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 (+7-978-828-56-19)
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336, 658

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**FORMING A SYSTEM FOR ASSESSING THE PERFORMANCE OF ENTERPRISES
IN THE RUSSIAN FEDERATION**

The article substantiates new approaches to assessing the effectiveness of enterprises. The importance of forming a system for evaluating the effectiveness of organizations as a basic component in the market system of the state is shown. The essence of efficiency is investigated, and on the basis of the analysis of literary sources, the author's definition of the efficiency of enterprises is formulated. Groups of indicators are analyzed, the most significant of them are highlighted. Considering the performance of three companies in the oil and gas sector: PJSC Oil and Gas Company Russneft, PJSC Tatneft named after V.D. Shashin, PJSC Oil Company Lukoil, the authors supplemented and corrected the system for evaluating the activities of organizations and showed the advantages of its application in practice. The significance of the influence of external and internal factors on the activities of enterprises in the oil and gas industry is shown, and directions for reducing sanctions pressure are noted. With the rational use of enterprise resources, the use of innovative management and production technologies, it is possible not only to ensure effective functioning in the domestic market, but also to use the opportunities of foreign economic activity.

Keywords: efficiency, evaluation of the efficiency of enterprises, profitability, profit.

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[2, 3, 5–7, 10, 15, 19, 20, 23–26].

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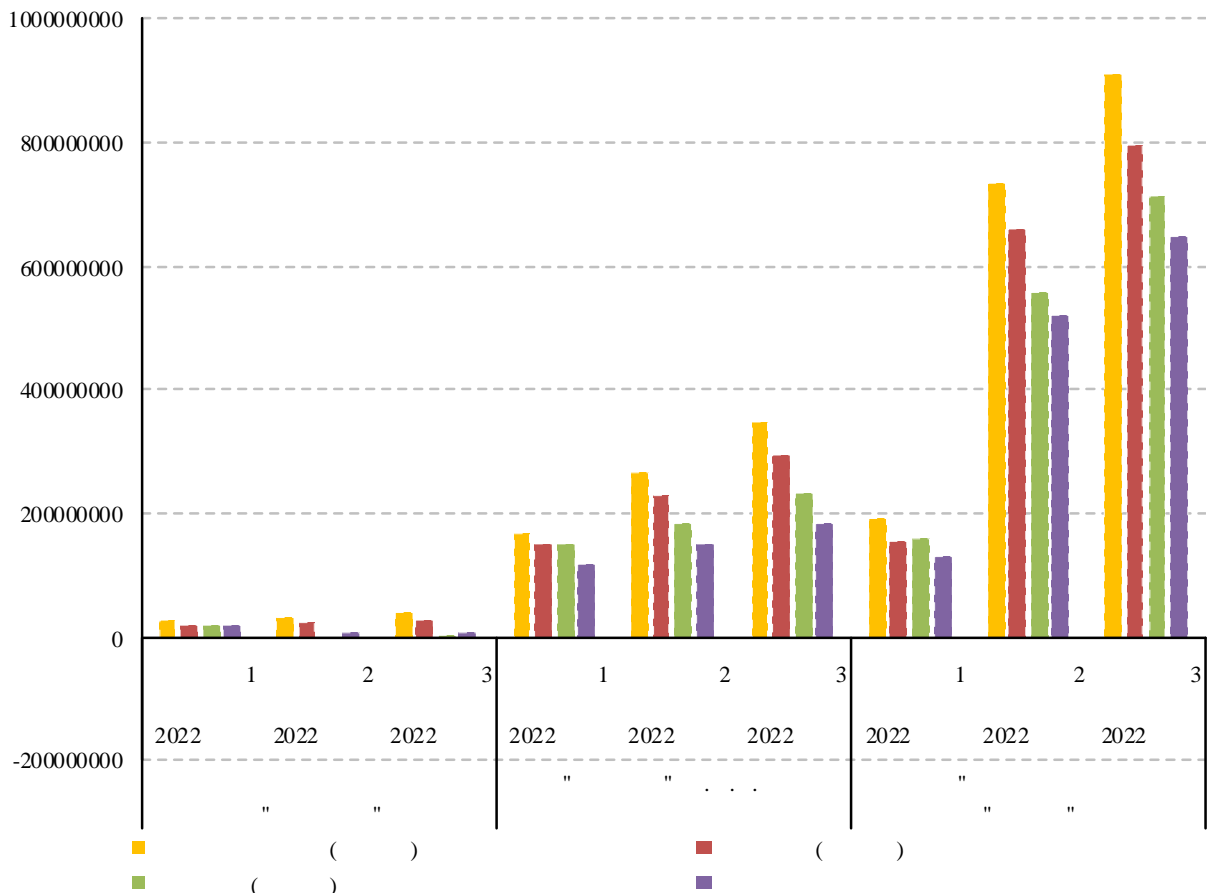
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1- 2022 28,722 %, 2 3

2- — 22,349 %.



3. ([16-18]) 2022 ,

1- 11,203 % , 3- 2- — 13,903 % .

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1- « » 1-3 « » ,

2- « » 1-3 « » 2- 1- 2022 3,8 , 3- 2- 23,463 % .

2022 4,3 , 2- 3- 1- 11

2- — 20,571 %.

2- — 27,333 %.

3 1- 2022 2- — 24,475 %.

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2022 2- — 28,619 %.

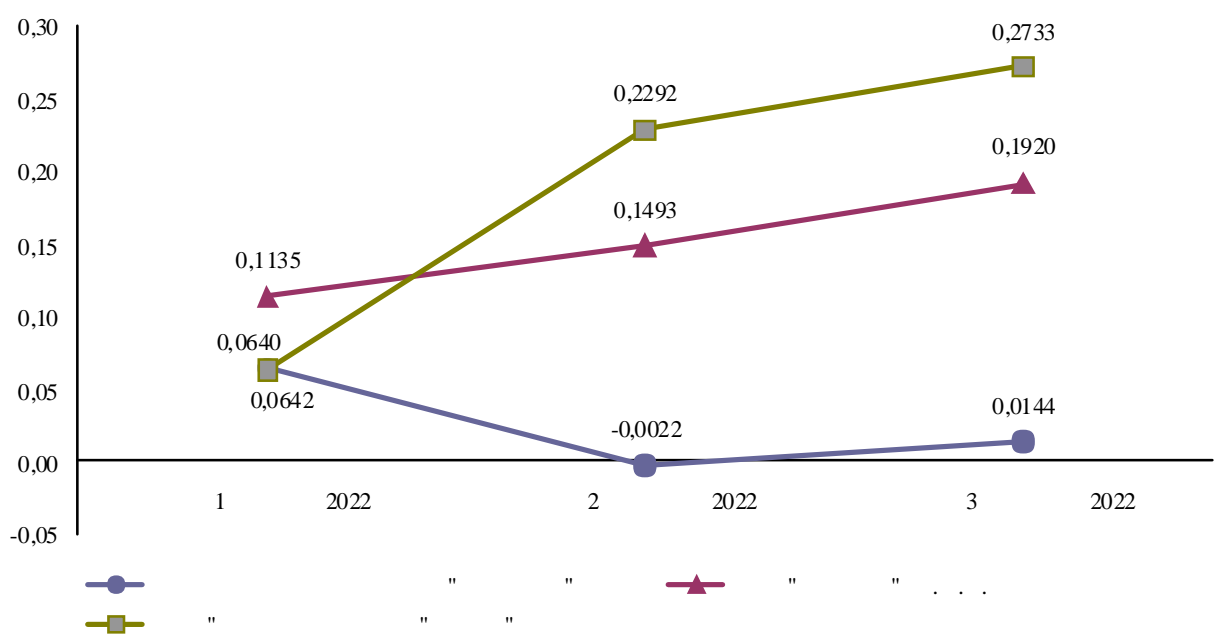
2022 2 2022 — 25,496 %.

26,773 %, 2 3 I 2022 2- — 20,983 %.

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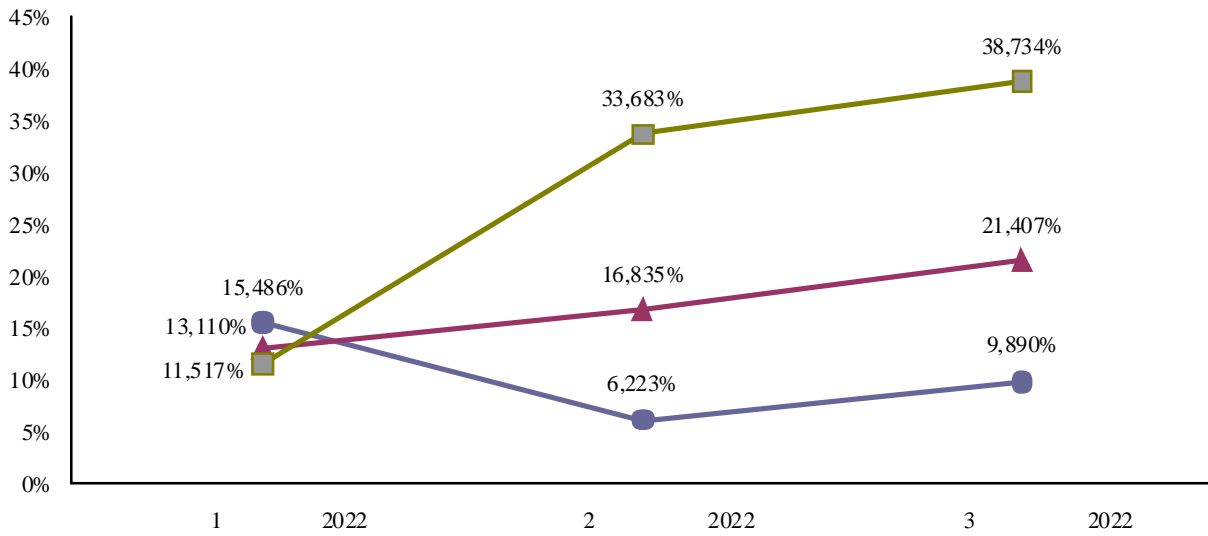
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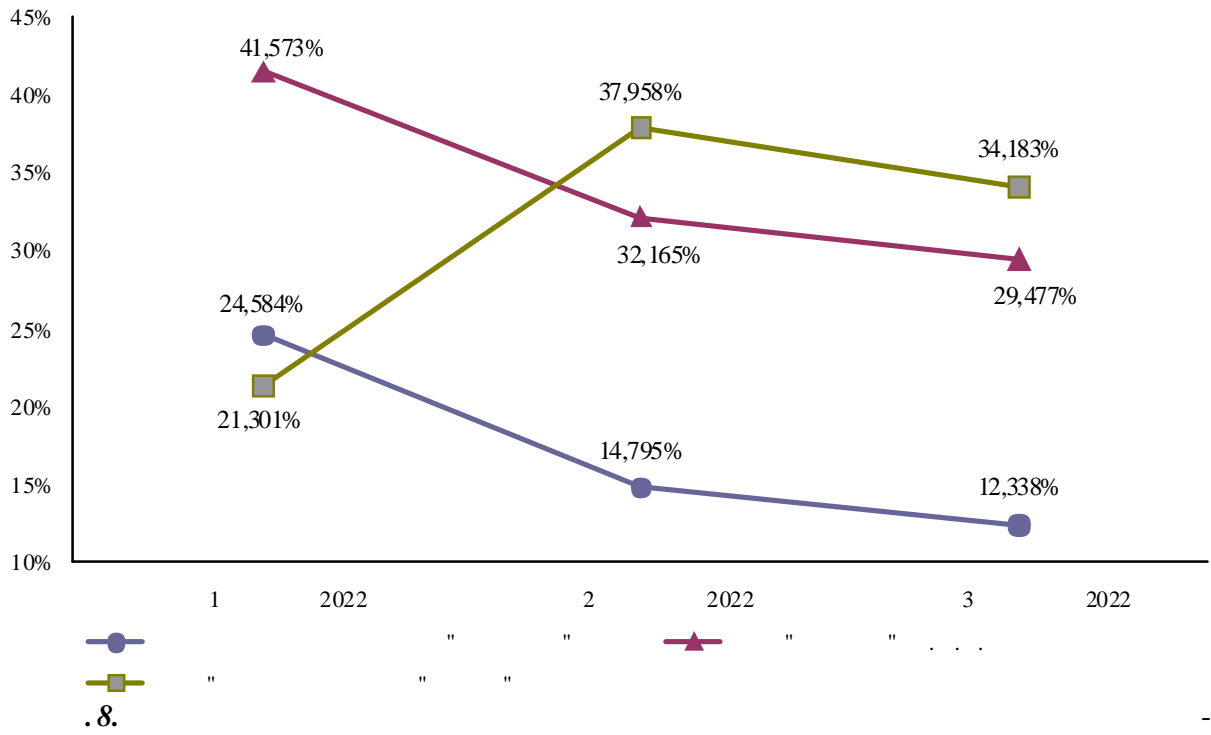
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8. 2022 , % ([16-18])

