINABLE SOCIO-ECONOMIC DEVELOPMENT .....	24
<i>Dmitrii Stozhko, Olga Ergunova</i>	
ASSESSMENT OF AGRICULTURAL LANDS IN MARYANOVSKY DISTRICT OF OMSK REGION FOR PURPOSES OF LAND MORTGAGE LENDING .....	30
<i>Yu. S. Yusova, T.A. Filippova, S.A. Fedotenko, E.V. Kotsur</i>	
RELATIONSHIPS BETWEEN RISK TOLERANCE, FINANCIAL SUSTAINABILITY AND ECONOMIC RESILIENCE IN THE CONTEXT OF INDUSTRIAL COMPETITION .....	36
<i>Tatyana Orlova, Aleksandr Timoshin</i>	
ECO-TECHNOLOGICAL INNOVATION OF «TWO HIGHS» COMPANIES UNDER THE LOW-CARBON ECONOMY BASED ON THE PERSPECTIVE OF GAME THEORY .....	42
<i>Zhenlian Tang, Razumovskiy Denis, Elena Razumovskaia</i>	
ASSESSMENT OF ECONOMIC EFFICIENCY BY LIFE CYCLE STAGES .....	47
<i>Anton Vladimirovich Chepulyanis, Irina Evgenievna Vlasova</i>	
APPROXIMATE METHODS FOR SOLVING DIFFERENTIAL EQUATIONS FOR CONTINUOUS MODELS OF A SUSTAINABLE ECONOMY .....	57
<i>Tatyana Gorskaya, Anis Galimyanov</i>	
MEDICAL, ECONOMIC ISSUES IN COMBATING THE PANDEMIC CAUSED BY SARS-COV-2 CORONAVIRUS IN THE RUSSIAN FEDERATION .....	64
<i>G. R. Bayramgulova, A. B. Zulkarnaev, S. M. Muzafarov, G. A. Yagafarova, F.G. Aminev</i>	
GREEN, SOCIAL BONDS IN THE CONTEXT OF THE PANDEMIC .....	68
<i>Aybika Imranovna Beksultanova, Paizat Alievna Ibragimova, Dzhamilja Salikhovna Sarkarova</i>	
STATE POLICY FOR SUSTAINABLE DEVELOPMENT OF ENTREPRENEURSHIP IN RUSSIA: MINIMIZING RISKS AND REMOVING BARRIERS .....	73
<i>V.A. Mordovets, O.D. Ugolnikova, D.V. Kruglov, E.F. Shchipanov, O.V. Averyanova</i>	

