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## Abstracts and Keywords

*N.O. Begunkova, O.I. Begunkov*

### **Constructing a Mathematical Model to Determine the Optimal Mode of Pressing Particle Boards**

*Keywords:* mathematical model; mode; particle board; CLT-panel.

*Abstract.* CLT-panels are increasingly being used in multi-storey wooden housing construction today. The research hypothesis is the assumption that the use of particle boards for cladding CLT-panels with the minimum allowable strength indicators helps to reduce their weight. The purpose of the research is the development of a mode for gluing particle boards from ribbed birch with the minimum allowable indicators. The following tasks are set: substantiation of the research methodology, the selection of constant and variable factors, construction of regression models of the pressing process, determination of the optimal mode for pressing particle boards. Methods of multi-factor experiment planning, mathematical statistics, numerical methods for searching for a conditional extremum of a function are used. As a result, an adequate mathematical model was obtained, which made it possible to recommend the optimal levels of the particle boards pressing mode factors.

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*A.R. Glinskaya, O.I. Kukartseva, A.V. Nizameeva*

### **Factor Analysis of the Quality of Specialists' Training**

*Keywords:* machine learning; success; importance of education; career development.

*Abstract.* The purpose of the study was to examine the function of various models of machine learning algorithms for predicting the success of training specialists. The task is to highlight the main factors influencing future specialists. The research hypothesis is based on the assumption that there are certain factors that have a significant impact on the quality of training. This study has demonstrated the feasibility of using machine learning methods as an educational decision support tool for future use. The results are as follows: the identified factors help teachers to change the approach to learning and other reasons for unsuccessful learning.

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*K.V. Degtyareva, E.V. Filyushina, O.V. Kuimova*

### **Automated Production Control to Detect Defective PET Preforms**

*Keywords:* automation; machine vision; production.

*Abstract.* This article is devoted to the problem of manufacturing defects in PET preform blanks factories. The goal is to analyze the existing systems that are capable of effectively monitoring and detecting manufacturing defects. The following implementation options are proposed: computer vision methods and the creation of an information model that will help control and monitor production.

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*I.I. Kleshko, E.A. Bezhitskaya, P.S. Suprun*

### **Software as a Way to Implement Safety Engineering at the Construction Site**

*Keywords:* automation; safety engineering; construction; robotics; software; BIM.

*Abstract.* This article is devoted to the problem of construction site safety engineering. The aim is to analyze the existing systems to implement the safety of the working environment and determine the effectiveness of modern systems to implement such programs. To do this, it is necessary to consider several options that will help to achieve the goal. The following options for the implementation of safety

engineering with the help of: PLANRADAR software, BIM. As a result, it turned out to achieve a more efficient and, most importantly, safe working environment for construction site workers.

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*K.I. Kravtsov, E.L. Vaitekunene, E.V. Suprun*

### **Modeling of Sugar Cane-Based Bioethanol Production: Optimization, Sustainability and Development of Biofuels**

*Keywords:* biofuels; production; modeling; bioethanol; sugar cane; optimization; sustainability; energy efficiency; design.

*Abstract.* The purpose of this study is to develop and apply an information model for the production of first-generation bioethanol based on sugar cane. Within the framework of this goal, the following tasks were set: to study the process of bioethanol production from sugar cane; to develop the information model describing the stages of production. The hypothesis of the study is that the use of an information model for the production of bioethanol based on sugar cane will optimize the process, increase economic efficiency and sustainability of production. The methods used in the study include literature and data analysis, mathematical modeling, and the construction of contextual diagrams. As a result of the research, an information model for the production of first-generation bioethanol based on sugar cane was developed. The model takes into account various stages of the process, including the collection and preparation of raw materials, fermentation, distillation, drying and packaging of bioethanol. Modeling and optimization made it possible to predict and manage production parameters, and to increase the economic efficiency and sustainability of bioethanol production. In general, this study demonstrates the importance of developing an information model for the production of bioethanol based on sugar cane and the results obtained confirm the advantages of this approach for optimizing the biofuel production process.

