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8 От главного редактора. Используя проблему для победы, или некоторые преимущества дистанционного образования

10 VLADIMIR A. SHAMAKHOV, NIKOLAY M. MEZHEVICH
**Precariate in Pandemic Conditions:
 New Trends, Traditional Content, Some European Practices**

ABSTRACT

The evolution of the social structure of society in developed countries shows that the so-called middle class, whose existence is considered the main guarantee of stable social, economic, political development, is under threat. The epidemic and pandemic did not create fundamentally new risks, but significantly exacerbated traditional ones. In fact, the epidemic acted as a catalyst and accelerated negative, but fairly well-known processes. World experience of social policy, European regulatory practices “efficiency vs equality” is of great importance to Russia.

Keywords: precariate, pandemic, world economy, middle class, epidemic, digitalization, unemployment

18 SERGEY S. DMITRIEV
**Digital Mobilization: New Mechanisms and Opportunities
 for Political Governance**

ABSTRACT

The article examines the ways and methods of digital mobilization of citizens for protest marches in the cities of the Russian Federation (for example, the city of Pskov) on January 23 and 31, 2021. The research issue is the need to understand the system of digital mobilization — from campaigning to the transition to collective, public action.

As part of the study, an expert interview was conducted among the organizers of rallies, the regional establishment, party workers, and trade union activists. The monitoring of protest groups in social networks (VKontakte, Telegram, Instagram) was also carried out for the tonality of information and the mechanisms for mobilizing citizens presented. They also used the method of observing the process of transition from digital mobilization to collective action and directly following the protest processions themselves.

During the analysis, the author concludes that social media is a key channel of communication and consolidation of protest activity, with the social networks VKontakte and Telegram playing the main role in Russian political practice. In this connection, conclusions are drawn about the possibility of political management of protests using an information strategy aimed at stopping negative information labels and media occasions on VKontakte and Telegram, as well as developing an alternative protest agenda.

Keywords: Political mobilization, digital mobilization, propaganda, social media, social media, mobilization management, VKontakte, Telegram

26 ELENA N. MALIK
**Institutional Potential of Mass Media in the Process
 of Political Socialization of Russian Youth**

ABSTRACT

The aim of the study is a comprehensive analysis of the main directions of optimizing the system of political socialization of young people in the context of the development of the electronic media environment. The article identifies and reveals the main problems of the influence of media information flows on the formation of socio-political orientations of young citizens. The mass media were and remain the most important institution of political socialization of the younger generation, having a direct influence on the assimilation of social norms by young citizens, the formation of political values among them and, as a result, the expression by the younger generation of various forms of socio-political activity.

An assessment of the role of the media in the political socialization of modern Russian youth showed that the activities of traditional media in the Russian political space are

noticeably lost in relation to electronic media resources. In the digital age, it is advisable to assess the possibilities of the influence of various digital media channels on the political consciousness and behavior of young people.

The conclusion is justified that young people are not only an object, but also a subject of political socialization. Under the influence of the media environment, this process is increasingly not vertical, but horizontal in nature, when young citizens demonstrate alternative forms of socio-political activity and models of political behavior — from electronic elections to the signing of online petitions, as well as continuously choose from possible images of the world thanks to the activities of electronic media, etc. Electronic media, especially network media, are largely responsible for initiating models of socio-political activity of young citizens. Based on a large factual material, the author considers the media preferences of young citizens when exposed to traditional, electronic and online media. The role of Internet socialization of youth in the activation of institutional forms of its participation in the democratization of Russian society is justified.

Keywords: Media, mass media, youth, political socialization, Internet, political subjectivity, youth policy

38 VLADIMIR G. KHALIN, GALINA V. CHERNOVA, SVETLANA A. KALAYDA
Economic Ecosystems and Their Classification

ABSTRACT

The most important trends in modern social development are economic convergence and digitalization. It is their interaction that creates new opportunities for increasing competitiveness and efficiency in the framework of joint business of representatives of various segments and sectors of the economy. The main institutional and organizational form of doing business within the framework of intersectoral economic convergence under the influence of digitalization is becoming an ecosystem. The aim of the article is to clarify the concept of an ecosystem as a form of joint business in the context of intersectoral economic convergence and digitalization, as well as to build a classification of ecosystems. The study puts forward the following hypothesis - the ecosystem as an institutional and organizational form of running a joint business is the result of the simultaneous influence of intersectoral economic convergence and digitalization on it, and “the connection of the basic product provided to the client by the initiator of the intersectoral economic convergence before the creation of the ecosystem with digital and/or information technology” can be used for the economic ecosystems classification. The novelty of the approach is the following. Considering an ecosystem as a form of joint business running with the simultaneous impact of economic intersectoral convergence and digitalization on it makes it possible to clarify the concept of an ecosystem, highlight as the ecosystem parameter used to the ecosystem classify and as its main characteristic, the values of which can be used to construct a classification of economic ecosystems.

