

## INFORMATION TECHNOLOGIES AT INITIATIVE BUDGETING

**Abstract.** This article is dedicated to the study of the possibilities of using information technologies at initiative budgeting projects. The problems of initiative budgeting and the possibilities of their solution by using information technologies were analyzed. Platform for the analysis and selection initiative budgeting projects on the example of initiatives of “Tvoy budget” were designed by author of the article.

**Key words:** Information technology, initiative budgeting, budget, municipality.

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## «ANALYSIS OF INVESTMENT DEVELOPMENT OF PJSC AEROFLOT AND RUSSIAN RAILWAYS IN TERMS OF CORPORATE INVESTMENTS»

**Abstract.** The article analyzes the problems of corporate governance - PJSC Aeroflot and Russian Railways. Studied the financial statements and investment projects of these companies. Particular attention is paid to promising investment areas for the development of economic well-being of companies. The trends and significance of funds invested by partner companies are identified. In connection with the analyzed data, proposals were made to improve the activities and create new development projects.

**Keywords:** financial investment management, corporate activities, PJSC Aeroflot, Russian Railways, investment project, corporate investments.

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D.V. Nekipelova

## INFORMAL EMPLOYMENT IN RUSSIA: CAUSES, SOCIAL AND ECONOMIC IMPACTS

**Abstract.** The article is devoted to analysis of the qualitative impact of informal employment as an element of domestic labor market, on social and economic aspects of Russian developing. The article clarifies the term of «informal employment» and examines the methodological aspects that affect the quantitative assessment of this phenomenon. The main causes and consequences of expansion informal practice in labor relations are analyzed. A general conclusion was made about the worsening of quality structure of the Russian labor market as a result of a fairly widespread informal employment practice.

**Key words:** informal employment, self-employment, decent work, labor relations, unemployment, labor market.

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## TRADE AND ECONOMIC RELATIONS BETWEEN EAEU COUNTRIES: RETROSPECTIVE ANALYSIS AND PROSPECTS

**Abstract.** Trade and economic indicators of EAEU countries are reviewed in this paper. Separately product groups, which are used in Union mutual trades, were identified. Also larger good groups, traded with third countries, were identified. The article examined major trade partners of EAEU as a union and analyzed the consistency of trade circulation in each country of the Union and its possible impact on it.

**Keywords:** mutual trade, product groups, EAEU, trade circulation.

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## INTERNATIONAL MARKETING: PROBLEMS AND PROSPECTS OF DEVELOPMENT OF RUSSIAN COMPANIES

**Abstract.** The article describes the main parameters of the development of international marketing, describes its importance for modern enterprises and identifies the difficulties they may encounter when introducing tools.

**Keywords:** marketing, international marketing, marketing tools, effective development, global marketing.

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## RESPONSIBILITY ZONES DISTRIBUTION IN VIRTUAL OUTSOURCING COMPANIES

**Abstract.** Company project management is multifaceted and has a wide range of parameters that must be taken into account. One of the subtasks solved in this context is the distribution of duties and responsibilities between employees. Excessive or inadequate appointment of people causes a decrease in productivity, an increase in terms, and as a consequence, production costs. This can be especially pronounced in outsourcing companies. The article describes the existing models for the distribution of areas of responsibility in the company. The features of outsourcing companies are highlighted. Based on the highlighted features, modernizations of existing models are offered.

**Keywords:** distributed company, outsourcing, virtual company, area of responsibility, separation of duties.

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A.S. Golub

## DIGITAL INFORMATION TECHNOLOGY AS A TOOL FOR RAISING TOURIST AWARENESS OF ECO-TOURISM

**Annotation.** In the article, the author reveals the concept of eco-tourism, raises the problem of using the capabilities of the global Internet to promote eco-tourism organizations. The article demonstrates the results of evaluating the information available to the average consumer. The author offers own grouping of all information resources promoting ecological tourism. Based on the identified problems, the author offers a conceptual solution in the form of a new digital information resource.

**Keywords:** ecotourism, tourism promotion, promotion information resources, Internet marketing, tourism information support, crowdfunding.

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