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*T.G. Oreshenko, S.V. Kharlashina, A.K. Chebykin, N.O. Trifanov, V.R. Timofeev*

### **Modernization of the Automatic Reserve Input Circuit of the Switchgear**

*Keywords:* automatic reserve input; logic circuit; microprocessor terminal; reliability.

*Abstract.* This article discusses the features of the modernization of the automatic input circuits using modern technologies based on the availability of microprocessor technology. The relevance of the article is to substantiate the possibility of introducing microprocessor technology with the realization of all its advantages. The practical significance of research in this area is due to the need to maintain the operability of expensive and difficult to repair hydroelectric power plant equipment. The methods of increasing the reliability of the automatic input circuits are confirmed by logical schemes, as well as practical experience in the operation of schemes for entering the reserve of equipment for the own needs of a hydroelectric power plant.

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*V.A. Orlov, A.A. Pavlenko, P.S. Suprun*

### **Mathematical Modeling and Optimization of the Ash Handling Process**

*Keywords:* ash processing; information model; optimization; sustainability; waste treatment.

*Abstract.* The purpose of this study is to develop an information model to optimize the ash recycling process. The following objectives were pursued: to study the ash recycling process, to develop an information model describing the recycling steps. As a result of the study, an information model for ash processing was developed. The modeling and optimization have made it possible to predict and manage the ash processing process and to improve its efficiency and environmental sustainability.

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L.A. Sazanova

### **The Factors of Stability of Digital Platforms in Modern Conditions**

*Keywords:* digital economy; sustainability factors; digital platform; system analysis; business model.

*Abstract.* The main objective of the study is to identify the factors that determine the sustainability of digital platforms and study their impact on the economy. The relevance of the topic is caused by the growing influence of digitalization on the development of modern society. The research methods were the analysis of sources, systematization and generalization of information on the chosen topic. The author disclosed the concept of system stability in relation to the object of study - a digital platform; a list of the most significant factors affecting both directly the platforms and the state of the economic environment has been determined, and a number of problematic aspects of their development in modern conditions have been noted. It is concluded that sustainable platforms are a workable mechanism for the transformation of the modern economy.

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V.V. Shishmareva

### **Adaptive Forecasting of Processes in the Primary Housing Market**

*Keywords:* households; informatization; classification of Russian entities; cluster; cluster analysis; R software environment; violin plots.

*Abstract.* The article presents a study of the differentiation of the use of information technology by households in the constituent entities of the Russian Federation. The purpose of the study is to identify the features of informatization of households in the regions. The objective of the study is to conduct a cluster analysis of Russian entities in terms of the level of household informatization and to identify the main characteristics of the use of the Internet. The research hypothesis is based on the assumption that a large share of households owning broadband access to the Internet is characterized by the largest share of households that use various types of devices to access the Internet. The findings are as follows: the subjects of the Russian Federation were divided into three clusters, in which the main characteristics of households' differentiation by the level of informatization were revealed; the research hypothesis was confirmed.

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I.A. Kozhuhovskaya, M.S. Smirnov

### **Optimization of Corporate Process Management Methods Using the Workflow System**

*Keywords:* business processes; business process management methods; workflow system; ELMA; corporate governance systems; business process optimization; BPMN notations.

*Abstract.* The purpose of the article is to consider the possibility of optimizing corporate governance methods. The research hypothesis is the assumption that the use of workflow systems in the management of corporate processes significantly affects the company's profit and the efficiency of business processes. The analysis of the possibilities of optimizing business processes using two business process management systems – RunaWFE and ELMA – was carried out. The conclusion is made about the most effective tools for optimizing corporate process management methods.

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*Sh.D. Kiarimova, S.I. Senashov*

### **The Development of Evaluation Criteria for the Effectiveness of the Implementation of Corporate Information Systems of Higher Educational Institutions**

*Keywords:* corporate information system; evaluation criteria; implementation; efficiency.