CREATIVE ACCOUNTING DETECTION METHODS: FOREIGN EXPERIENCE.....	79
<i>Yana Ustinova, Chander Mohan Gupta, Alexandr Shaposhnikov</i>	
SUSTAINABLE DEVELOPMENT GOALS FOR NATIONAL ECONOMY’S DEVELOPMENT IN 2030: CHINA’S EXPERIENCE .....	84
<i>Denis A. Borisov, Evgenii V. Savkovich, Gennady G. Lyaskin</i>	
REDUCTION OF INCOME INEQUALITY AS A CONDITION FOR SUSTAINABLE DEVELOPMENT OF RUSSIA .....	88
<i>Vladimir Chernov</i>	
<b><u>SESSION: COMFORTABLE ENVIRONMENT AND SUSTAINABLE DEVELOPMENT OF THE TERRITORY</u></b>	
THE PARADIGM OF “RESPONSIBLE CONSUMPTION”: MYTH OR REALITY IN MODERN CONDITIONS.....	94
<i>Aleksandr Kiselev, Marina Ugryumova, Marina Mayorova, Aleksandr Sazonov, Anna Savicheva</i>	
OPPORTUNITIES AND LIMITATIONS OF STRATEGIC PLANNING FOR THE SUSTAINABLE DEVELOPMENT OF THE SPATIAL INFRASTRUCTURE SYSTEM OF THE ELECTRIC POWER INDUSTRY DURING THE PANDEMIC .....	101
<i>Elena Shishkina, Nadezhda Surnina</i>	
TELEMEDICINE SERVICES CONTRIBUTION TO THE SUSTAINABLE SOCIAL DEVELOPMENT .....	106
<i>Alyona Fechina, Elena Dvoryadkina, Felix Badaev</i>	
LIFELONG EDUCATION FOR SUSTAINABLE ENVIRONMENTAL DEVELOPMENT: EMPLOYEES’ SAFETY CULTURE IN OIL AND GAS INDUSTRY .....	112
<i>Natalia Verbitskaya, Ola Alashoor</i>	
SCHOOL AND BACHELOR STUDENTS IN THE DIGITAL LANDSCAPE: SECURING CONTINUITY .....	118
<i>Irina A. Stikhina</i>	
DESIGNING EDUCATIONAL EVENTS IN AN ONLINE FORMAT .....	124
<i>Marina Nikolaeva, Nelly Shramko, Anastasiya Pasha</i>	
ECOLOGICAL AND GEOMORPHOLOGICAL ANALYSIS OF ECOSYSTEMS IN THE MOUNTAINOUS PART OF THE CHECHEN REPUBLIC .....	129
<i>Rustam Gakaev, Tumisha Bachaeva, Malkan Dudaeva</i>	
LANDSCAPE AND GEOMORPHOLOGICAL CONDITIONS FOR THE DEVELOPMENT OF LANDSLIDES ON THE TERRITORY OF THE CHECHEN REPUBLIC .....	134
<i>Rustam Gakaev, Tumisha Bachaeva, Zina Aydamirova</i>	
SUSTAINABLE DEVELOPMENT OF UNIVERSITIES BASED ON THEIR INTELLECTUAL CAPITAL.....	139
<i>Pavel Novgorodov</i>	
SOLAR SYSTEM ARCHITECTURE.....	144
<i>Valentin Nikitovich Tkachev</i>	

## **SESSION: SUSTAINABLE DEVELOPMENT INDICES AND INDICATORS**

ON THE ISSUE OF NATIONAL PROJECTS OF THE RUSSIAN FEDERATION IN ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS .....	151
<i>Pavel Letov, Natalya Istomina, Nadezhda Goncharova</i>	
ECONOMIC CAPACITY AS AN INDICATOR OF SUSTAINABLE SOCIOECONOMIC EFFICIENCY OF A BUSINESS ENTITY .....	157
<i>Marina Astakhova, Irina Ignatova</i>	
INDICATORS OF SUSTAINABLE ENTREPRENEURIAL ECOSYSTEMS .....	163
<i>Dmitry Zavyalov, Yury Saginov, Nadezhda Zavyalova, Olga Saginova</i>	
ATTRACTING AND PUSHING FACTORS IN INTERNATIONAL MIGRATION EXCHANGE BETWEEN RUSSIA AND THE POST-SOVIET COUNTRIES WITHIN THE FRAMEWORK OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT .....	171
<i>Marina Zhukova, Lidiya Manukovskaya, Larisa Kharyanova, Yulia Lobanova</i>	
THE APPROACHES TO THE DEVELOPMENT OF REGIONAL FRAMEWORKS OF SUSTAINABLE DEVELOPMENT INDICES AND INDICATORS .....	181
<i>Tat'yana N. Dudina, Ol'ga S. Tarasova, Svetlana D. Nadezhdina, Aleksandr A. Shaposhnikov</i>	