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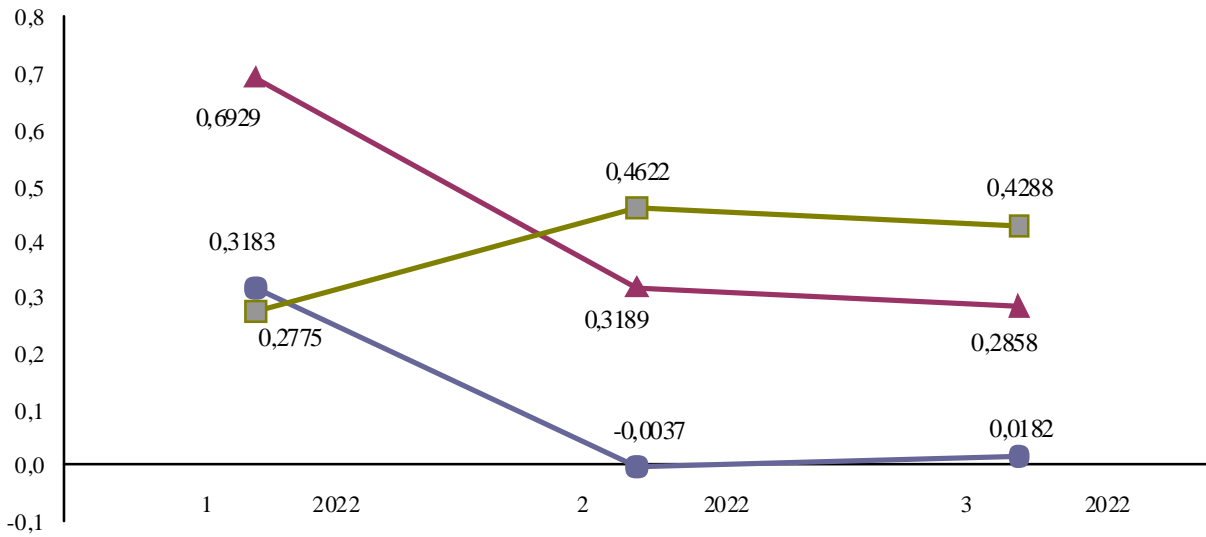
2022 , % ([16–18])

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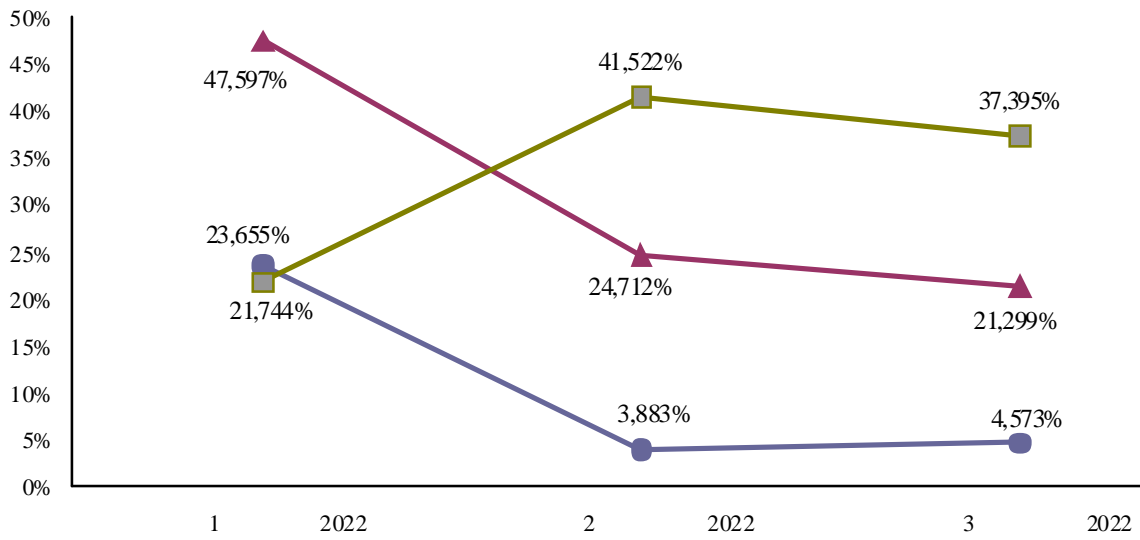
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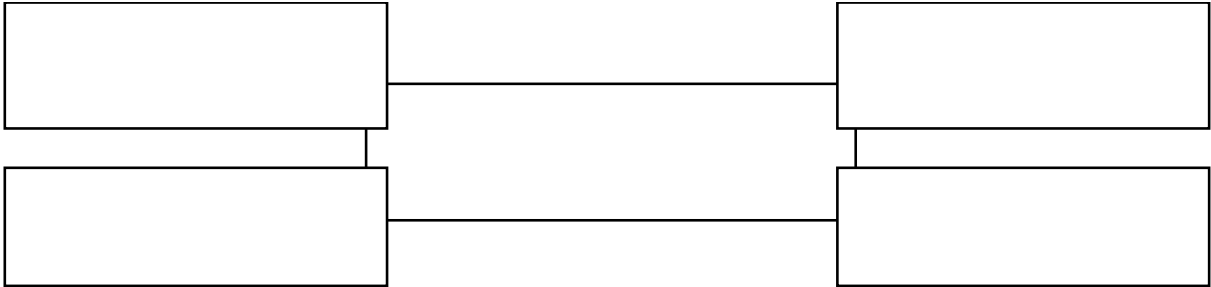
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Institute of Economics and Management,
V.I. Vernadsky Crimean Federal University,
Simferopol, Russian Federation.

REGULATION OF CASINO ACTIVITIES FOR THE PURPOSES OF ANTI-MONEY LAUNDERING

One of the most profitable and subject to the use of «dirty» money is the gambling sector, in addition, there are a number of other problems that the world community, and in particular, an individual state, faces. The development of the Internet has made it possible for entrepreneurial structures to develop their business there, which was not always legal. Today, not all countries allow online gambling. The article considers the regulation of casino activities in order to combat money laundering in the context of levels of law. It was revealed that the legal basis for combating money laundering is international law, in the form of recommendations developed by the FATF. Separate recommendations of the FATF regarding the regulation of casino activities in combating money laundering are analyzed. The legal features of casino regulation in the Russian Federation are analyzed,

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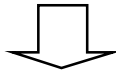
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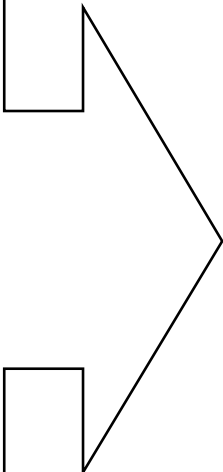
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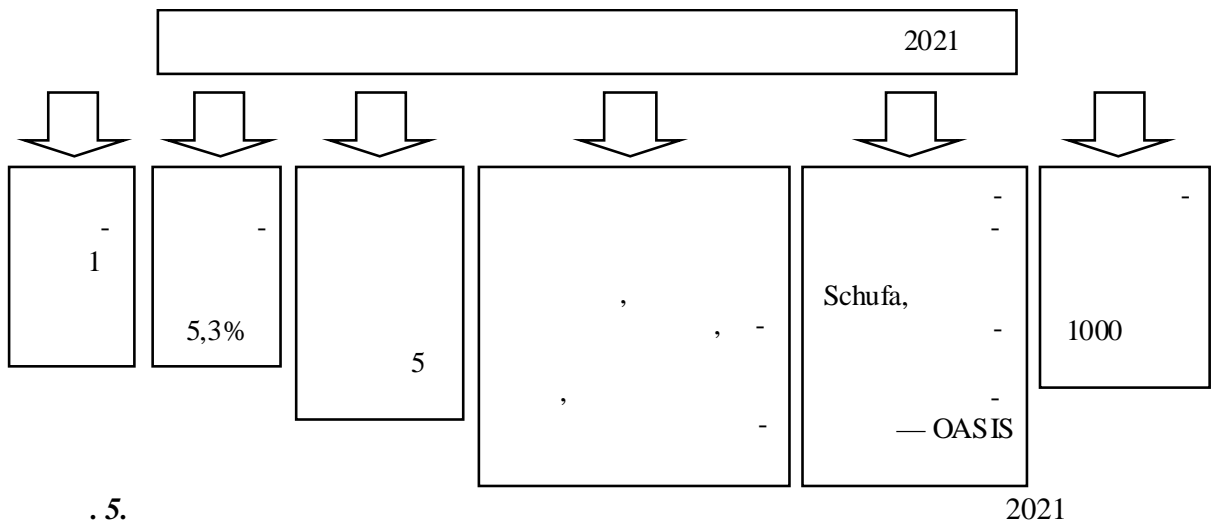
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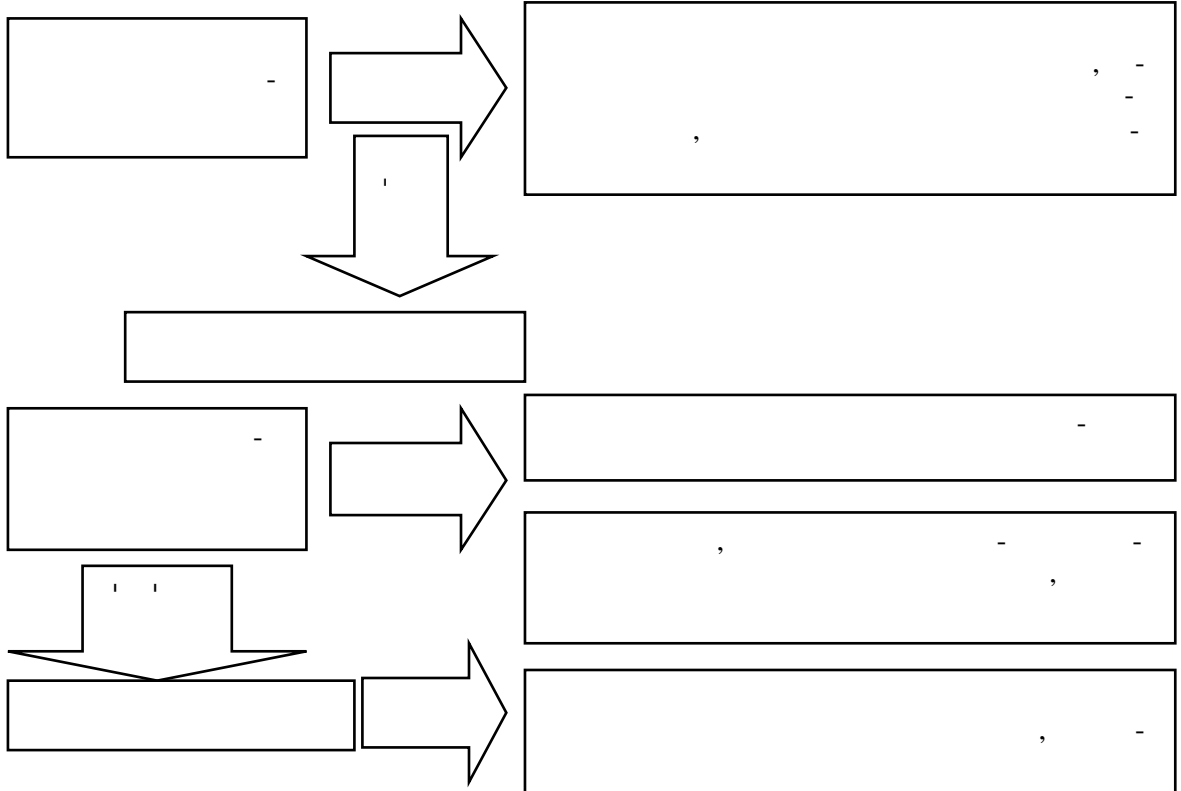
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IMPROVEMENT OF THE INFORMATION SUPPORT SYSTEM OF THE PENSION FUND OF THE RUSSIAN FEDERATION

The Pension Fund of the Russian Federation (PFRF) was created for public financial management with the aim of providing social support for pensions in the country, caring for families and children, developing the economy and creating business opportunities, as well as supporting regions as a prerequisite for the development of the country's economy. In the author's opinion, at present, it is necessary to seriously develop directions for improving the activities of the Pension Fund of the Russian Federation, based on strengthening its information support. Undoubtedly, the Pension Fund of the Russian Federation is actively applying new technologies to improve the functioning of its activities, but there is not enough automation in the work. Due to the complexity of the modern development of the country's economy, a new, modern information system AIS PFR-3 is needed. The new generation system under development (AIS PFR-3) received the working title «Unified Digital Platform in the Sphere of Social Security». It should be noted that the Pension Fund of the Russian Federation has a fairly large number of information services and the use of the new system will be quite effective. Moreover, the most important task of the PFR for the near future is the transition to automatic issuance of information, mainly in a format that has legal significance, while providing it in a form convenient for a person.