*Abstract.* This article presents the categories, as well as describes in detail the main criteria included in them. The main purpose of this paper is to develop a methodology for evaluating the effectiveness of IP. Based on the results of the study, recommendations are given on the use of the methodology. The proposed model will make it possible to evaluate the systems more effectively.

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*A.V. Saifutdinov*

### **Information Technology for the Classification of Encrypted Traffic in Corporate Networks Using Machine Learning**

*Keywords:* encryption; traffic; network; machine learning; class.

*Abstract.* The article deals with topical issues related to the classification of encrypted traffic in corporate networks using machine learning, which are of great importance for ensuring a high level of cybersecurity. The aim of the study is to consider the features of information technology for classifying encrypted traffic in corporate networks using machine learning. The author's approach to the classification of encrypted traffic in corporate networks using machine learning is proposed, which involves the use of a deep neural network, in particular, time window analysis, to divide the traffic flow into segments so that actions can be identified by observing only a part of the traffic associated with activity. A distinctive feature and advantage of the proposed approach is that it allows classification based on several frames of the traffic flow, and not the entire transaction flow.

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*S.G. Smolina, G.I. Peshchero*

### **Myths and Realities of Information Technologies in the Modern World**

*Keywords:* informatization; information technologies; state policy; digitalization; inertia of the masses; fraud; economic problems.

*Abstract.* In the article, the authors investigate the process of informatization taking place both in Russia and in the world in modern conditions. The purpose of the article is to study the myths and realities of information technology in the modern world. The objectives are to analyze the myths that were present in the history of the world development of technology, to consider the features of the formation of public and personal consciousness in the conditions of informatization of society, as well as to determine the consequences of the collision of myths and realities of the modern information society. The hypothesis of the study consists in the assumption that the most likely is an alternative variant of the development of society, when people consciously make a decision to accept the results of new scientific discoveries. Using methods such as analysis, synthesis, theoretical study of literary sources, the authors came to the conclusion that the new information technologies that appeared in the world, like any new discovery, initially gave rise to a fanatical fascination with new information technologies among the population. However, over time, everything comes back to normal and people understand the rationality of the technologies used and their effectiveness in everyday life. The result of the study is the conclusion that the negative aspects of informatization that have arisen at the same time, including fraud, excessive excess of information, lack of an adequate legislative framework, and much more, create certain barriers in the process of forming a trusting attitude of the population to new technologies. The authors adhere not to forced, but to an alternative variant of the development of society, when people consciously make a decision to accept the results of new scientific discoveries.

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*D.O. Popov, A.N. Volkov*

### **Increasing the Efficiency of the Functioning of Transport Robots Subject to the Battery Operation Cycle**

*Keywords:* robotic transport system; instantaneous power; mobile robot; energy efficiency; mathematical model.

*Abstract.* The paper presents a mathematical model of a mobile robot that establishes a relationship between the performance of the transport system, the average speed of movement, the length of the trajectory, the law of motion, as well as the charge-discharge cycle of the battery. The purpose of the research is to study the influence of the parameters of the law of motion, the length of the trajectory, and the useful mass on the performance of the robot.

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*A.A. Shalangov, I.V. Prakhov*

### **Improvement of the Control and Cooling System of the Electric Drive Frequency Converter**

*Keywords:* control system; electric drive; computer model; frequency converter.

*Abstract.* This article will consider the development of a mathematical model of the control and cooling system of an adjustable electric drive frequency (EDF) converter and the analysis of EDF failures. The purpose of the work is to improve the quality of automatic control of the EDF, increase the efficiency and reliability of the cooling system. The main tasks are the creation of a mathematical model of the control system, analysis of EDF failures, creation of a computer model of the PSC cooling system. Theoretical and experimental research methods were used to develop a mathematical model of the control and the EDF cooling system. Theoretical studies were carried out on the basis of studying the theory of reliability, principles of automatic control and modeling. In experimental studies, in order to improve the quality of automatic control of the frequency converter, a mathematical simulation model was used, based on the initial data obtained from the selected object, and implemented in Ansys Icepak.

