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THREATS TO THE ECONOMIC SECURITY OF THE FINANCIAL SYSTEM IN A CRISIS

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In 2020, the world was confronted with the pandemic of the new COVID-19 virus, which had a negative impact on the economic development of countries, causing the emergence of new risks and threats to economic security. The article is devoted to assessing the impact of anti-crisis measures taken by central (national) banks of different countries on the security of the financial sector. The review of monetary policy measures showed that most countries resorted to providing additional liquidity to financial markets, buying assets by central banks by increasing the issuance of non-cash funds, reducing key rates (down to negative values), and continuing the policy of quantitative easing. It is concluded that the measures taken by financial regulators in most countries of the world to combat the pandemic have led to a colossal increase in public debt, endangering the economic security of the global financial system.

Keywords: economic security; financial system; money-credit policy; central bank balance sheet; financial market liquidity; quantitative easing policy; state debt; negative rate policy; pandemic COVID-19.

UDC 339

Development issues of the global fashion industry
in the context of digital transformation

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The article examines the development of the global fashion industry in the context of digital transformation, which implies appropriate adaptation in business models, systems and skills. It is noted that digital transformation has a significant impact on the activities of companies in the fashion industry, in particular on the largest international transnational corporations (TNCs). The study found that the scale of the digital economy is significant and dynamically increasing, that the rapid development of information and communication technologies has led to the introduction of digital companies into the consumer segment of the market, which leads to increased competition. The factors influencing the global fashion industry through breakthrough technologies are highlighted. It is noted that both companies themselves and their links with markets are radically changing; the digital transformation of the fashion industry is becoming an increasingly key component, both in terms of innovation and marketing. It is concluded that more and more consumers are exploring, buying and interacting with brands digitally, therefore, fashion companies need to apply newer technologies in marketing (big data analytics, blockchain, Internet of Things (IoT), mobile technologies, artificial intelligence). And etc.).

Keywords: digital transformation; transnational corporations; fashion industry; globalization; clothes; digital technologies.

UDC 331.104

Leadership: definition, approaches, perspectives

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The subject of scientific and practical interest in the article is such a phenomenon as leadership. It is noted that leadership is studied by specialists in various fields (management, personnel management, etc.). Leadership refers to the art of influencing people to achieve group goals. The emphasis is on the fact that leaders should have the following basic qualities: be able to establish contact with their subordinates, guide them, mediate in conflicts, solve problems by comparing various alternatives, correctly allocate limited resources, take risks and take initiative. It points out that organizational culture, economic and social structure, degree of unionization, and other factors may require different approaches to defining leadership. The article gives a definition of leadership, discusses the main approach towards leadership, proposals are made for the development of leadership in the future.

Keywords: leadership; process; follower; leader; influence; common goal; leader.

UDC 316.35

MANAGEMENT ANALYSIS OF THE NATIONAL PROJECT “DEMOGRAPHY” USING EULER – VENNA DIAGRAMS

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The article provides a management analysis of the national project “Demography” using Euler-Venndiagrams. It has been established that it is advisable to apply Euler-Venn diagrams in the analysis of federal programs and projects and to understand the logic of their adoption and construction, including in the analysis of the categorical triplex “quality: values: culture”. It is noted that, while designing social and cultural activities, one cannot neglect the traditions and foundations of morality that were historically laid down in society.

Keywords: demographic policy; management analysis; national project “Demography”; Euler – Venn diagrams.

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Personal budgeting methods and spending strategies

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The article is devoted to such an urgent problem as personal budget management. It is noted that the following key points underlie the competent management of one’s cash flows: control over expenses and income, adjusting expenses towards their reduction, drawing up plans for the further distribution of incoming funds and forthcoming expenses. The main methods of maintaining a personal budget are presented; a strategy for managing income and expenses is described, including the methods of five envelopes, “50/30/20” and other methods of controlling financial flows.

Keywords: budget; personal budget; income part; expenditure part; strategy.

UDC 338

TO THE QUESTION OF SPECIFIC FEATURES OF SOCIAL
AND LEGAL REGULATION OF ECONOMIC ACTIVITIES IN RUSSIA WITH THE APPLICATION OF THE “REGULATORY GUILLOTINE” MECHANISM

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The article analyzes the paradigmatic changes in regulatory and supervisory activities in Russia from the standpoint of the analysis of administrative procedures and mechanisms. The processes of transition from punitive to preemptive forms of regulation of relations between business entities and the state are considered, taking into account the emerging practice of using the “regulatory guillotine”, as well as the former mental model of interaction between regulatory subjects and controlled actors of socio-economic activity. The federal laws “On mandatory requirements in the Russian Federation” and “On state control (supervision) and municipal control in the Russian Federation” are analyzed in detail.

Keywords: “regulatory guillotine”; state control and supervision; effectiveness of supervisory activities.

UDC 338.5

 COMPETITIVENESS OF THE ENTERPRISE: PROBLEM ISSUES AND SOLUTIONS

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Based on the analysis of scientific literature, the article reveals the problematic issues of the competitive advantage of an enterprise in the production of goods and the provision of services. The competitiveness of an enterprise is understood as the ability of an enterprise to steadily dominate the market for goods and services for a certain period of time, effectively managing its economic potential, possessing and realizing competitive advantages. The methods used to assess competitive advantages allow one to obtain an assessment of their qualitative and quantitative aspects, which is necessary when making effective decisions. The directions of optimization of the enterprise activity in accordance with the number of acquired sources of competitive advantages are determined

Keywords: competitiveness; company; production; product; service, cost; process.