Keywords: information subsystem, Pension Fund of the Russian Federation, development features, social support, transformation, automation of activities, information processing, new technologies.

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Now the role and importance of personal insurance in the world is increasing. A special place in the personal insurance industry is occupied by private personal insurance, which includes life insurance, accident and illness insurance, and medical insurance.

The article analyzes the main indicators of private personal insurance in Russia, reveals the place of private personal insurance in insurance in general in terms of insurance premiums, payments under insurance contracts, the number of concluded contracts, explores regional specifics based on an analysis of the main parameters of the insurance market by districts. Regional differences in the dynamics of development of the insurance market segments in terms of the main statistical indicators are revealed.

The trends in the development of private personal insurance in the context of specific insurance companies in Russia on the basis of specialized ratings were studied, the main parameters of the activities of insurance organizations in the life insurance segment were studied: insurance premiums for life insurance, borrower life insurance, accident and illness insurance, private medical insurance.

The trends in the development of the private personal insurance market in Russia at the present stage are revealed, taking into account external pressure on the financial sector of Russia, ways to support the insurance industry as a whole are determined.

Keywords: personal insurance, private personal insurance, private medical insurance, Russian insurance market.

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	2017 .	2018 .	2019 .	2020 .	2021 .	2021/2017 ., %
	1 036 531,80	1 228 812,50	1 246 629,10	1 301 636,70	1 557 771,20	50,29
	593 826,80	774 630,40	778 841,80	811 542,70	986 232,52	66,08
:						
•	331 734,70	452 296,10	409 360,20	430 789,90	524 400,89	58,08
•	121 811,40	170 005,50	190 147,80	204 034,70	261 894,25	115,00
•	140 280,60	152 328,80	179 333,70	176 718,10	199 937,38	42,53
	442 705,00	454 182,10	467 787,30	490 094,00	571 538,68	29,10
	248 459,00	259 275,20	239 660,30	247 181,80	247 697,52	-0,31
	1 284 990,80	1 488 087,80	1 486 289,40	1 548 818,60	1 805 468,72	40,50

* [11]

(—) — 23,5 % 21,72 %
 2017-2021 .
 61,77 % (5) 38,23 %
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 — 2,9 455 853,09
 — 2 635 792,41
 86,19 %, — 34,86 %.

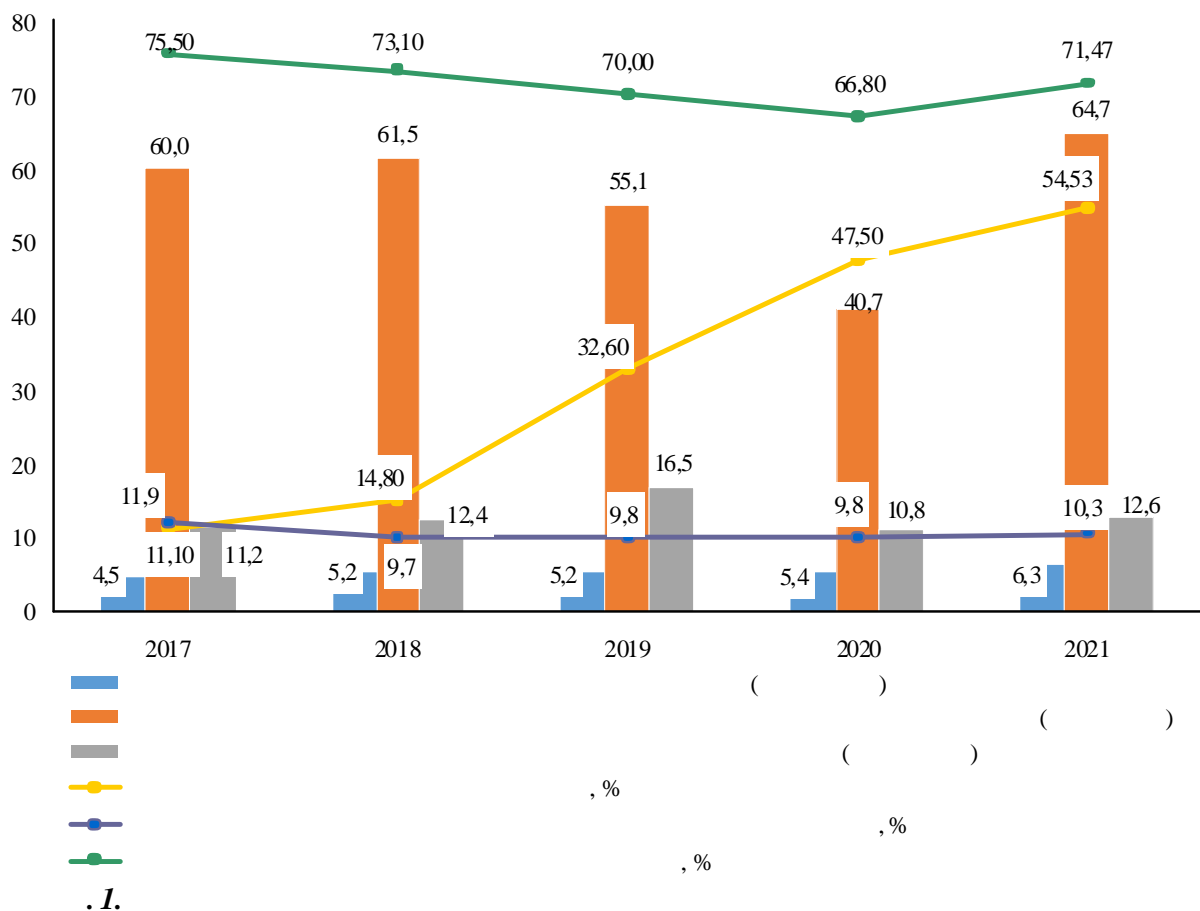
62,08 % 2017 . 79,71 % 2021 .
 49,53 % 71,93 %
 (2,7)
 23,29 % 63,03 % 5 67,54 %
 31,09 % . 5
 9,17 % 5,89 %, . (.1)
 (5 56,4) .
 23,69 % 2020 .
 37,65 % 2021 .
 2,62 % 3,69 %), — 11,2 4,5 6,34 (6,52 %
 7,35 %). ()
 , 2017 . 2021 . 5,34 %
 75,5 % 71,47 % .
 (13,32 % 11,9 % 10,31 %).
 — 4,9 11,1 %
 54,53 %.

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	2017 .	2018 .	2019 .	2020 .	2021 .	2021/2017 ., %
	316 736,10	371 045,10	454 675,50	507 615,90	635 792,41	100,73
	157 180,10	194 787,60	277 651,70	342 565,80	455 853,09	190,02
:						
•	36 709,80	66 999,20	133 420,50	204 592,80	285 943,66	678,93
•	- 14 508,60	16 486,10	18 682,20	19 982,80	27 012,92	86,19
•	105 961,70	111 302,30	125 549,00	117 990,10	142 896,51	34,86
	159 556,00	176 257,50	177 023,80	165 050,10	179 939,32	12,78
	196 469,40	152 947,90	161 194,10	157 101,50	169 057,76	-13,95
	513 205,40	523 992,90	615 869,60	664 717,40	804 850,18	56,83

* [11]



2016 . 2020 . , 39,89 % 2 417 683,6 (.3),
 3,7 1 322 288,9 .
 2,7 20,51 % 54,69 %.

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	2016 .	2017 .	2018 .	2019 .	2020 .	2020/2016 ., %
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•	1728303,8	145 1400,4	1839914,1	2163072,6	2417683,6	39,89
•	354539,1	579295,0	886768,2	1166365,3	1322288,9	272,96
- -, %	20,51	39,91	48,20	53,92	54,69	166,65
(«+», «->»):						
•	760597,9	293223,1	388906,7	338660,8	334133,8	-56,07
•	121603,7	217049,0	297560,1	280583,0	211227,4	73,70
- -, %	15,99	74,02	76,51	82,85	63,22	295,37

* [12]

15,99 % 82,85 %, 2016 . 2019 . 5
 2020 . 23,69 % 63,22 %.
 (.4),

39,86 % (2021 .) 68,13 % (-
),
 (7,5 % (5,51 % 17,44 % 22,47 %)
).

2021 . 3,36 % , : -
 —4,05 %, —3,09 %, —1,92 %.

2021 . : —64,0 %,
 —24,41 %, —11,6 %.
 (.5) -
 (2021 . 37,27 % 61,45 %
), - (8,47 % 25,41 %

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	2017 .	2018 .	2019 .	2020 .	2021 .	2021/2017 ., %
1	2	3	4	5	6	7
	654724,68	782045,59	782448,31	775102,78	1010524,83	54,34
	365118,42	485163,40	479900,82	461598,49	621123,66	70,12
•	188019,28	260147,31	247787,25	250305,13	324421,08	72,55
•	80728,09	120608,56	122630,95	107816,69	178401,68	120,99
•	96371,05	104407,52	109482,63	103476,67	118300,90	22,76
	756914,87	885518,59	873476,60	868113,90	1109262,15	46,55
	96424,50	111193,88	142261,26	151017,99	166677,16	72,86
	48324,17	60277,30	88196,46	96870,49	103975,40	115,16
•	26715,43	35604,78	33130,39	35003,88	39454,49	47,68
•	7465,81	9453,23	13911,53	20144,89	19585,99	126,34
•	14142,93	15219,30	41154,53	41721,71	44934,92	217,72
	122098,78	137094,69	166987,15	176591,31	193095,16	58,15
	38274,21	47461,92	41395,88	46040,13	51756,72	35,23
	23599,67	32626,91	25740,02	30383,68	33153,10	40,48
•	16288,99	23613,57	15991,72	18013,77	21217,13	30,25
•	4470,33	5906,82	6819,60	8861,84	8091,36	81,00
•	2840,35	3106,52	2928,70	3508,07	3844,61	35,36
	56174,70	67472,38	61502,26	66705,52	71483,89	27,25
	7117,18	9287,51	8848,37	10962,05	11139,95	56,52
	4359,86	6242,81	5501,20	6565,39	6595,88	51,29
•	2782,20	4319,96	3453,02	3511,92	4131,52	48,50
•	909,76	1217,48	1470,30	2357,24	1901,40	109,00
•	667,90	705,37	577,88	696,23	562,96	-15,71
	12649,64	14788,60	14917,93	17669,74	17968,54	42,05
	105385,05	125988,25	115956,51	128094,27	131580,51	24,86
	66154,94	84804,09	75510,99	87869,72	88245,98	33,39
•	43246,35	59742,01	47937,69	54170,05	57769,28	33,58
•	12459,95	14590,31	18469,58	24525,54	19459,76	56,18
•	10448,65	10471,77	9103,73	9174,13	11016,94	5,44
	146672,40	168644,13	155393,08	169013,62	174789,44	19,17

1	2	3	4	5	6	7
	54184,13	65169,52	66061,59	83773,66	79807,93	47,29
	33228,30	42814,23	43060,64	52706,76	56034,78	68,64
•	17785,48	25651,33	22594,74	27143,64	29514,71	65,95
•	6249,15	7234,83	9673,24	14696,66	13736,19	119,81
•	9193,66	9928,07	10792,65	10866,46	12783,88	39,05
	75794,44	87227,62	87214,90	105081,50	97811,96	29,05
	50585,47	55900,11	58748,59	66431,90	72071,78	42,48
	34270,11	39709,23	40723,40	48526,11	52192,36	52,30
•	23114,23	27225,13	25362,52	26324,25	31179,60	34,89
•	6322,75	7146,30	10172,24	16260,32	14156,23	123,89
•	4833,13	5337,80	5188,64	5941,54	6856,53	41,87
	74626,50	78226,26	81443,50	88775,23	95215,98	27,59
	24633,75	30378,13	27696,05	34067,80	34111,15	38,47
	17738,59	22125,61	18761,83	25271,19	24911,37	40,44
•	13584,87	16095,77	13116,78	16044,63	16713,09	23,03
•	2643,43	3363,39	4217,40	7646,67	6561,63	148,22
•	1510,29	2666,44	1427,65	1579,89	1636,65	8,37
	32616,31	39370,05	37272,12	44397,04	44931,47	37,76

* [11]

) (5,15 % 17,36 %) -

2021 . 4,22

%, : — 5,68 %, —

2,42 %, — 1,59 %. —

: — 84,89 %, —

— 3,38 %, — 11,73 %.

