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- 8 **From the Chief Editor.** On the PR in Management and Management of PR

- 10 **VLADIMIR A. SHAMAKHOV, NIKOLAY M. MEZHEVICH**
Globalization 3.0 or New Regionalization: Towards the Phasing of World Development

ABSTRACT

The scientific approach implies the desire to periodize any phenomenon of public life. In this context, globalization is not a unique object. Globalization as a process and a set of characteristics of development can be traced back to the formation of a single market in the late XIX — early XX centuries, and until now they cannot be considered in one array. It is obvious that more work may be devoted to this issue. The presented article attempts to show the significant characteristics of the generally recognized model of globalization of the late XX — early XXI centuries, already traditionally called “globalization 2.0.” An attempt was made to show the period of globalization 2.0 as relatively short-lived. Accordingly, the question was raised as to which globalization (or not globalization, but new regionalization) would dominate by the further development of existing processes, that is, globalization 3.0.

Keywords: globalization, world economy, sovereignty, regionalization, debt, USA, Europe

- 16 **ANATOLIY A. LIKHTIN**
Public Administration as an Object of Scientific Research and a Direction of Civil Servants' Education

ABSTRACT

The article is devoted to systematizing and updating the research and educational characteristics of public administration. The research method is a problem analysis of the public administration research discipline and the design of the problem of training personnel for the contemporary public service. The result of the study is the justification of the need to match the key competencies of civil servants to the priority areas of public administration as a scientific discipline. The article concludes that contemporary public administration should be understood as a practical activity to achieve national and regional goals and objectives through state organizations and public participation. This definition allows to accumulate both domestic and foreign experience, as well as combine practice-oriented and research characteristics of the concept under study. The theoretical basis of public administration is determined by two key methodological approaches: socio-engineering that is focused on the search for optimal management models for solving problems that arise in society in a way; and humanitarian, that is based on the need to overcome bureaucracy and inertia of the management system. The subject of contemporary public administration consists of some problem areas, including: international, national, regional and local public administration systems; organization and implementation of sectoral and sectoral policies, strategies, projects and programs; administrative processes and procedures; research of the state and municipal service; civil society; information support and digital transformation of administration. The article substantiates that the Russian education system has now created conditions for more flexible consideration of the requests of the state and municipal service system in terms of the composition and quality of officials' competencies. The author comes to the conclusion that the dynamics of the competence approach to the civil servants education is quite optimistic: on the one hand, educational standards and training plans flexibly take into account the needs of the state and municipal service, and on the other hand, they correspond to modern trends in the transformation of the public administration system towards a more efficient organization of interaction between the state and citizens.

Keywords: public administration, public policy, public administration as a scientific discipline, civil servants' education

- 26 **ANTON A. BARABANOV, VLADIMIR I. KAINOV**
Historical and Legal Aspect of Consideration by the Courts of the Pskov Region of Citizens' Complaints in the Economic Sphere at the Final Stage of the History of the Soviet State

ABSTRACT

The purpose of this article is to study the process of development and functioning of the judicial institutions of the Pskov region at one of the turning points in the history of our country on the eve of the collapse of the Soviet Union and the formation of a sovereign Russian state. In the context of the socio-political and economic reforms of the Perestroika period, the judicial system did not remain aloof from the new trends in state policy. The content and main directions of the implementation of judicial policy in the field of civil rights are changing. Radical changes in the life of the country were reflected in the activities of the judicial authorities of the Pskov region regarding the work with citizens' complaints on economic issues.

Keywords: complaint, wine, civil and criminal cases, national judge, cassation, terms, dynamics

- 37 **GERMAN G. FILIPPOV**
Could Defamation Be Prosecuted?

ABSTRACT

Defamation as a means of defaming a natural or legal person is different from calumny in substance. If calumny is based on false facts defamation is based on credible facts that are publicly disclosed. Therefore, it is not subject to prosecution. However, defamation can be based on a special treatment or reliable facts: grouping, dissection and systematization on a unilateral basis. Then prosecution is possible, but on other legal grounds: a threat to the security of society or the state; an insult to the power bodies; the inner conviction of the judge and simply at the request of the Executive.