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*D.I. Vinarov*

### **Transformation of the Concept of Managerial Economics in the Context of the Processes of State and Municipal Management**

*Keywords:* managerial economics; state and municipal administration; administrative reform; national interests.

*Abstract.* The main goal of the study is to systematize the accumulated empirical experience and identify new directions for the modernization of state and municipal government based on the transformation of the concept of managerial economics to ensure the implementation and maintenance of national interests. The research hypothesis is as follows: traditional methods and mechanisms developed and proposed within the framework of the concept of managerial economics, used in the context of the implementation of the processes of state and municipal government, are ineffective in the face of the latest threats and risks to the functioning of socio-economic systems. As a result, there is an urgent need to transform the concept of managerial economics. The information base for the study in the article was the data of the official portals of the authorities, the regulatory legal acts of the Russian Federation, as well as the results of research by domestic scientists on the subject of the study, previously published in periodicals. In preparing the research materials, empirical methods (observation and comparison) and theoretical methods (analysis and synthesis) were used. The results are as follows: The key direction of transformation of the concept of managerial economics in the context of the implementation of state and municipal management processes in order to support national interests has been identified; it lies in the need to adapt the concept to the latest threats and risks of the functioning of the socio-economic system and the use of an integrated approach combining descriptive models and optimization models.

### **Deposit Policy as a Tool to Improve the Stability of a Commercial Bank**

*Keywords:* deposit policy; financial stability; principles of deposit policy; factors of deposit policy.

*Abstract.* The article examines the influence of deposit policy on the stability of a commercial bank. The tools and approaches that can be used to increase the stability of the bank are considered.

The purpose of this research is to study the bank's deposit policy in the context of increasing its stability. To achieve this goal, the following tasks were set:

- to study the factors determining the significance of deposit policy in the context of ensuring the sustainability of a credit institution;
- to disclose the content of deposit policy as a tool for increasing the stability of a commercial bank;
- to substantiate the directions ensuring the stability of a credit organization through management of the bank's deposit policy.

This article used a systematic approach and such general scientific methods of cognition as scientific abstraction, a combination of historical and logical, analysis and synthesis, and the method of comparison and comparison.

As a result of the study, the relationship between the effectiveness of the deposit policy and the stability of the credit organization was identified, and directions for increasing the bank's stability through competent management of its resource base were identified.

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A.A. Kuznetsov

### **Principles of Sustainable Development in Environmental Projects in the Petrochemical Complex**

*Keywords:* sustainable development; petrochemical complex; ESG; environmental protection activities of the corporation; decarbonization.

*Abstract.* In modern conditions, the problem of developing and implementing environmental projects in the petrochemical complex is acute. In this regard, the relevance of the study of this problem increases. Purpose of the article: development and implementation of environmental protection projects in the petrochemical complex. The tasks are to identify areas of organizational and economic sustainability in the petrochemical complex, to analyze and evaluate the environmental performance of PJSC LUKOIL, to develop a number of measures for the implementation of corporate environmental projects. The research hypothesis is based on the analysis of environmental projects and development of ways to implement them. The research methods include the systematic approach, generalization, comparative analysis. The results are as follows: the environmental indicators of PJSC LUKOIL are analyzed, a number of measures for the implementation of environmental corporate projects are proposed.

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M.A. Lakiza

### **Ways to Improve Risk Management in Project Financing**

*Keywords:* project financing; risk management; delphi technique; real option analysis; robotic process automation.