2021 . : « », « -

- », « - » (5,8 % 2020 .), « « -

», « », « », « -

« », « », « », « », « -

« » (2020 . — 109,3 %).

88,8 % 2021 .

466 760 608,8 . . — 227 995 008,3 . .

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3 857,30 . .

2021 . :

« », « - », « « -

« » (5,1 % 2020 .), « -

5.

*.

	2017 .	2018 .	2019 .	2020 .	2021 .	2021/2017 ., %
1	2	3	4	5	6	7
	2 125 69,73	2 418 16,58	2 724 67,03	2 867 36,48	3 671 78,27	72,73
	1 046 22,60	1 225 28,76	1 619 26,18	1 872 05,19	2 591 58,04	147,71
•	20 682,90	40 936,67	75 022,22	106 910,73	162 392,48	685,15
•	9 208,36	10 986,43	10 566,47	12 855,48	16 549,19	79,72
•	74 731,33	70 605,66	76 337,50	67 438,97	80 216,37	7,34
	28 3010,82	300 465,53	330 825,93	341 912,96	427 526,87	51,06
	31 937,61	34 317,74	62 409,41	72 726,17	87 449,67	173,81
	13 035,76	15 474,15	41 451,63	51 192,73	64 286,20	393,15
•	26 38,43	49 41,61	11 787,14	18 667,98	244 12,78	825,28
•	720,93	810,13	11 84,41	22 19,41	3742,86	419,17
•	96 76,40	97 22,41	28 480,09	30 305,33	36 130,56	273,39
	47 716,82	48 004,18	76 804,97	86 674,68	102 992,94	115,84
	8 385,66	9 434,48	14 546,56	20 504,22	25 526,98	204,41
	3 574,89	4 629,06	8 683,88	14 554,55	19 291,36	439,64
•	1 312,62	2 388,55	6 250,16	12 200,76	16 375,80	1 147,56
•	503,78	500,41	684,05	417,34	652,03	29,43
•	17 58,49	17 40,11	17 49,67	19 36,45	22 63,54	28,72
	29 153,76	25 533,48	32 012,39	34 495,10	38 680,14	32,68
	17 36,27	5 492,85	30 67,60	47 43,98	58 39,47	236,32
	9 35,85	9 89,39	17 68,86	23 30,04	33 10,11	253,70
•	322,43	429,87	12 04,60	17 81,86	26 99,36	737,18
•	119,68	90,45	126,38	91,64	259,73	117,03
•	493,74	469,07	437,88	456,53	351,02	-28,91
	90 42,02	112 15,07	107 31,96	128 12,71	139 74,66	54,55
	28 833,56	31 002,41	41 279,39	47 301,34	62 130,01	115,48
	15 335,09	17 924,23	26 300,15	32 737,30	45 744,66	198,30
•	6 233,85	8 530,24	17 624,65	25 396,09	36 003,78	477,55
•	1 547,55	1 711,21	1 956,00	1 581,15	2 419,08	56,32
•	7 553,70	7 682,78	6 719,51	5 760,06	7 321,80	-3,07
	65 689,18	55 890,39	66 959,68	72 080,78	90 244,31	37,38

1	2	3	4	5	6	7
	17083,80	28321,61	28072,01	31796,19	40627,67	137,81
	10202,07	20688,73	16671,60	23040,76	29556,78	189,71
•	1733,82	2886,79	6951,38	14076,53	17399,99	903,56
•	849,73	865,13	1043,74	936,48	1329,08	56,41
•	7618,52	16936,80	8676,48	8027,75	10827,71	42,12
	32859,99	39813,48	40553,06	43441,48	50204,02	52,78
	11401,28	14305,76	19904,27	26837,17	31621,01	177,35
	6670,37	8677,88	13231,39	18487,75	24407,16	265,90
•	2412,64	4547,09	8889,65	14237,50	18847,20	681,19
•	1043,40	995,68	1135,05	840,19	1370,53	31,35
•	3214,33	3135,11	3206,70	3410,06	4189,42	30,34
	29913,85	28910,84	35056,36	42855,45	48618,64	62,53
	4379,85	6683,59	10490,35	15402,86	15632,95	256,93
	2288,74	4492,85	7153,73	12382,35	11722,47	412,18
•	1150,14	2409,66	5672,87	11224,22	10197,82	786,66
•	373,87	444,52	593,20	286,59	607,93	62,60
•	764,73	1638,68	887,65	871,53	916,72	19,88
	12152,60	13344,78	17396,64	23951,85	25291,87	108,12

* [11]

« - », « » (2020 .— 208,3 %), « « - », « ».

« ».

98,7 % 2021 .

134 435 819,0 . . .

— 16 027 331,0 . . .)

1 609,1 . . .

2021 .

: « », « - », « », « - - », « », « - - », « » (2020 .— 36,6 %), « » (2020 .— 74,2 %).

, 83,9 % 2021 . 219

977 535,0 . . . — 16 233 513,3 . . .)

(859,6 . . .

2021 .

: « », « - », « - », « » (2020 . 10,4 %),

5. : / . . . , . . . ;
— , 2021. — 191 .
6. []: / . . . , . . . ;
« »
, 2019. — 230 .
7. , . . . / . . . , . . . // :
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(: 01.11.2022).
11. : [-
] // : cbr.ru/insurance/reporting_stat/
(: 03.11–05.11.2022).
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// . — : rosstat.gov.ru/statistics/finance/comments
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7 2022

19 2022

336.7

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MODERN FINTECH IN THE RUSSIAN BANKING SECTOR

The purpose of the article: to explore the trends and patterns of changes taking place in the Russian financial sector in general and in the banking sector in particular, to show the significance and role of modern fintech in the development of domestic and foreign markets. Results: the article presents a description of modern fintech in terms of its innovative, organizational and functional content. The advantages and limitations of using modern fintech in the Russian banking sector are shown. Conclusions: in the conditions after February 2022, Russian fintech companies began to show a trend towards a reduction in business and innovation activity, however, Russian fintech companies did not completely exit the domestic market. It is expected that in 2024-2025 the Russian economy will again objectively observe trends towards sustainable growth, therefore, by adapting now to the changed conditions and using modern fintech, Russian banks can gain long-term competitive advantages, including from direct cooperation with fintech companies

Keywords: banking, fintech, risks, money management, innovation, finance, digitalization.