Keywords: defamation, calumny, technology of defaming

- 43 **ELIZAVETA K. BEREZINA, ANDREY V. TOROPYGIN**
EAEU Expands International Cooperation: Latin American Trend

ABSTRACT

Integration associations are trying to expand their composition or sphere of interaction / influence. In modern international relations, the importance of transregionalism is increasing due to strengthening interdependence of countries at the global level and the formation for a new architecture of the world economy. The Eurasian Economic Union (EAEU) is trying to integrate itself into the world economy as an independent regional economic center and increase its competitiveness. Therefore, the Eurasian Economic Union seeks to develop transregional interaction with various regions, including Latin American and the Caribbean countries that caused the increasing role of Latin America in the context of the formation for a polycentric world system. The aim of the study is to identify transregional interaction specifics between the Eurasian Economic Union and Chile, Peru, Ecuador, Cuba, and Argentina. On the basis of a comparative analysis of political and legal documents on cooperation, according to legal forms, institutional mechanisms and areas of cooperation the authors have concluded that the Eurasian Economic Union (EAEU), in contrast to the European Union, implements classical transregionalism model with Latin American countries. Wherein, the Memorandum of understanding is the mechanism that does not create rights and obligations, within the framework of international law. The signing of such documents on cooperation between the Eurasian Economic Union and Latin American countries is the initial stage for strengthening mutual trade and economic cooperation, exchange of experience and information on regional economic integration, research and development so can be considered as element of soft power.

Keywords: transregionalism, soft law, soft power, competitiveness, interdependence, regional economic integration, memorandum of understanding

58 **MARIANNA V. MIROSLAVSKAYA, ALEKSANDR A. KOZYREV**
Digital Economy as a Tool for Sustainable Development

ABSTRACT

The article shows the modern application of the digital economy in Russia, state participation in the development of the digital economy; a method for solving new problems and risks is proposed as a tool for ensuring sustainable development.

The possibilities of using the digital economy for the SME sector have been identified. Further development prospects were considered, the main threats to the development of the SME sector were identified in the context of the implementation of the digital economy program.

Keywords: the digital economy, the country's competitiveness, quality of life, economic growth, information technologies

70 **MAKSIM N. KIM**
User-Created Content: Problems of Genre Formation

ABSTRACT

The article tells about problems of genre formation in social networks. For this goal, the author analyzed a lot of posts, which created users on social networks such as Facebook, Instagram, and VKontakte. In a broad sense, the user content means whole totally information, and in a narrow sense-only those texts which have stable genre features and properties inherent in the genres of journalism. The author remarks that the process of genre formation in social networks is incomplete, and it's influenced by various factors: technological, creative and communicative. Due to communicative factors, genre forms are dialogical nature. The user's creative activities influenced the appearance of various genre forms in social networks. Technical innovations have influenced the development of visual genres. Photos and videos make the user's content more attractive and vivid.

Keywords: user content, social network, genres, video content, visual content, software tools, replica, comment, post, video message, stream, video clip

80 **YURY N. LAPYGIN, EVGENY A. KOVALEV**
**Cluster Approach in the Implementation
of the National Project "Health" in the Region**

ABSTRACT

The practice of implementing the national project "Healthcare" at the regional level indicates a lag in the set rates, which causes the need to adjust the organizational structure of the healthcare system of the constituent entities of the Russian Federation. At the same time, the implementation of the recommendations of the Ministry of Health of the Russian Federation regarding the formation of a network of medical organizations of primary health care in combination with the recommendations of the Ministry of Health on the creation of centers for organizing primary health care in the regions creates the preconditions for building regional clusters in the field of healthcare in the constituent entities of the Russian Federation.

The **purpose** of this study is to find ways to eliminate the lag of the regions of the Central Federal District of the Russian Federation in terms of achieving the goals set by the President of the country in the implementation of the national project "Healthcare", focusing on the possibility of building a cluster policy in the process of developing a strategy for the development of modern Russian regions.

The research **methods** are based on a systematic approach to the construction of regional clusters and the analysis of documents that make it possible to perform both statistical and content analysis, as well as methods that have found application in the development of strategically significant decisions, which include the classical analysis of external and internal environment factors, and the construction method. morphological matrices, and the Foresight method when focusing on the national development goals of the country by 2030, as well as design and programming methods typical for the strategic management of socio-economic systems.

The **results** of the study are to develop an approach to resolve the accumulated problems that hinder the achievement of the set national development goals of the country

until 2024 and until 2030, based on the formation of the cluster policy of the region in the health sector, implemented by the methods of strategic management of socio-economic systems, with the subsequent adjustment of the regional development strategy and the subsequent formation of the cluster policy of the region as a whole.