Keywords: economic convergence, digitalization, ecosystem, ecosystem classification, feature of ecosystem classification

55 YURI N. BAZHENOV, SVETLANA T. RUMIANTCEVA
The Influence of the Digitalization of the Banking System on the Transformation of Cash and Money Circulation in the Russian Federation

ABSTRACT

The purpose: to investigate the impact of digital technologies in the banking sector on the transformation of cash circulation in the Russian Federation.

Methods: comparative-statistical, system, expert-analytical.

Results: the reasons that determine the possibilities for expanding the use of non-cash payments are noted, the advantages of non-cash payments and QR payments are determined.

Conclusions: the author substantiates the development and implementation of the digital economy and its impact on the control of cash flows of all counterparties of the financial system.

Keywords: digital banking tools, cash payments, non-cash payments, acquiring, online

cash register, fiscal storage, quick payment system, QR code, Central Bank

69 LYUDMILA I. VLASYUK

Strategic Priority for Greening the Kuzbass Economy: Land Rehabilitation Fund

ABSTRACT

In the article, according to the theory and methodology of strategizing of academician V. L. Kvinta substantiates the strategic priority of greening the economy of Kuzbass: the land reclamation fund. This strategic priority has become part of the one developed by the team of Lomonosov Moscow State University under the leadership of academician V. L. Kvinta Strategies for socio-economic development of the Kemerovo region — Kuzbass until 2035.

The most serious environmental problem of Kuzbass is a significant lag in the rate of land reclamation from the rate of their violation by open mining operations, and the lack of accurate data on the area of disturbed land. The most serious ecological problem of Kuzbass is a significant lag in the rate of land reclamation from the rate of its disturbance by open pit mining, and the lack of accurate data on the area of disturbed land. The creation of the Kuzbass land reclamation fund, as an economic mechanism of financial guarantees, will make it possible to carry out work on the restoration of disturbed lands at the expense of coal mining enterprises, the authorities of the Kemerovo region will ensure monitoring and control over the reclamation behavior.

The strategic initiative reflects the interests of Russia localized in the Kemerovo region, the interests of the region and its residents, its implementation will significantly improve the environmental situation in the region, restore the value of the land and ensure the possibility of its further use, including in agriculture and forestry, compatible with comfortable living of people subsoil use in the region. The strategic priority is backed by competitive advantages and all types of resources.

Keywords: strategy, strategic priority, mining, coal industry, reclamation, disturbed lands, mechanism of financial assurance, ecological debt, Kuzbass

79 MARIA I. KISELEVA

Three Stages and Main Provisions of Institutionalization of International Forums in Solving Global Economic Problems (1997–2020)

ABSTRACT

This article examines the institutional development of a forum, taking SPIEF and the Roscongress Foundation as a case study. The organization and event can be loosely divided into three periods: parliamentary (1997–2005), governmental (2006–2015), and presidential (2016 — present day). The article sets forth the minimum criteria of the work involved. The three periods are analysed, along with the need for each transition, and the organizational process involved for each one. Factors underpinning the stability of the system as a whole also come under examination.

Keywords: St. Petersburg International Economic Forum, institutionalization, minimum criteria, democratism, system stability

100 YULIYA V. KATRASHOVA, GLEB YU. MITYASHIN, VLADIMIR A. PLOTNIKOV

Social Rating System as a Form of State Control Over Society: Prospects for Implementation and Development, Threats to Realization

ABSTRACT

The purpose of the article was a scientifically sound assessment of the advantages and risks of introducing a social rating system into the mechanism of state control over society. The article reveals the concept of social rating and reveals the basic principles of its formation. The degree of influence of the rating assessment on the living conditions of citizens and stimulation of their socially useful behaviour is reflected. Using the example of Chinese experience, the procedure for implementing projects on the implementation of the social rating system was considered, on the basis of which a comparative analysis of the advantages and risks of integrating the concept of social rating into the mechanism

of public administration was carried out. During the author's study, general scientific methods of analysis and synthesis were used, as well as the monographic method and the method of establishing causal relationships.