2022 / -
« »), (« », « - ») -
[1, 2]. 2022 ,
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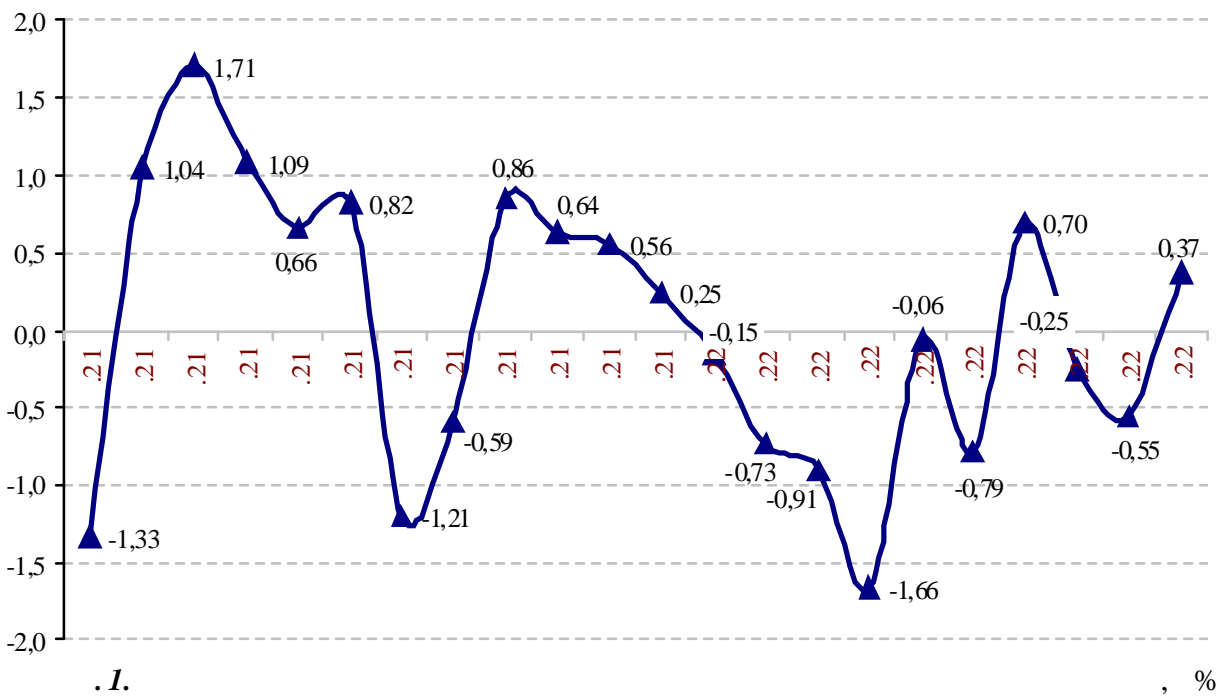
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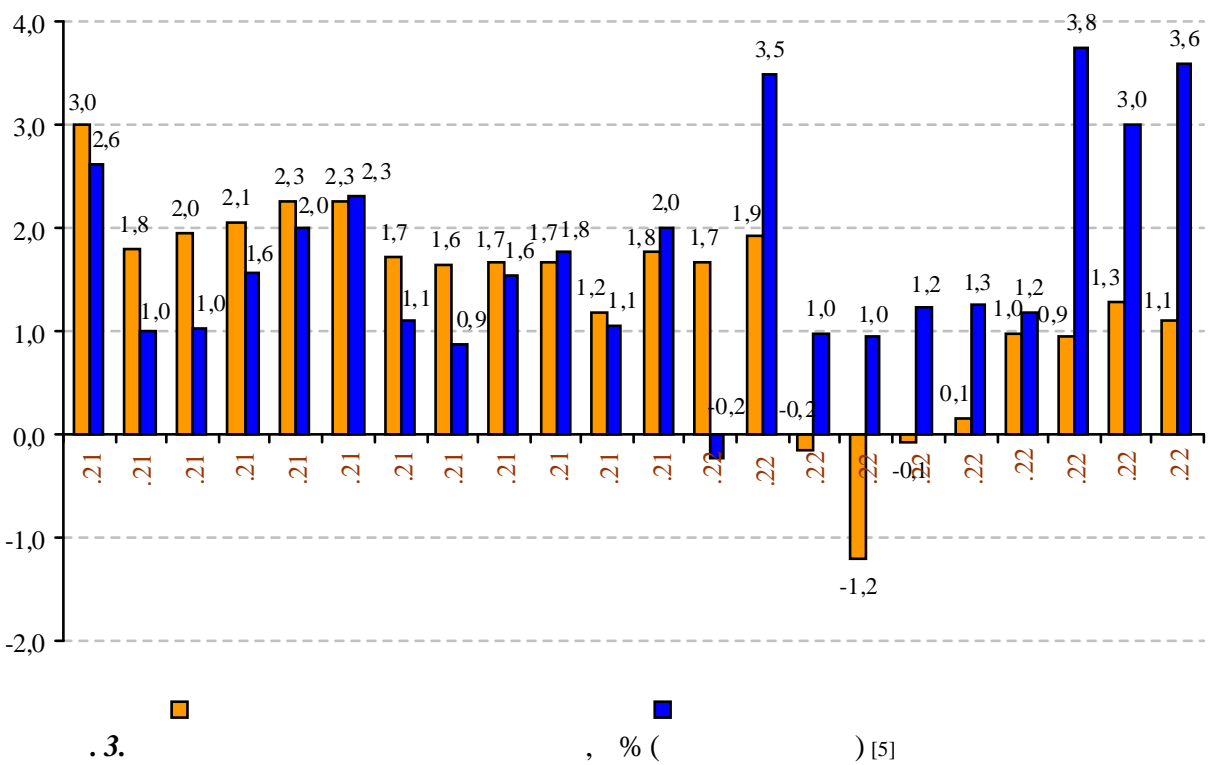
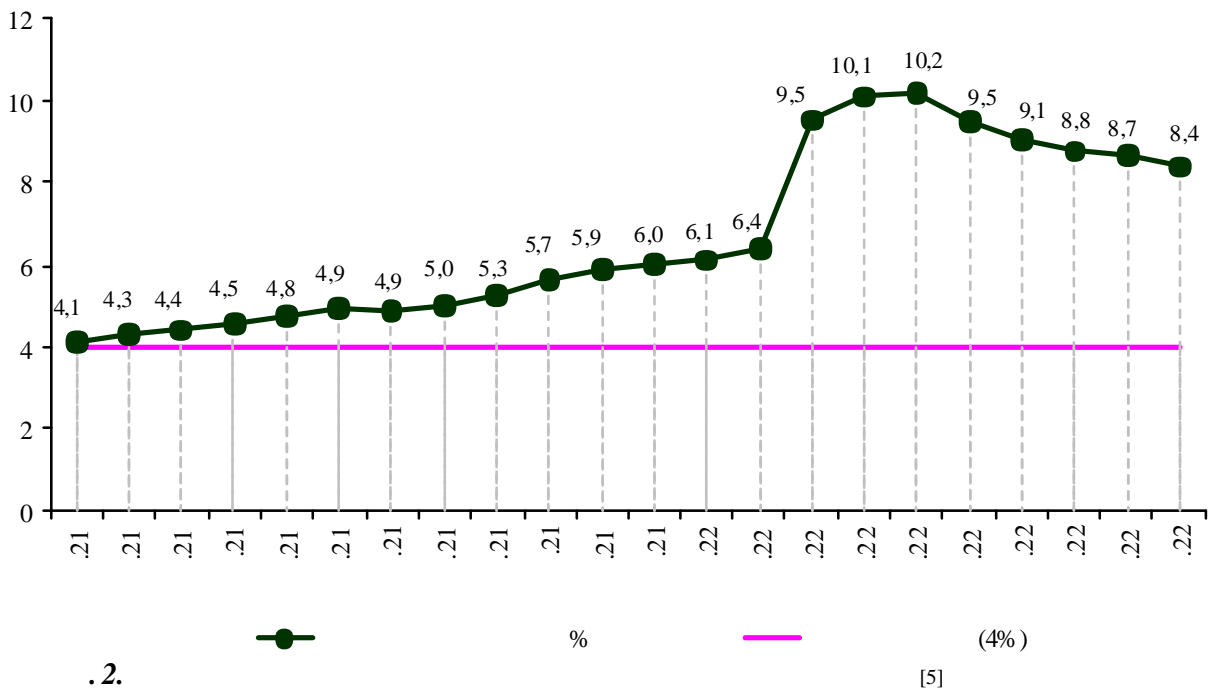
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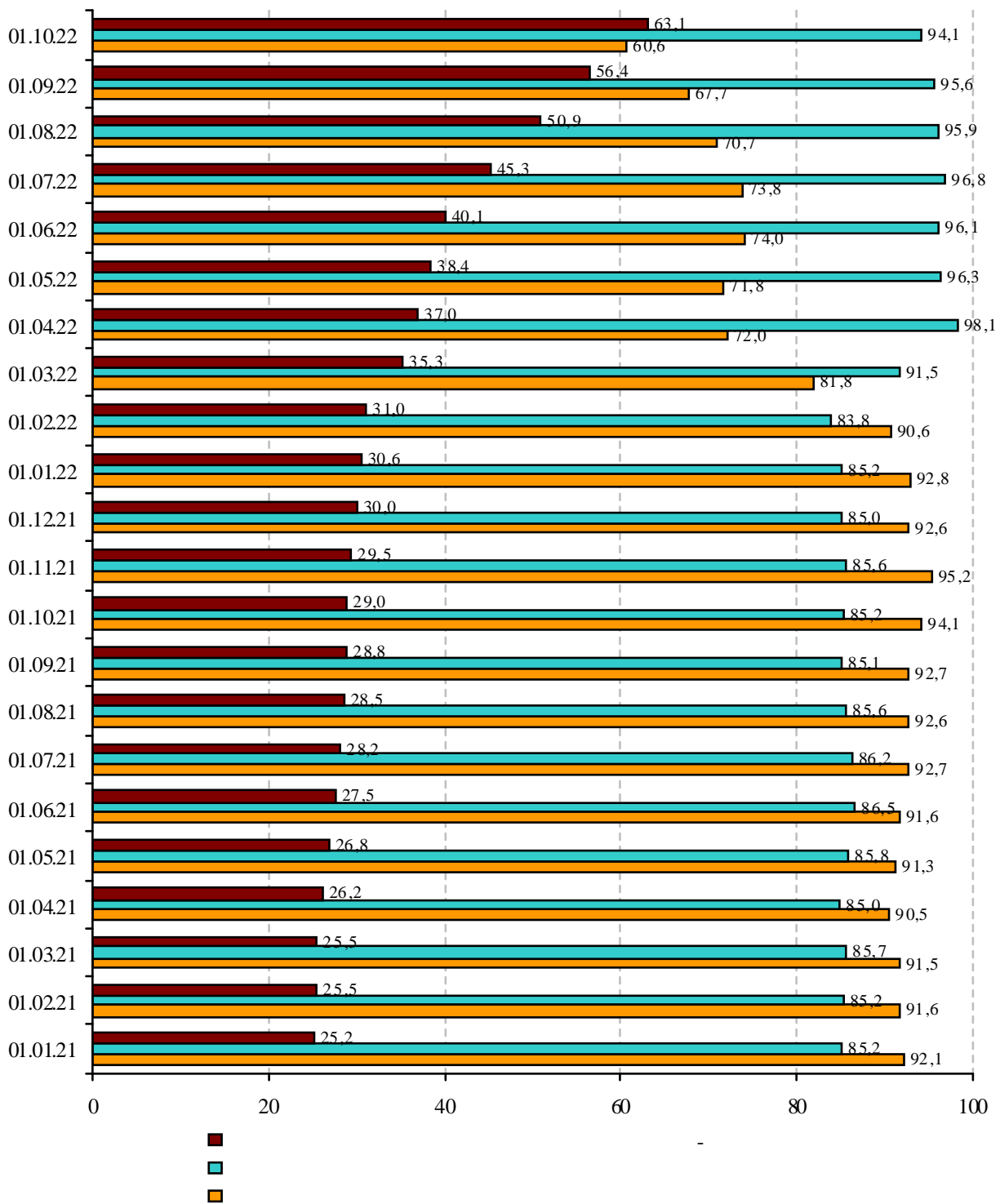
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2014



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 63 (01.10.2022), ... 2.5
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 59 34%



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[5]

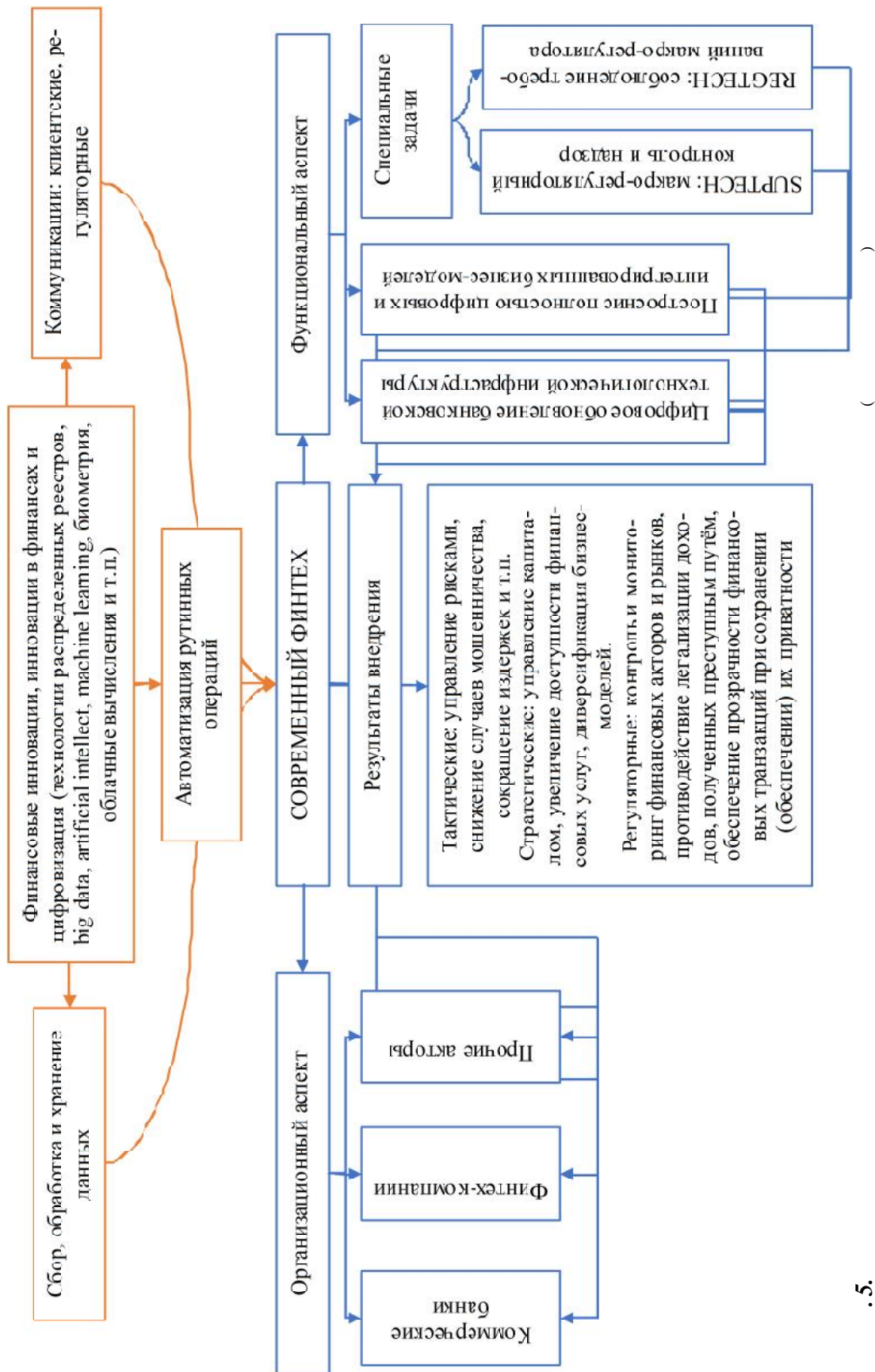
2022

60

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 2023 , -
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INCREASING THE INVESTMENT ATTRACTIVENESS OF SMALL AND MEDIUM BUSINESSES

The scientific article presents the results of the analysis of the practical role of increasing the investment attractiveness of small and medium-sized businesses in Russia. The tendencies and prospects of investment activity of small and medium-sized enterprises in the period of new reality are considered. The problems and threats that hinder the attraction of investments by small and medium-sized businesses are analyzed. Promising directions for increasing the investment attractiveness of small and medium-sized businesses have been identified. The relevance of the study is due to the fact that in the context of the transformation of socio-economic systems, investment activity, given its place and general economic significance in the restoration and qualitative expansion of the production potential of enterprises, is one of the determining factors in the sustainable development of the Russian economy. At the same time, an important role is given to the development of small and medium-sized businesses, the

implementation of private entrepreneurial initiatives in the context of the transformation of the competitive environment, namely, small and medium-sized enterprises are a fundamental element in the development of the Russian economy, as in any country. It is for this purpose that a system and technologies are being created in Russia aimed at supporting the subjects in question. In the economy of the Russian Federation, the priority tasks for the development of enterprises and attraction of investments in them are the following main actions: attracting small and medium-sized businesses to the execution of government orders, participation in tenders for their receipt. The process of construction and expansion of infrastructure facilities, production and innovation systems, which are constituent elements of the socio-economic development of any state, depends on the investment activity of small and medium-sized businesses.

Keywords: investment attractiveness; investment climate; investments; investment activities; small and medium-sized enterprises; small and medium businesses; small and medium business.