The **conclusions** of the study are that the implementation of a sequence of procedures aimed at building a cluster focused on the implementation of the national project "Health" will allow the regions to preserve the population, as well as the health and well-being of people.

Keywords: cluster, network, strategy, region, healthcare, national project

90 VICTOR P. SMIRNOV, MARK B. SHIFRIN
Introduction of Project Orientated Style of Management into the Professional Education System

ABSTRACT

This article substantiates the necessity of project principals and methods application while managing educational organizations in conditions of professional education updating. Key factors, which influence the development of the professional education system with the interaction of the state policy in educational sphere, are presented. It is defined that the providing with the constant development of any educational organization, the rise of the efficiency of its activity is possible if it is based on the outstripping character of the project management. The problems any management meets while creating the project educational organization system and the possible ways of resolving them are described.

Keywords: professional education system, professional educational organization, project management, system of managing projects

98 ALEXANDER N. TSATSULIN, BORIS A. TSATSULIN
Scenario Modeling in Health System Management Perm Region (Part 2)

ABSTRACT

In continuation of the article, the authors of the study devoted to the problems of scenario modeling and solving specific problems of management and development of the health care system of the Perm Territory, built the author's dynamic multivariate model, which was based on an authoritative approach and consists of a set of five structural simultaneous equations. As a result, each equation of the system is a linear form of recursive regression, where the independent variable as a factor-factor taken into account in one equation becomes a dependent variable as an effective factor-factor. In order to eliminate the phenomenon of autocorrelation of residual values, the method of time lagging was used. To estimate the parameters of the reduced form of structural simultaneous equations, the two-step least squares method was used as a special case of the maximum likelihood method. The obtained parameter estimates on the whole turned out to be effective with moderate consistency and satisfactory bias. The constructed model made it possible to carry out a short-term forecast of the most important target socio-economic indicator of the success of healthcare development in the region until 2023. The authors considered the national goal as such a priority indicator — the expected (future) life expectancy of the population of the study area. At the end of the article, conclusions were drawn and the prospects for further scientific research of the authors were outlined.

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

110 GALINA M. TSINCHENKO, INNA S. ORLOVA
Social Support Resources for Families with Disabled Children in the Leningrad Region

ABSTRACT

Goals and objectives. The article analyzes the resources of support for families with disabled children living in the Leningrad region. There is substantial state support for this

category of families, developing the potential of non-state support resources. The results of the government's efforts to support families with children with disabilities, as well as the tasks set to be solved in the near and long term, are considered.

Methods. The study uses a set of general scientific methods, such as analysis, synthesis, generalization, comparison, system-functional and complex approach. Within the framework of the stated theme, theoretical provisions and modern approaches have been organized by studying the works of various authors, regulatory documents and official statistics.

The theoretical and practical significance of the study is that it can be the basis for further study of social resources and life strategies of families with children with disabilities, their transformation. The analysis provides an opportunity to identify the problems of families with children with disabilities in Leningrad, actualizes the importance of state policy regarding these categories of families, both in the process of formation and in its implementation. The materials provide us with positive results achieved by the authorities of the Leningrad region and identify ways to further develop both state and non-state social support for families with children with disabilities in the region.

Results and conclusions. The article presents the results of the research of the resources of state and non-state social support for families with children with disabilities in The Leningrad region. Conclusions have been drawn on the need to unite the efforts of state and non-state resources in this direction

Keywords: family, children with disabilities, social resources, state social support, non-state social support

- 119 NADEZHDA V. KORYTNIKOVA**
Triangulation in a comprehensive study of electronic participation.
Review of the monograph “Electronic Participation: Conceptualization and Practice of Implementation in Russia”

ABSTRACT

In a review of the monograph “Electronic Participation: Conceptualization and Practice of Implementation in Russia”, a comprehensive study of the theory and current projects of electronic participation was conducted using applied examples. The results of several empirical data series on the study of electronic participation projects, smart city and online discussions showed the feasibility of triangulation. The development of a special research methodology is focused on empirical analysis of existing institutions and practices of electronic participation, as well as the search for the most successful ways of using it in Russia.

Keywords: electronic participation, initiative budgeting, smart city, bibliometric analysis, factor and regression analysis, discourse analysis

- 124 TATYANA O. TOLSTYKH, ZHARYLKASYM K. GALIEV**
Review of the book by V. L. Kvint “Strategic Leadership of Amir Timur: Comments on the Code”