

E.V. Yaluner, M.G. Ialuner

NATURE AND PROCEDURE FOR INTRODUCTION OF ANTI-DAMPING MEASURES IN THE EAEU

Annotation. In world trade, the fight against unfair competition is carried out in various ways, including the anti-dumping measures. The study within the framework of the EAEU is conditioned by the existing threats to the economic security of the members of the EAEU and the Union as an integration association. The authors of the article study the concept and nature of unfair competition, the conditions for introducing anti-dumping measures and the legal nature of anti-dumping measures in its connection with the stages and procedure for conducting an anti-dumping investigation in the EAEU.

Keywords: EAEU, supranational regulation, anti-dumping regulation, regional economic integration, world trade.

V.M. Melnik

POLITICAL AND ANTHROPOLOGICAL CONCEPT OF EURASIAN SOCIAL INTEGRATION: HISTORIOGRAPHIC SKIFO-SARMATISM AND GEOGRAPHICAL DETERMINISM

Abstract. The article introduced the principle of political-anthropological modeling of social integration, which built on the case of historical (historiographic) mythology. The interpretations of the ancient history of the Eurasian landscape by the classics of the national historical schools of Russia and Ukraine are described. A broad historiographic material demonstrates the integration potential of classical monographs which related to the study of the spatial community of the Scythian-Sarmatian ethno-cultural association.

Keywords: Scythians, Sarmatians, Historiography, Political Anthropology, Social Integration, Eurasian Landscape.

E. V. Mikhailitsyna

PROSPECTS OF EXPORT OF GOODS AND SERVICES FROM RUSSIA TO CHINA IN TERMS OF DIGITAL TRANSFORMATION IN EEU ECONOMIC MODEL

Abstract. The article considers the prospect trends of non-primary exports' development from Russia to China in current terms of digitalization of the economy on the territory of Greater Eurasia. The basic current tendencies of development of the digital world economy, and, in particular, within the framework of the EEU are analyzed. The main features of the export of Russian non-primary commodities to China in these economic conditions are revealed.

The author justifies the possible transition to the M2C business model for non-primary exports based on the development of a single digital export platform with the active participation of Chinese consumers as key users of this platform.

Key words: non-primary export, digital economy, high-tech goods, electronic trading platforms, Russia, EEU, China.

N.P. Sheveleva, D.A. Luzin

DEVELOPMENT OF EURASIAN ELECTRONIC TRADE

Abstract. The concept of electronic commerce (electronic commerce) is defined in the work. The key components of the concept are identified, their disclosure is analyzed in existing interpretations, an author's definition is proposed. The types and economic effects of e-commerce are systematized. The system of indicators for assessing the level of development of international electronic commerce is supplemented. Two author's indicators are presented, the system of pre-existing indicators is structured. Analytical dependence of indicators of development of electronic trade and significant macroeconomic indicators is revealed. Directions for the development of international electronic commerce in the territory of the EAEC are suggested. Their influence on the indicators of electronic commerce and the economy of the Union as a whole is predicted.

Keywords: integrated electronic market, target indicators, Eurasian economic space, forecast estimates, correlation dependencies.

E.E. Volkova

CHARACTERISTICS OF BEHAVIOUR OF AGED 18-23 RUSSIAN CONSUMERS IN THE MARKET OF DIGITAL MUSIC CONTENT

Abstract. This article considers the analysis of the behavior of Russian consumers on the market of digital music content. On the basis of cluster analysis segmentation of consumers of the Russian digital music market was developed. It is proposed to distinguish four segments of users, differing in their relation to the musical product and presenting various requirements to the online platform. The psychographic features of segments are described, allowing to use in relation to them the targeted methods of marketing influence. The factors influencing the choice of streaming service are determined.

Keywords: consumer behavior, streaming service, music industry, Russian music market, consumer segmentation, digital music, digital music distribution.

N.P. Shkuratov

THE EMERGENCE OF THE DIGITAL ECONOMY IN RUSSIA: ECONOMIC AND TECHNOLOGICAL ASPECT

Abstract. This article is devoted to the development of the digital economy in the Russian Federation. The emergence of the digital economy is perceived ambiguously by the public. It is necessary to prevent the development of information technology, was substituted by the formation of the 6th technological structure.

Key words: Digital economy, the sixth technological mode, economic growth.

K.K. Oganyan, A.A. Klyuchnikova

COMPARATIVE ANALYSIS OF THE TYPE OF THE PERSONALITY OF THE HEAD, THE STYLE OF MANAGEMENT AND THE TYPE OF ORGANIZATIONAL CULTURE

Abstract: The search for a well-adjusted course of leadership of people in organizations is today a significant sphere of activity for many people. The development and full functioning of the organization directly depends on how and how, the management system will be built within the organization, what kind of plan will be the relationships in the team, what motivators and methods of influence will be used by the manager. A successful leader is able to bring the organization to a new level, and at the same time to regulate work within the team. The problem of finding a favorable and optimal type of management organization, which would include: the type of personality of the leader, the type of organizational culture and management style, has not been identified, to this day. In this regard, this article is aimed at solving this problem.

Key words: personality type of the leader, management style, organizational culture.

A.V. Trofimova

THE MOTIVATION OF SOCIAL SUCCESS AS A FACTOR OF COMPETITIVENESS OF THE HEAD

Abstract. A person is a part of society, it is socialized, and therefore cannot ignore the public opinion, the highest point of recognition of which is the achievement of social success. The Manager as a phenomenon of the modern economic and labor market should perform not only managerial but also representative functions, hence his social image is extremely important. The development of motivation to achieve social success as a comprehensive approach to motivation, forms the competitiveness of the individual Manager by increasing social experience and competence.

Key words: development, personality, Manager, motivation, social success, competitiveness.