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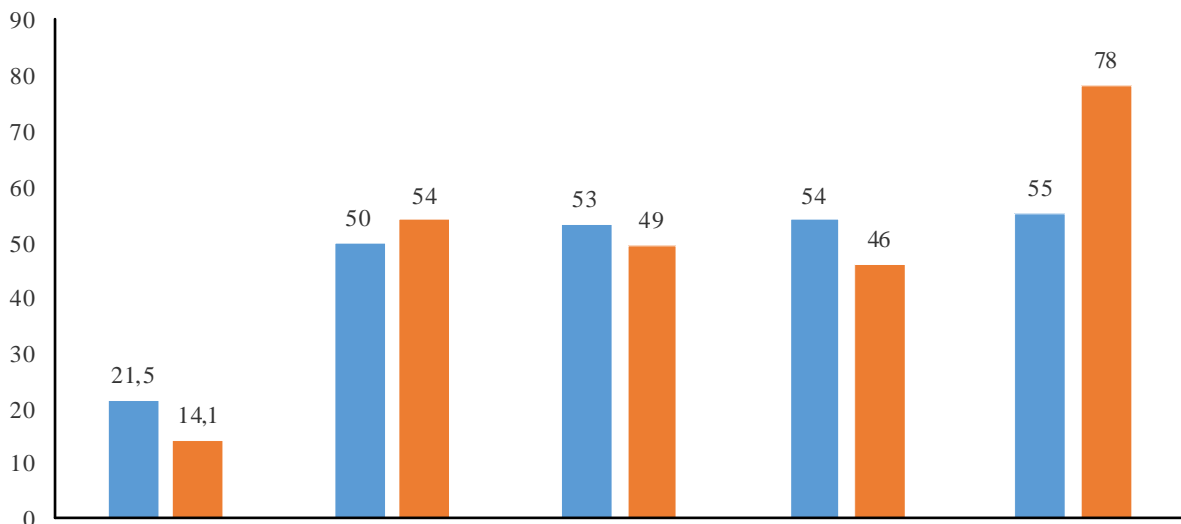
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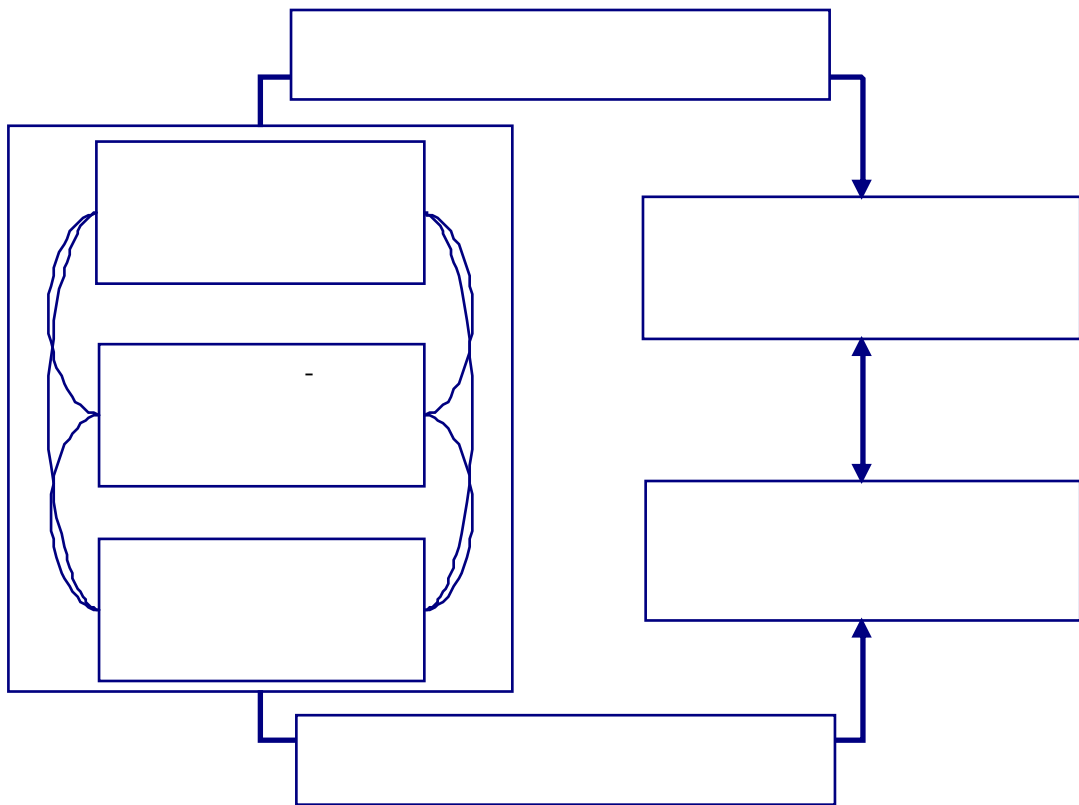
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**METHODOLOGY OF ANALYSIS AND ASSESSMENT OF THE QUALITY
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OF PRODUCTION STRUCTURES**

The effectiveness of the functioning and development of industrial enterprise structures directly depends on the quality of strategic planning, that is, on the quality of the development of strategic plans. The subject of the study was the methodological understanding of the definition of «strategic planning quality», which requires the need to determine the terminology and give a scientific and methodological definition of the above definition. The article discusses several key approaches to assessing the quality of strategic planning for the development of production structures by Russian and foreign scientists, and also gives its own definition of assessing the quality of strategic planning based on a comparative financial and economic approach, which determines the level of actual achievement of the goals set for the functioning and development of production structures. The author's methodology for calculating indicators for assessing managerial competencies is presented, which formed the basis of a

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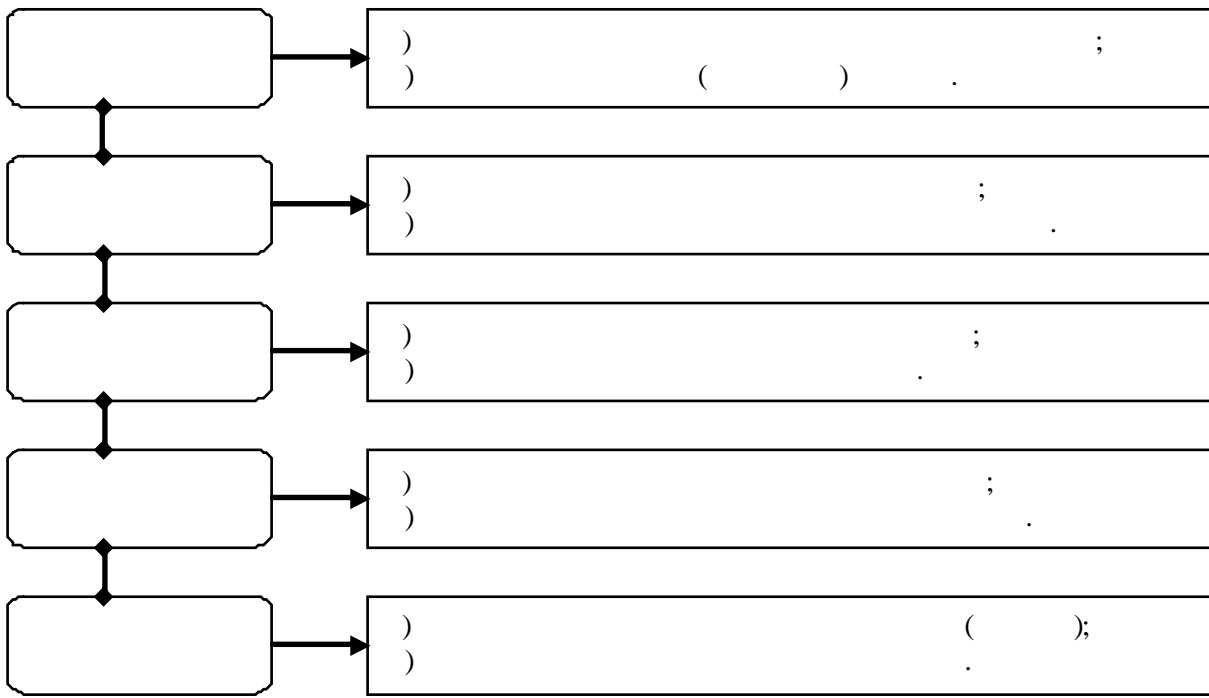
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$$P = VS \mid kf, \tag{5}$$

$$M = VR \mid kb, \tag{6}$$

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$$PA = (VP \mid kq) \mid kr, \tag{7}$$

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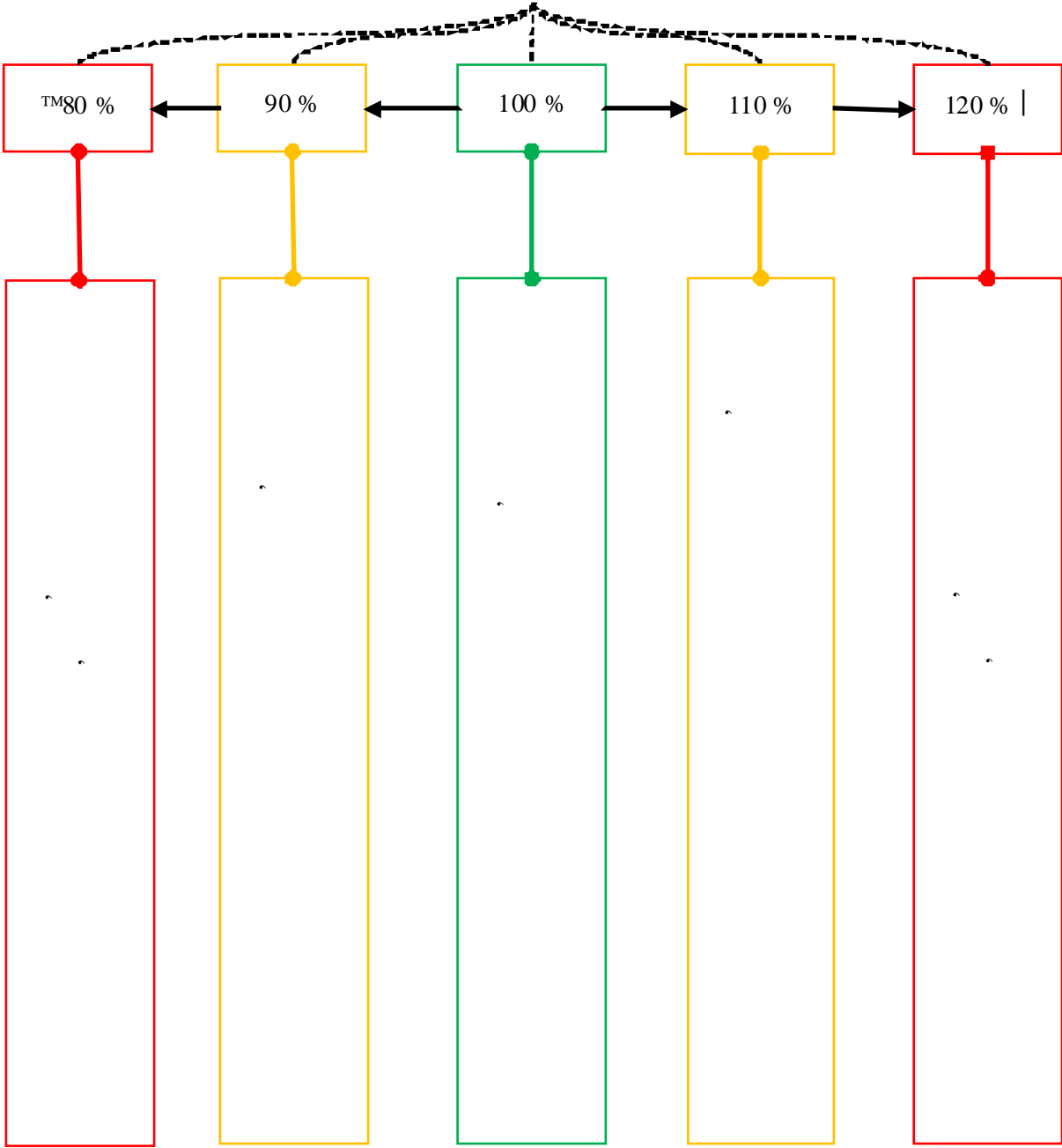
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$$AF = RD \mid kf, \tag{9}$$