*Abstract.* Project financing is one of the most effective tools for attracting investments for the implementation of large-scale projects in various sectors of the economy. Under conditions of sanctions pressure, the development of project financing in Russia can become one of the key factors ensuring the country's sustainable economic growth. The purpose of the article is to characterize promising areas for improving risk management in project financing. The following tasks were set: to describe briefly

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the features of the development of project finance in Russia, to reveal the features of modern project risk management, and highlight promising ways to improve risk management. Research methods include analysis and synthesis, comparison, generalization, modeling. As a result of the study, three directions for improving risk management in project financing were characterized.

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*O.Yu. Orlova, T.I. Leonova, N.V. Valebnikova*

### **Quality Assurance of the Organization's Business Continuity**

*Keywords:* quality management system; business continuity management; crisis management.

*Abstract.* The paper aims to formulate recommendations on the formation and implementation of the Business Continuity Plan of the organization, based on the requirements of modern standards in the field of quality management system and business continuity management system. The research objectives are to determine the principles for the development of complex measures in the organization's quality management system, the implementation of which will ensure the smooth functioning of the enterprise and develop modern tools for managing the risks of stopping production activities. The hypothesis of the study is that the management of probable threats of disruption of key production processes in the quality management system is impossible without the development and implementation of documented business continuity plans, which should include a clear and consistent algorithm of actions for corporate team members aimed at timely identification of such risks and threats, as well as eliminating the consequences of their implementation. Research methods include logical methods of analysis and economic observation. The results of the study can be taken as a basis for developing measures aimed at improving the quality of risk management of disruption of production processes by organizations for which ensuring business continuity and people's safety is a fundamental principle of maintaining the integrity of economic ties and cooperation.

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*Radhi Ali Kareem Radhi*

### **The Tax Convenience Principle – Loopholes and Solutions for Tax Development**

*Keywords:* taxes; basics and pillars of the tax convenience principle; tax convenience principle; telecommunications companies; factors affecting compliance with the tax convenience principle; goals of the tax convenience principle; effects and consequences of the tax convenience principle.

*Abstract.* This article aims to identify the potential impact and changes in the method of tax accounting in telecommunications companies, based on one of the tax principles - the principle of tax convenience. The hypothesis of the study is that the introduction of this change in the methodology of tax accounting with telecommunications companies will not lead to a violation of the principle or rule of tax convenience, based on the set of pillars built for this principle. The study resulted in the analysis of the impact of the target change on the consequences and the impact of the principle of convenience of taxation on the reality of tax work. The set of pillars of the tax convenience principle was developed (methods) based on the analysis of a group of historical facts, objectives and consequences. The factors influencing compliance with the tax convenience principle and the effects of the tax convenience principle were (results achieved) established in order to fill the gaps that exist in the literature on economics and taxation.

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*R.A. Safonova*

### **Culture-Bound Words (Using the Material of “Letters to the Editor” in American Newspapers)**

*Keywords:* American linguistic personality; picture of the world; concept; culturally marked vocabulary; linguistic personality.

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*Abstract.* This article is devoted to the study of the linguistic personality, the national mentality, and the national character of the modern American person in the "letters to editor" column of American newspapers. The objective of our study is to examine the phenomenon of culturally marked vocabulary in letters to the editor of American newspapers using a continuous sampling method. The American press reflects the current interests and problems of society. It is a source of national concepts in which the representation of the worldview realized by linguistic means.

*A.A. Sobin*

### **Financial Risks of Financing a Leasing Company**

*Keywords:* lessor; lessee; lease; credit; financial resource; financial stability.

