

E.V. Yaluner, M.M. Loubochkin

### **OPERATIONAL PROBLEMS AND DEVELOPMENT PROSPECTS FOR COMPANIES WORKING IN THE GLOBAL STOCK MARKET**

**Abstract.** the present article deals with essential matters of operation and development for companies, which one way or another work within the global stock market. Major types of such companies are specified – from institutional investors trading with the funds of their own or of their clients to consulting and educational organizations providing information for the third parties. Fundamental operational problems and development prospects are identified for each company type.

**Keywords:** enterprise economy, global stock market, world economy, investment, speculation, high-frequency trading, trading robots.

---

I.V. Rusakova

### **MOOC AS A TOOL OF TRANSITION FOR THE DIGITAL ECONOMY IN THE RUSSIAN FEDERATION**

**Abstract.** The transition to a digital economy is declared the main goal of the development of the Russian Federation until 2024. One of the promising tools for its achievement is the expansion of mass open online courses able to improve the quality of training of specialists, as well as the overall level of literacy of the population. The article analyzes the appearance, development and distribution of networked education abroad and in Russia. The list of advantages and disadvantages was developed for each of the parties involved in the course functioning based on the created classification. Prospects and proposals on the use of MOOC in the Russian Federation were identified and formulated based on the results of the study. The distribution of MOOC is considered as a tool for solving existing obstacles to the implementation of the transition to a digital economy program.

**Keywords:** digital economy, distance learning, MOOC, massive open online courses, education 4.0, online education, open education.

---

A.A. Semchenko, A.I. Makarovskaia

### **INFLUENCE OF THE FACTORS OF COMPETITIVENESS OF SERVICE ENTERPRISES IN THE PERIOD OF DEVELOPMENT DIGITAL ECONOMY**

**Abstract.** The article is devoted to consideration of factors of service enterprises competitiveness at the stage of digital economy development. The relevance of this article is due to the fact that the introduction of digital technologies takes place in all areas of life - both in the economy and business, and the social sphere, government and urban economy. Particular attention is paid to internal factors that should be taken into account when developing a competitive strategy of the company, combining the tasks of efficient use of limited resources with changing consumers' requests.

**Keywords:** Competitiveness of enterprises, quality management, quality of services, factors of competitiveness, service quality management.

---

## **PROBLEMS AND TRENDS IN THE INTRODUCTION OF MODERN MANAGEMENT TECHNOLOGIES IN THE CONDITIONS OF A CHANGE IN THE TECHNOLOGICAL STRUCTURE OF THE ECONOMY**

**Abstract.** The article looks at various future systems aimed at realistic forecasting of the future. This approach will allow it to remain competitive in the market and respond in a timely manner to changes in the business environment and society as a whole. The possibility of integrating the management systems of the future provides an opportunity to build a common management system that is based on international best practices and is improved taking into account adequate forecasts for the future.

**Keywords:** management model, turquoise organizations, innovations, management models, process approach, organizational models.

---

## **THE RESEARCH OF ASPECTS OF THE MANAGEMENT SYSTEM OF JSC GAZPROMNEFT-AERO**

**Abstract.** The purpose of the article is a systematic research of JSC Gazpromneft-Aero by analyzing the aspects of the company's management system: development strategy and organizational culture. The object of the research is JSC Gazpromneft-Aero, a subsidiary of PJSC Gazprom Neft, which sells aviation fuel and related refined products, as well as the operation of refueling complexes (TZK) at airports of Russia and the CIS. Synthesis of the system research's results by constructing a "lattice of strengths/weaknesses" is also perform.

**Keywords:** Management system, organizational culture, development strategy, system analysis, morphological analysis, OCAI methodology.

---

## **ESTIMATION OF THE INNOVATION POTENTIAL OF SAINT-PETERSBURG**

**Abstract.** The economic development of the territories is conditioned by the influence of many factors. In the era of the emergence of a post-industrial society, an ability to innovate was the most important among them. The article is devoted to the consideration of one of the methods of practical measurement of this ability. Based on data of Federal State Statistics Service of Russia Federation for the period 2006-2016 the corresponding calculations were made, and qualitative conclusions were drawn on the dynamics of the indicators provided by the methodology.

**Keywords:** Innovation, potential, the degree of use of innovation, the degree of formation of innovation, innovative potential of the region, region development.

---

## **ECONOMIC EVALUATION OF PRODUCTION RISK IN INTEGRATED MANAGEMENT SYSTEM**

**Abstract.** This article considers current international and Russian risk assessment standards associated with occupational injuries. The model of industrial risk assessment implemented in the integrated management system of the enterprise was designed and described. The proposed two-stage model includes production and economic components. Economic assessment of deviations in the enterprise's quality management system from the planned results in the implementation of production risks is based on the actual production profitability deviation assessment comparing with the planned one.

**Keywords:** Fuzzy logic, industrial risk, industrial injuries, risk management, integrated management system.

---

## INFORMATION TECHNOLOGIES: ARTIFICIAL INTELLIGENCE VS LIVING WORKING POWER

**Abstract.** The authors have analyzed the latest research on the use of artificial intelligence and how it can replace real professions. The authors considered examples of the use of artificial intelligence in various spheres. The authors highlighted the actual issue of replacing the accounting profession in the budgetary sphere with programs using artificial intelligence. The authors proposed alternatives for retraining accountants, whose professional future is under threat.

**Key words:** Artificial intelligence, employment in the near future, demand for professions.

---

A.S. Nikolaev

## PATENT LANDSCAPES AS A TOOL TO INCREASE COMPETITIVENESS OF THE ENTERPRISE IN THE DIGITAL ECONOMY

**Abstract.** In the article methods of application of the patent information are considered. This is necessary for the analysis of the competitive environment. The author substantiates the practical importance of the application of the technique of constructing patent landscapes in the formation or adjustment of strategic plans. The article shows the difference between public and private approaches to the formation of patent landscapes. The author considers the stages of the formation of international standards in the field of building patent landscapes and their application in the Russian Federation.

**Keywords:** Patent landscapes, patent information, technological exploration.

---

A. Y. Samusik

## ASPECTS OF LAW REGULATION OF PILOT PROJECT ON MARKING OF MEDICINES WITH A USE OF TWO-DIMENSIONAL BARCODES

**Abstract.** Fraudulent drugs is one of the most pressing problems of health care around the world. An effective way to tackle against the fraudulent drugs is marking of drugs using a two-dimensional barcode. European Union countries and USA already have used marking of drugs, since 2017 Russia has started the system of marking. This article is about the specific regulatory characteristics of project marking of drugs in Russia and problems faced by participants of drug marketing.

**Keywords.:** fraudulent drugs, marking of drugs, two-dimensional barcode, project of marking of drugs