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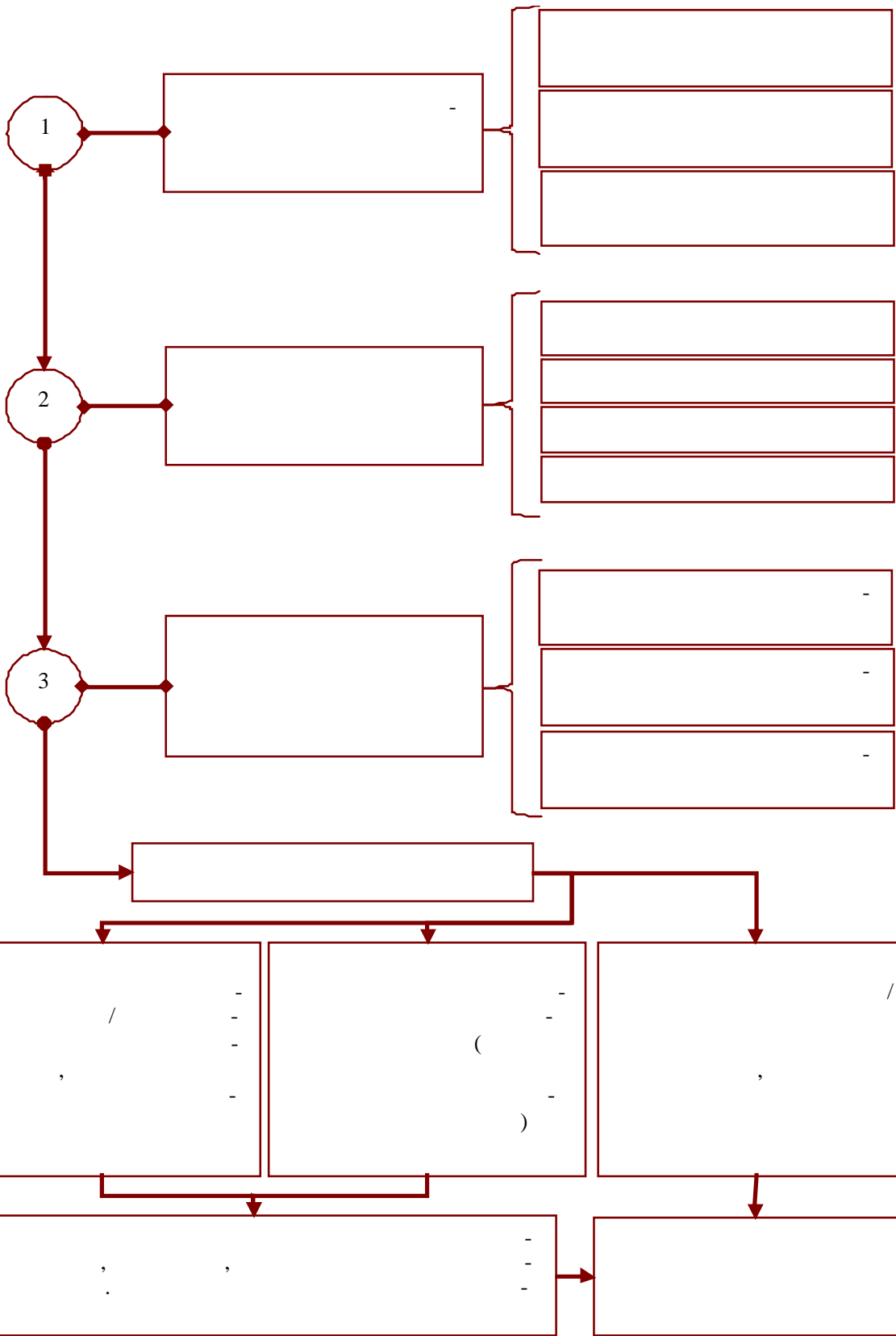


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THE INTRODUCTION OF DIGITAL TECHNOLOGIES IN THE ORGANIZATION OF THE WORK OF VIRTUAL TEAMS

The article shows that virtual teams were originally conceived as a way for organizations to maximize time zone differences while providing 24/7 customer service. In many organizations, the idea of virtual teams became popular long before they were a reality. Over time, the virtuality of teams has increased, which means that team members began to work in different places and must rely predominantly on technology to complete their tasks. Virtual teams are ubiquitous today, and almost all of us are members of more than one virtual team at the same time. As the number of people working in virtual teams continues to grow exponentially, it's time to revisit best practices and remember that virtual teams are teams first and foremost. The main trend lately is towards a hybrid form of organizing virtual teams, when business reacts to changes in the world, the world economy and is transformed simultaneously with these changes. Over time, strategies have been identified that are recognized as successful organizations seeking to help their managers lead virtual teams. While all successful managers must provide basic organizational support to their employees, effective leaders also ensure that trust is built.

Keywords: virtual team, hybrid form, innovation, talent pool, change management, effective leaders, digitalization, digital technologies.

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NEUROBRANDING RESEARCH: ETHICAL ISSUES

In modern competitive conditions, the intensification of the struggle between manufacturers and sellers for the attention of consumers determines the need to search for new research methods that, paired with traditional ones, would allow more effectively investigating the nature of consumer behavior in the process of making a purchase decision in order to offer the most customer-oriented and appropriate product. The active development and application of new neuromarketing and neurobranding research, on the one hand, will contribute to more efficient production and sale of goods, but on the other hand, it creates problems not only of a technological, temporary and financial, but also of a personalized nature, since such research requires a deeper study of brain activity and cognitive behavior. The article considers the possibility of applying neuromarketing and neurobranding research taking into account the ethical component. The terminological apparatus, approaches and ethical problems faced by researchers are considered. Potential categories of vulnerable individuals are presented. It is proposed to consider ethical features in the process of neuroexamination through the prism of the triad of subjects of interested parties. The author's mechanism of conducting neurobranding research is presented. It is determined that the most important task facing beneficiaries and researchers is to comply with ethical principles: in the storage and protection of personal data, ensuring an appropriate level of neuro-competence, leveling possible misinterpretation and discrediting of the results of neurobranding research, to exclude manipulation by consumers.

Keywords: neuroethics, neuromarketing research, neurobranding, ethics of neurobranding, beneficiary, researcher, consumer.

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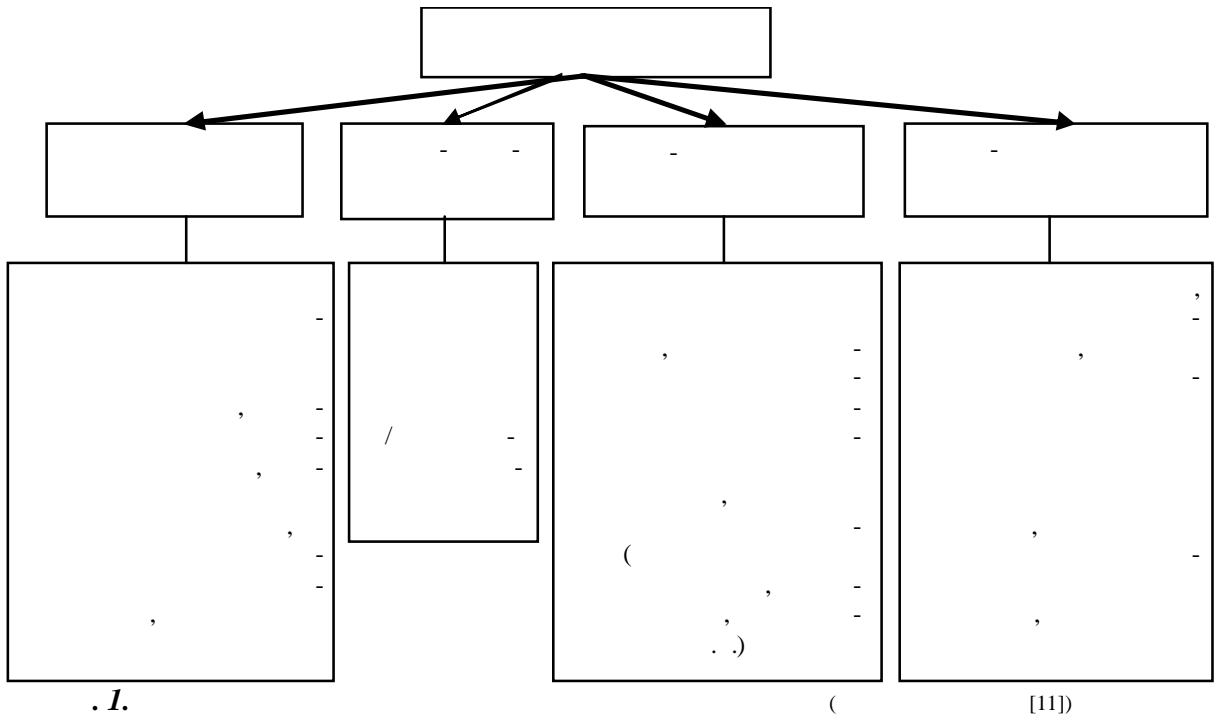
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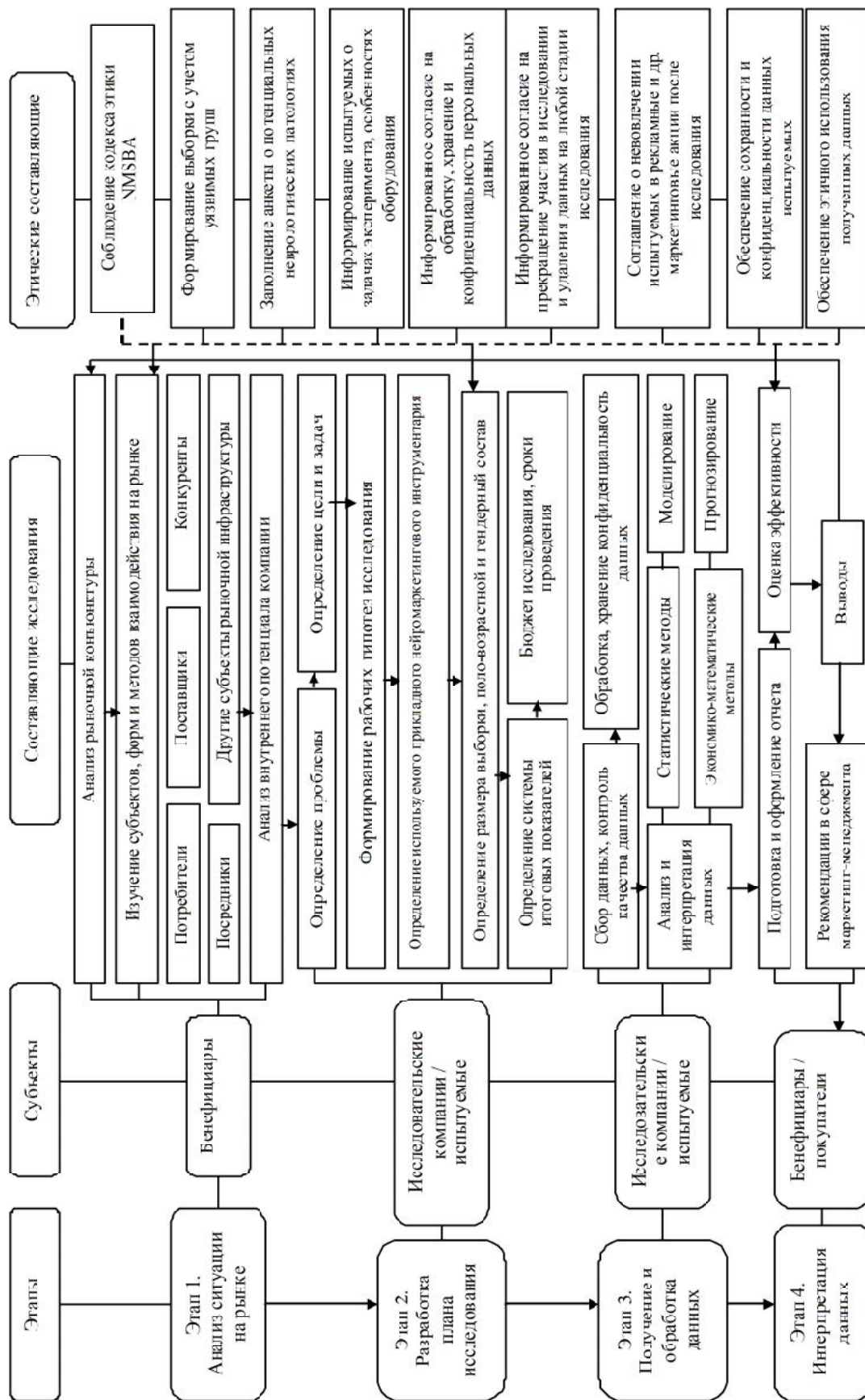
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FEATURES OF THE FUNCTIONING OF THE EAEU IN THE NEW GLOBAL CONDITIONS

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In a dynamic world where globalization has penetrated into all spheres of activity of national economies, participation in international relations determines a country's position in the world community. This aspect has acquired particular importance in the context of geopolitical tensions in 2022. Thus, we are faced with the question of the need for countries to participate in integration processes, to engage in international relations, to determine the significance of the country's participation in certain regional integration unions. At a time when many countries are taking sanctions against the Russian Federation, the Russian economy must change its vector of development, refocusing on new markets and strengthening its position on existing ones.

It is known that the EAEU in its modern form appeared in 2015, and many of its development goals have not yet been achieved. A number of experts are actively studying the issues of improving the Eurasian space, expanding its spheres of influence and improving the positions of its participating countries. However, today the world is changing rapidly and radically new strategies are needed that take into account the modern development of the global economy, which is developing in conditions of strong political influence.