*Abstract.* The modern economic reality is characterized by an increase in confrontation between countries, which inevitably leads to instability in the world economy and an increase in the risk and uncertainty of the activities of financial systems, forming uncertainties in the sources of covering the activities of many companies. The need for a theoretical analysis of the risks of financing the activities of a leasing company determines the relevance of this article. The object of research is the financial system, as the most important element of the economic system, which determines the effectiveness of monetary relations. The subject of the study is financial risks as a projection of the unstable state of the financial system and the growth of unprofitability of business entities. The purpose of this scientific work is a detailed theoretical analysis of financial risks arising in the activities of a leasing company. The research methodology is the economic methods of scientific knowledge. The study argues that leasing companies play a crucial role in providing financing to maintain the production activity of the real sector of the economy, while inevitably being exposed to various financial risks that directly affect the profitability and financial stability of the lessor and lessee. This article presents the key financial risks faced by leasing companies, including credit risk, financial liability risk, liquidity risk and the risk of revaluation of property, plant and equipment, the article discusses the nature of these risks, their potential impact on leasing companies and strategies to mitigate them.

*O.V. Chepik, E.S. Yarovaya*

### **The Ecosystem of Non-Government Pension Funds: Criteria for Selecting Strategic Business Partner**

*Keywords:* competitiveness; ecosystem; criteria for evaluating business partners; strategy; non-state pension funds; ecosystem services.

*Abstract.* The purpose of the study was to investigate the system of non-government pension funds (NGPFs), formulate recommendations for compiling criteria for choosing an NGPF of a partner company, ranking them, and making management decisions on building partnerships in the ecosystem depending on their effectiveness. Systematic and structural-functional methods were used when considering the main approaches used in evaluating business partners. As a result of the study, the main existing approaches to evaluating business partners were analyzed. The criteria that influence the assessment of business partners when they are included in the ecosystem of non-state pension funds in modern market conditions are defined and systematized.

*T.V. Dubrovskaya, L.N. Ridel, I.V. Shadrina, E.V. Kostoustova*

### **Opportunities for Implementing Blockchain Technologies in the Real Estate Sector**

*Keywords:* blockchain; technology; digitalization; registry; transaction; real estate; smart contract; transactions; costs.

*Abstract.* The purpose of the study is to explore the possibilities and benefits of using blockchain

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technologies in the real estate industry. Research objectives: to consider the concept of blockchain, to identify the problems of implementing blockchain technologies in the real estate sector, to analyze the main directions for using this technology, to consider the possibilities of using this technology in the real estate sector, to identify its advantages. The research hypothesis is as follows: the level of development of the modern market requires a change in traditional approaches and technologies for effective management, the use of modern methods that allow full digitalization and automation of processes in the real estate market. In the course of the study, methods of analysis, synthesis, and modeling were used. The conclusions and practical recommendations obtained from the results of the study make it possible to improve the processes taking place in the real estate market through the use of modern innovative technologies.

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*G.A. Kondrashov*

### **Justification of Monetary Policy Measures to Overcome the Inflationary Depression**

*Keywords:* inflation; inflationary depression; monetary policy; Russia; money; bank.

*Abstract.* An increase in demand in a certain sector of the economy contributes to the development of a situation when inflation occurs. At the same time, to prevent this from happening, the government needs to monitor the main macroeconomic parameters that can significantly affect the state of the economy. Inflationary processes are objectively existing price increases in the economy, which are associated with both changes in production costs and changes in market conditions (supply and demand under the influence of non-price factors).

The purpose of the study is to substantiate monetary policy measures to overcome the inflationary depression in the modern Russian economy

The objectives of the study are to consider economic cycles and define the concept of “inflationary depression”; to study the signs and causes of inflationary depression; to consider monetary policy as a tool for regulating inflationary processes in economic cycles in the recession phase; to analyze the state and dynamics of key indicators of socio-economic development of the Russian Federation; to investigate monetary policy measures as a means of combating inflationary depression; to study the foreign experience of overcoming the inflationary depression; to substantiate the current measures of monetary policy to eliminate the inflationary depression caused by the current state of the Russian economy.

The hypothesis of the study is that the application of a balanced set of monetary policy measures, such as control over the money supply, interest rate management and regulation of credit supply, can effectively overcome the inflationary depression and reduce the inflation rate, ensuring economic stability and social well-being.

The research methods include statistical data analysis, literary review, historical analysis, comparative analysis.