UDC 346.7:334.723

Foreign experience of public-private partnership in the military-industrial complex and a critical assessment of the possibility
of its application in Russia

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The article substantiates methodological approaches to the study of the problem, summarizes the results of research work devoted to the study of foreign experience of public-private partnership in the military-industrial complex, gives a critical assessment of the possibility of its application in Russia. The developed scientific and practical recommendations for improving Russian legislation in this area are aimed at ensuring sustainable development of the defense industry. It is concluded that in order to improve the Russian model of legal support for sustainable development of public-private partnerships in the military-industrial complex, the American experience of “life cycle contracts”, partner PBL projects, British “sustainable defense procurement”, etc. are of interest.

Keywords: public-private partnership; military-industrial complex; foreign experience.

UDC 340

ON THE PARADIGM OF MODERN LAW IN THE LIGHT
OF THE THREATS OF HYBRID WARS

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The article examines the paradigm of modern law as a set of ideas about how law, law enforcement agencies and the state should work in the field of legal regulation and law enforcement. Using the extrapolation method, it is shown how the paradigm of law looks from separate angles of civil and criminal law and why the law is not ready to reflect the threats of hybrid wars. The final characteristic of the paradigm of modern law is given. It is concluded that the paradigm of modern law should acquire mechanisms for seeing the elements of hybrid wars, outstripping the style of thinking and action that has not been characteristic of law since the time of the Roman Empire.

Keywords: law; civil law; criminal law; the state; hybrid war; paradigm of law.

UDC 334

CHALLENGES OF PUBLIC-PRIVATE PARTNERSHIP
AND ACTIVATION OF INVESTMENT ACTIVITIES IN RUSSIA

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The article analyzes the problems of public-private partnership and the intensification of investment activity in Russia. The problem of mutual trust of state structures and Russian entrepreneurship is highlighted, without the solution of which it is impossible to expect an intensification of investment activity in state projects, including the sphere of the military-industrial complex. As a result of the analysis of various sources, it is concluded that there is a problem of expanding the very base of Russian business, the solution of which is in the field of state rule-making and fundamentally fair supervision over its observance.

Keywords: state; investments; entrepreneurship; public private partnership; business confidence; government support for business.

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LEGAL REGULATION OF THE APPLICATION OF ARTIFICIAL INTELLIGENCE TECHNOLOGY IN MILITARY AFFAIRS:
THE EXPERIENCE OF RUSSIA AND CHINA

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The article discusses the issues of legal regulation of the use of artificial intelligence technology and neural networks, which are updated as these technologies develop and expand their application in various spheres of society, including military affairs. It is noted that the creation of strategies for the development of artificial intelligence technology in Russia and China makes it possible to compare regulatory approaches to this phenomenon, as well as to set the boundaries for the introduction of artificial intelligence technology into military affairs within the framework of international humanitarian law.

Keywords: artificial intelligence in military affairs; robots performance; self-learning software; human-machine interaction; standardization of artificial intelligence systems.

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Ways to Improve Legislation in the Sphere of State Defense Order

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Introduction: The Russian State Defense Order is Enough This is a broad concept, it includes not only purchases necessary to meet the needs of the armed forces, but also the purchase of goods (works, services) for general civil purposes. At the same time, the procurement regime for objects of both military and general civil purposes is unified, rather closed and complex. Purpose: to develop proposals for optimizing the public procurement process carried out within the framework of the state defense order. Methodological basis: logical and dialectical, systemic research methods. Results: the current legislation in the field of state defense orders was analyzed and the need for its improvement was substantiated. Conclusions: the process of public procurement within the framework of the state defense order should be simpler, understandable and easy to use, at least in the framework of the procurement of goods (works, services) for general civil purposes. Separate legal regulation of the procurement of military and general civilian objects acquired within the framework of the state defense order will make it more open and transparent, and, as a consequence, more effective.

Keywords: state defense order; defense; contract system; innovation; purchases; e-procurement.

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Topical issues of control in the implementation
of the state defense order

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The article analyzes the issues of control over the implementation of the state defense order, which is aimed at solving the strategic task of the state - ensuring the country’s military potential and maintaining it at a high level. The features of pricing and organization of the procurement process in the state defense order system, the functioning of the “Electronic budget” system are considered. The special place of the prosecutor’s office in carrying out control measures is noted. It is concluded that the issues of control in the implementation of the state defense order are of a complex nature.

Keywords: control activities; financial control; purchases for state and municipal needs; state defense order; bodies of the prosecutor’s office.

UDC 338

On the question of the relationship between
the categories of public-private partnership and
the contractual system in the field of procurement

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The article analyzes the issues related to the relationship between the categories of public-private partnership and the contractual system in the field of procurement, covering the area of ​​the state defense order. It is noted that the denial of the connection between these categories at the legislative level is controversial. In order to integrate these categories, it seems expedient to develop more complex economic criteria for the selection of state counterparties within the framework of the contractual system in the field of procurement.

Keywords: public-private partnership; contractual system in the field of procurement; state defense order; performance criteria; A complex approach; interdisciplinary research.