Taking into account the circumstances, the article attempts to explore the issues of international competitiveness of countries in terms of their participation in regional integration groupings, based on the analysis of statistical and graphical information to

determine the role of participating countries in integration processes on the example of the Eurasian Economic Union (EAEU). The research is based on the study of scientific works of domestic and foreign scientists, monitoring and systematization of the information received, its analysis and synthesis. The object of the study is the economies of the EAEU member states, the subject of the study is the external conditions of their interaction, which determine the transformation of their intra-integration ties.

Keywords: EAEU, integration processes, world economy, international cooperation, global conditions.

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INCREASING THE EFFICIENCY OF ADVERTISING OF OBJECTS OF TOURIST AND RECREATIONAL INFRASTRUCTURE OF THE CRIMEA USING NEW INFORMATION TECHNOLOGIES

The paper considers a tool for increasing the effectiveness of advertising objects of the tourist and recreational infrastructure of the Republic of Crimea through the use of information technology. The analysis of trends in the development of objects of tourist and recreational infrastructure of the Republic of Crimea was carried out. The characteristic of the economic essence of advertising in modern conditions is given. The types of modern information technologies and their role in achieving a competitive advantage are considered. The trends in the development of objects of tourist and recreational infrastructure of the Republic of Crimea are revealed. The specificity of the development of advertising and information technologies in the tourist and recreational business of the Republic of Crimea is determined. The analysis of relevant promotional tools applicable in the field of tourist services of the Republic of Crimea has been carried out. A project is proposed to promote the object of the tourist and recreational infrastructure of the Crimea using new information technologies on the example of the Saki cluster.

Keywords: information technologies, tourist and recreational infrastructure, promotion of services, advertising, Republic of Crimea.

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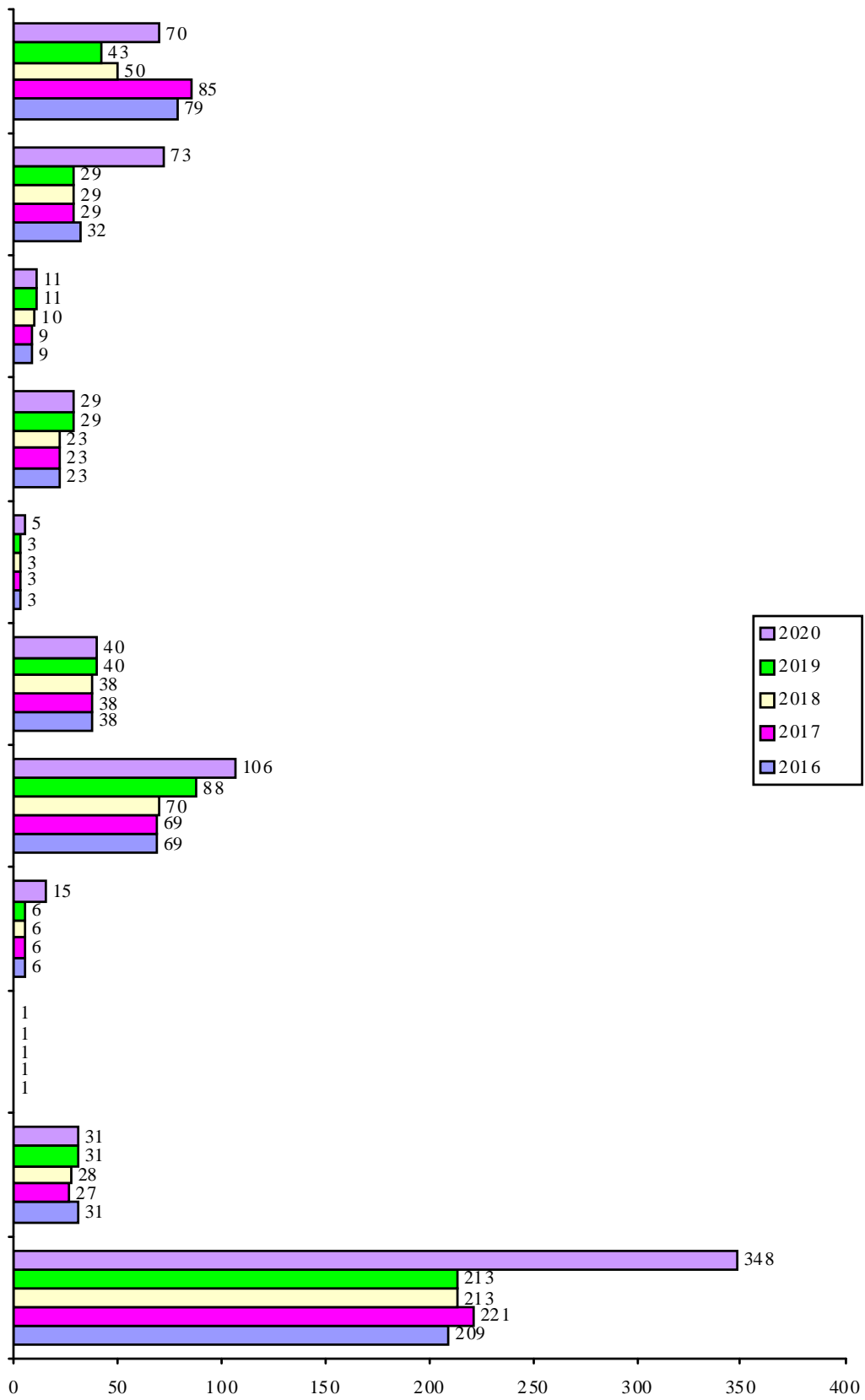
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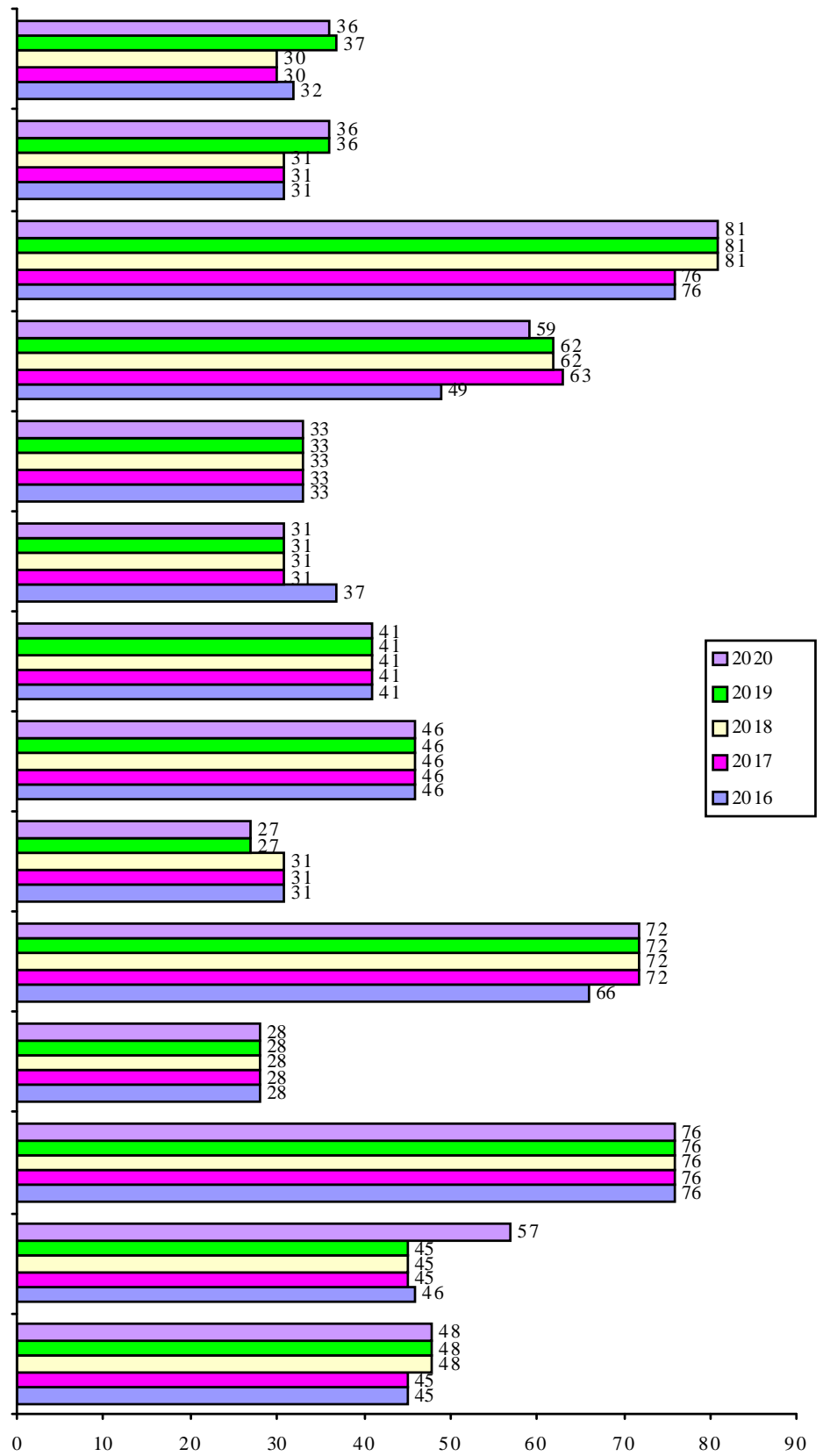
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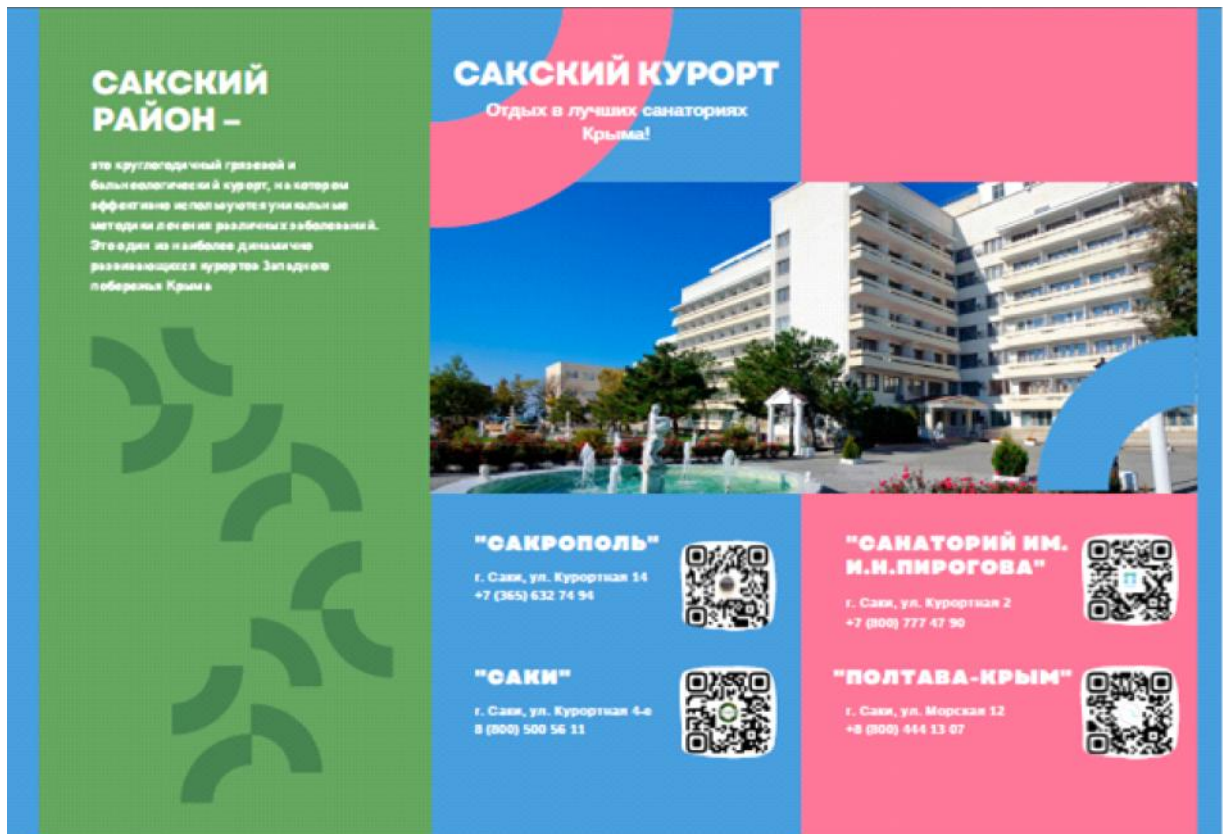
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**FINANCIAL PROVISION OF THE INNOVATIVE ENERGY DEVELOPMENT
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