Keywords: social rating system, state control, social management, moral categories

111 ALEXANDER N. TSATSULIN , BORIS A. TSATSULIN
Scenario Modeling in Health System Management Perm Region (Part 1)

ABSTRACT

The article is devoted to the problems of scenario modeling in relation to solving a number of problems of managing the health care system of the Perm Territory, which in recent years has attracted attention by the development of a number of promising projects to develop this industry, to expand the availability of medical services and to improve the level of medical care for the population. Since any good-quality project must be directly linked not only to the future periods of its implementation, but also be scientifically justified in terms of insuring all kinds of risks and threats that will stand in the way of the successful completion of the project, recently all kinds of projects, programs and plans are often developed are created using the so-called scenario approach. Several options for the development of events with this approach are offered to the appropriate circle of leaders or the power structure for the subsequent adoption of an appropriate management decision.

The authors of the article consider the main provisions and principles of the scenario approach using the example of the development of the health care system of a particular subject of the federation, which makes the material proposed for consideration very relevant. The authors also define, as they see it, the main result of improving the industry in the form of a target and a national goal — the expected (upcoming) life expectancy of the population of the study area. This socio-economic indicator, which has all the signs of fatefulness, is considered by the authors to be a priority analytical indicator of the level and quality of an effective life of a Russian. The latter determines the purpose of this study.

The authors consider the construction of dynamic multivariate models of industry development options for a period of up to three years to be an efficient tool for analyzing and forecasting this indicator, which is presented in the article in the form of five simultaneous equations of multiple regressions. The results of this construction are continued by discussion, and the article ends with the list of the conclusions. The authors also inform the reader about the further direction of their scientific research.

Keywords: management decision, forecast, plan, scenario, risk, threat, probability, national economy, health care system, forthcoming (expected) life expectancy, econometric model, statistical estimation, random component

127 VIKTOR P. KIRILENKO , EVGENIA YU. KOLOBOVA
Media Business Development in the Context of Global Digitalization

ABSTRACT

In the context of global changes in the media market under the influence of Internet technologies, it becomes necessary to identify the main trends of its development, so the characteristic of the market trends, the integration process of entrepreneurial structures in the media industry, aimed at increasing their competitiveness at the present stage of development of the market economy. In the context of an ever-changing, competitive digital ecosystem and against the background of General cuts in advertising budgets in the print press, radio, and television, advertising investments in the digital environment are increasing starting in 2019. Revenues of legacy news media organizations (also called old or traditional media organizations) are constantly declining due to the high degree of audience participation in new media due to the use of user-generated content, media automation, and new digital media organizations.

Using mathematical-statistical and logical research methods, the article identifies specific features of the media business sphere, which include audience fragmentation, culture of creative destruction, and hypercompetition in the media market. In addition, key issues

and current changes in the media industry in the context of global digitalization are highlighted, reflecting the introduction of innovative technologies that affect the media industry, and the decline in traditional methods of delivery and media consumption. Global digitalization has affected the growth of media platforms, resulting in an increase in the supply of content itself, as well as significant changes in its consumption by the advertising market.

Keywords: media market, global digitalization, media organization, media market, media business, Internet, media consumption

143 VALERY P. GRIDNEV

Nobody Is Forgotten, Nothing Is Forgotten!

ABSTRACT

The purpose of this article: analysis of the activities of the personnel of the fire department of Leningrad, authorities to protect the population and the city from fires.

Tasks: to adequately evaluate, on the basis of archival and other sources, the courage and heroism of the fighters and fire brigade commanders, the population of the city, the organizational activities of the governing bodies during the blockade.

Conclusions: the courage and heroism of the defenders of the besieged city are a unique phenomenon in the history of mankind. There is still much to be done to recreate the full picture of the unparalleled struggle of Leningrad residents in the battle for the city on the Neva.

Keywords: fire brigade, command personnel, fighters, authorities.

149 VLADISLAV A. BELYI

Structure of Calls to State Electronic Services: Based on the Results of a Survey of Citizens in St. Petersburg

154 SERGEY YU. KASHKIN, PAUL A. KALINICHENKO

Legal Regulation of Merchant Shipping (Review of the textbook “The Law of the Sea and International Maritime Business”)

ABSTRACT

The law of the sea is central to the modern international system and has a significant impact on the global economy. Its study is undoubtedly necessary for the education of highly qualified lawyers in the field of international law due to the fact that the safety of sea transport corridors plays a significant role in the development of international trade relations. Freedom of navigation practice in the post-industrial economy depends on the quality of the institutions of public maritime law and the efficiency of the execution of maritime contracts. Authors of the textbook made efforts to master the provisions of public maritime law in their relationship with the practices of merchant shipping, which is certainly interesting and useful due to the importance of maritime trade for achieving the sustainable development goals.

Keywords: maritime law, charter, freight, sea, contract, transportation