Thus, during the financial crisis, Russia made changes in the instruments of monetary and financial policy but did not change its current regime. Just like developed countries, Russia has used unconventional measures to overcome the financial turmoil. The Bank of Russia was forced to shift its focus from controlling inflation to maintaining the stability of the banking system.

Measures have been strengthened to increase the liquidity of banks and maintain the continuity of settlements. In the near future, monetary and financial policy will largely retain the features formed in recent years, taking into account the influence of external and internal factors: the application of the regime of a controlled floating exchange rate of the ruble will continue, the use of a monetary program to monitor the compliance of monetary indicators with the target inflation rate, the use of a dual currency basket as an operational benchmark of the currency exchange policy course. In an open economy, the position of the Bank of Russia confirms the actualization of improving the mechanisms for conducting REPO operations and their development in the future as the main tool for implementing anti-crisis measures in the financial system. The Russian economy has been striving for balanced growth in recent years, when all the main economic indicators are characterized by a tendency to increase at a constant

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pace.

In the conditions prevailing in the Russian economy today, there is an increasing need to switch to the investment type of balanced economic growth in order to ensure sustainable economic growth and increase its competitiveness.

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*E.M. Toprina*

### **The Influence of Local U.S. Business Elites on Sino-U.S. Economic Relations in a Trade War**

*Keywords:* trade deficit; imports; Sino-US relations; local business elites; foreign trade structure; tariff restrictions; trade war; exports.

*Abstract.* The paper examines the structure of foreign trade between the United States and China. It demonstrates the influence of local business elites on the development of Sino-US economic relations.

The study aims to analyze the influence of local US business elites on Chinese-American economic relations in the context of a trade war.

The objective of the research is to study the structure of foreign trade between the United States and China in the context of a trade war and the influence of local business elites on the development of trade between the two countries. The research hypothesis is that local business elites are extremely interested in cooperation with China, since this makes up a huge part of exports and imports. Statistical methods were used for the analysis. As a result, it was revealed that local US business elites have a positive influence on the development of Chinese-American trade relations.

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*O.A. Chalova, V.A. Bulycheva*

### **Environmental Advertising as a Means of Educating the Ecological Culture of the Population**

*Keywords:* environmental advertising; environmental culture; environmental advertising campaigns; social advertising.

*Abstract.* The article considers environmental advertising as a means of educating the ecological culture of the population. The purpose of the study is to review environmental advertising campaigns as a mechanism for increasing the level of environmental culture of the population. Research objectives: to consider advertising campaigns of an ecological nature, to analyze the scientific literature on social environmental advertising, to draw conclusions about the role of environmental advertising in the process of educating the ecological culture of the population. The hypothesis of the study is that social environmental advertising contributes to the growth of the ecological culture of the population. In the course of the study, the results obtained showed the great possibilities of environmental advertising campaigns in educating the ecological culture of the population. The materials for the study are environmental advertising campaigns of the Dodo Pizza, Starbucks coffee shops and the Prezi company.

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*T.N. Yakubova, E.U. Kakoeva*

### **Factors Influencing the Competitiveness of a Modern Company**

*Keywords:* competitiveness of the company; internal factors of competitiveness; external factors of competitiveness; Russian retail; PJSC "Magnit".

*Abstract.* In conditions of increased competition, a modern company needs to pay special attention

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to the analysis of those factors that actively affect its competitiveness and effectively manage them, therefore, the purpose of this article is to identify and analyze factors that have a significant impact on the level of competitiveness of a company operating in a highly competitive market. The main tasks are to determine the essence of the concept of competitiveness of a company, identify factors influencing its improvement and analyze practical experience on the example of a Russian company. The hypothesis of the study is the assumption that with the help of effective management of a group of factors of a company's competitiveness, a commercial enterprise is able not only to maintain its positions, but also to increase them. In the course of the study, the authors used such methods as study, generalization, analysis and synthesis.