## **SESSION: ENVIRONMENT AND COVID-19: SOCIAL COMMUNICATION**

THE ROLE OF SOCIAL COMMUNICATIONS IN PRIVATE MEDICAL CLINIC BRAND MANAGEMENT DURING THE COVID-19 PANDEMIC .....	188
<i>Natalia Izakova, Tatyana Solosichenco, Ivan Vozmilov, Olga Popova</i>	
EFFECTIVENESS OF THE SMM COMMUNICATIONS STRATEGY OF THE EDUCATIONAL CENTER "BEAUTY EVENTS" .....	193
<i>Anastasia Vozmilova, Ivan Vozmilov</i>	
SOCIAL MECHANISMS OF INFLUENCE ON THE SOCIOCULTURAL PRACTICES OF MIGRANTS .....	197
<i>E. V. Chumak, D. N. Yadransky</i>	
COMMUNICATIVE READING: MODIFICATION OF FOREIGN LANGUAGE TEACHING FOR SUSTAINABLE DEVELOPMENT OF EDUCATION .....	203
<i>Irina Pirozhkova</i>	

## **SESSION: LAW AND ENVIRONMENT AFTER COVID-19**

TRANSFORMATION OF POWER RELATIONS IN THE "GENERATED RISK" SOCIETY .....	208
<i>Svetlana Vasiliievna Dimitrova, Larisa Mukhamedovna Ashnokova, Agababa Aydin Ogly Dadashev, Lyudmila Evgenievna Pak</i>	
SOME ISSUES OF SECURING SDG 11 IN THE LEGISLATION ON CULTURAL AND ECOLOGICAL TOURISM.....	213
<i>Vitali Maksimeniuk, Roza Timakova</i>	
LEGAL REMEDIES OF LEGALIZATION (MONEY LAUNDERING) PROCEEDED BY CRIME .....	218
<i>Oksana Trocenko, Irina Soshnikova</i>	

MODERN FOREIGN EXPERIENCE OF ANTIMONOPOLY REGULATION OF DIGITAL COMPANIES AND INTERNET PLATFORMS.....	223
<i>Valery Istomin</i>	
CONSTITUTIONAL MODERNIZATION AS A NECESSARY CONDITION FOR THE SUSTAINABLE DEVELOPMENT OF THE RUSSIAN FEDERATION.....	228
<i>Veronika Meshcheryagina, Alexander Savoskin, Mariia Zadorina</i>	
LEGAL REGULATION OF THE USE OF DIGITAL TECHNOLOGIES IN THE AGRICULTURAL ECONOMY .....	233
<i>Kheda Mutazova, Zhanati Salgirieva</i>	
SUSTAINABILITY ISSUES IN RUSSIAN HOUSING QUALITY: POLICY IMPLEMENTATIONS .....	237
<i>Natalia Vlasova, Nikolai Smirnyagin</i>	
COVID BEHAVIOR AS AN INDICATOR OF POLITICAL LOYALTY .....	244
<i>Ibragimov Radiy Nazibovich</i>	
SUSTAINABLE DEVELOPMENT POLICY ON THE EXAMPLE OF FOREIGN LEADERS .....	250
<i>Aybika Imranovna Beksultanova, Patimat Gadzhievna Isaeva, Zukhra Omarshaevna Magomedova</i>	
<b><u>SESSION: TOURISM INDUSTRY IN A TURBULENT ENVIRONMENT</u></b>	
ANALYSIS AND DEVELOPMENT OF THE MECHANISM OF INVESTMENT POTENTIAL OF THE TOURIST NETWORK IN A PANDEMIC.....	256
<i>O. T. Ergunova, Almaza Luis Molina, P. V. Bochkov, E. A. Blinova</i>	
THE IMPORTANCE OF CORPORATE SOCIAL SUSTAINABILITY IN THE ANTI-CRISIS MANAGEMENT OF A HOTEL BUSINESS .....	260
<i>Irina Ovchinnikova, Elena Davydova, Tatiana Volovik, Irina Vashliaeva</i>	
ASSESSMENT OF SOCIAL CAPITAL IN THE WORK WITH SUPPLIERS: A CASE OF A TOURIST ORGANIZATION.....	265
<i>Svetlana Orekhova, Vera Zarutskaya</i>	
THE PROGRAM OF FORMATION OF EMOTIONAL STABILITY OF PERSONNEL IN THE HOSPITALITY INDUSTRY .....	270
<i>Ekaterina Vezetiu, Ekaterina Vovk, Natalia Gorbunova, Lyudmila Bura, Yana Zalevskaya</i>	
OVERVIEW OF THE CURRENT STATE AND PROBLEMS OF ACCOMMODATION FACILITIES DEVELOPMENT IN THE REGIONS OF THE CENTRAL FEDERAL DISTRICT OF THE RUSSIAN FEDERATION .....	278
<i>Galina V. Astratova, Irina G. Pavlenko, Marina M. Kireeva, Anna P. Vostrova, Igor A. Bukreev</i>	
IMPACT OF THE COVID-19 PANDEMIC ON STAFFING SOCIO-CULTURAL SERVICE AND TOURISM .....	283
<i>A.V. Mitrofanova, T.V. Kudryashova, V.A. Khilsher, L.V. Grosheva, V.Yu. Nikolaicheva</i>	
WORLD PRACTICE OF STATE SUPPORT OF THE TOURISM SECTOR IN FOREIGN COUNTRIES IN THE CONTEXT OF COVID-19 .....	288
<i>Stanislau Arlou</i>	

ANALYSIS OF THE CURRENT STATE OF ECOTOURISM IN MURMANSK REGION ..... 293  
*Yu. A. Kireeva, A. L. Zolkin, E. P. Panova, S. V. Shamina, V. M. Kalyakina*

SUSTAINABLE APPROACHES TO THE DESTINATION MANAGEMENT: THE  
PERFORMANCE ASSESSMENT ASPECTS ..... 299  
*Elena Dedusenko*

### **SESSION: SUSTAINABLE CITIES AND COMMUNITIES**

THE COVID-19 PANDEMIC HAS STIMULATED MODERNIZATION OF THE  
URBOECODIAGNOSTICS ..... 303  
*V. V. Chernaya, B. I. Kochurov, O. V. Bakovetckaya, E. I. Mishnina, R. M. Voronin*

DIGITAL LOGISTICS AS INSTITUTION FOR IMPROVING COORDINATION OF FLOW  
PROCESSES IN TRANSPORT AND LOGISTICS SYSTEM OF THE SMART CITY ..... 309  
*Gleb Savin, Victor Katochkov, Valeria Grishina*

AVAILABILITY OF MEDICINES FOR THE POPULATION AS A DETERMINANT OF THE  
SUSTAINABLE DEVELOPMENT OF THE NATIONAL HEALTH SYSTEM..... 314  
*Svetlana Begicheva, Elena Kalabina*

EVALUATION OF SPATIAL IMBALANCES IN THE LARGEST CITY: EKATERINBURG AS  
A CASE STUDY..... 320  
*Arina Suvorova*

### **SESSION: PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT**

ASSESSMENT OF THE RESULTS OF THE IMPLEMENTATION OF STRATEGIC  
NETWORK MANAGEMENT ..... 325  
*Maksim Kocheryan, Andrey Plakhin, Irina Vashlyaeva, Stanislava Fagina*

MODEL FOR FORECASTING THE DEVELOPMENT OF SMALL AND MEDIUM-SIZED  
ENTERPRISES IN THE REGION ..... 331  
*Erik Avanesian*

FACTORS OF INCREASING SUSTAINABILITY OF STATE SPORTS ORGANIZATIONS  
FROM THE PERSPECTIVE OF SYSTEMIC APPROACH ..... 337  
*S. G. Pyankova, D. P. Arkalov*

DIGITAL MARKETING OF SOCIAL NETWORKS AS A FACTOR FOR SUSTAINABLE  
BUSINESS DEVELOPMENT DURING THE COVID-19 PANDEMIC ..... 342  
*O. I. Popova, N. M. Gagarina, T. B. Minina, A. A. Holodilov*

**Author Index**