

SUMMARY

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CIVILIZATIONAL AND FORMATIONAL COMPONENTS IN THE DEVELOPMENT OF THE MODERN STATE

The article analyzes the theoretical and methodological prerequisites for the formation of a socio-economic model of the state that can effectively respond to current challenges associated with the restructuring of the global world order and the formation of a polycentric world. The content of the prerequisites considered in the article is based on the need to combine civilizational and formational approaches, focusing on the need for their integration and balance. Thus, both universal development trends and cultural and historical features arising from the belonging of a particular country to a certain civilization are taken into account.

Keywords: civilizational-formational approach, polycentric world, socio-economic development, culture, state.

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THE PROBLEMS OF FULFILLING HUMAN POTENTIAL IN THE FIELD OF SCIENTIFIC RESEARCH: GLOBAL CHALLENGES AND RUSSIAN REALITIES

The article shows that the problems of realizing human potential in the field of science are caused not only by anti-Russian sanctions aimed at undermining the economy and creating barriers to global scientific cooperation and technological development of Russia. They arose long before the Ukrainian crisis and were determined by the economic model, according to which Russia in the global economy was assigned the role of a supplier of raw materials while slowing down the development of science and technology and underfunding socially important industries. It is concluded that in the context of unrelenting sanctions pressure it is necessary not only to prioritize the development of science as a prerequisite for ensuring technological sovereignty, in response to global challenges, but also to create opportunities for the concentration of financial resources for the fulfillment of human potential adequate to these challenges.

Keywords: human potential, science financing, wages, technological sovereignty,

paradigm shift.

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INSTITUTIONS OF SCIENCE ADMINISTRATION IN RUSSIA: PROBLEMS AND SOLUTIONS

The article deals with the problems associated with ensuring effective public administration of the scientific sphere through the relevant institutions. In economic theory, the concept of "institution" is interpreted, on the one hand, as a set of legal norms, "rules of the game" that must be observed in a certain area of socio-economic relations, and on the other hand, as government bodies and organizations that perform administrative functions (the object of analysis is mainly institutions of the second type). A critical analysis of the reforms carried out in this area is given. Conclusions are drawn about the necessity and possibility of improving the institutional foundations of the management of Russian science, including those related to the enhancement of the legal status of the Russian Academy of Sciences.

Keywords: institutions, public administration, federal executive organisations, Russian Academy of Sciences, self-government, public paradigm.

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STATE PATERNALISM AND ECONOMIC INEQUALITY: THE PRACTICE OF THE USSR AND MODERN REALITIES

The article shows the significant role of the state in regulating the level of socio-economic inequality. The scale of state regulation in the Soviet and post-Soviet periods is compared. During the Soviet period, the state purposefully carried out a reduction in wage differentiation, which led to equalization of earnings and a decrease in labor productivity. In the post-Soviet period, the state practically withdrew from solving the problem of economic inequality. A steady trend of growth in income differentiation of the population has been formed, accompanied by a decrease in economic growth rates.

Keywords: state paternalism, state regulation, socio-economic inequality, income level.

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SOCIO-POLITICAL FACTORS OF THE CASPIAN REGION'S ECONOMIC DEVELOPMENT

Using the example of the Caspian states, the contribution of socio-political factors to regional economic development was studied. The problems of labor migration and its impact on the vectors of socio-economic interaction of the “Caspian five” (Russia, Azerbaijan, Iran, Kazakhstan and Turkmenistan) are considered. The sociocultural connectivity of the Caspian region is assessed as one of the components of its integration potential. The role and importance of the Caspian region for Russia is shown in the context of its confrontation with modern geopolitical challenges and unprecedented sanctions pressure.

Keywords: Caspian region, Caspian states, geoeconomics, geopolitics, socio-economic development, integration potential, labor migration.

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PARTY BUILDING AS A SPECIFIC AREA OF SCIENTIFIC RESEARCH AND A CATEGORY OF POLITICAL SCIENCE

The article is devoted to a theoretical analysis of the concept of “party building,” which the author identifies as a specific subdivision of party theory, and provides a justification for its conceptual apparatus, exogenous and endogenous factors.

Keywords: theory of parts, theory of party systems, partology, party building, political system, party system, political party, partiom, parthogenesis.

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WHY THE USSR COLLAPSED (ON THE VALUE FOUNDATIONS OF IDEOLOGIES)

The author presumes that the choice of “capitalism” or “socialism” is, first of all, a value choice, and not a choice arising from a comparison of the benefits of the “economic plan” and the “policy of non-intervention.” The article is devoted to finding the reasons for such a choice of value.

A special, but very important part of the problem under consideration is the search for an answer to the question: why did the USSR collapse? The author argues that the idea of the economic insolvency of the USSR does not correspond to reality. It is concluded that the collapse of the USSR was predetermined by the ideological transition to consumer and individualistic values.

Keywords: ideology, liberalism, Marxism, morality, Hume's principle, socialism.

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ASSESSMENT OF THE TERRITORIAL CONCENTRATION OF REMOTELY EMPLOYED WORKERS ACCORDING TO COWORKING DATA

The paper examines information on the number of coworking spaces in various cities of Russia as an indirect indicator of the relative concentration of remotely employed workers who use specially organized places to work both on a permanent basis and as a temporary office, including during business trips or vacations. The results obtained reflect the current trends in the geographical spread of remote employment and emphasize the need for further study of this issue.

Keywords: coworking; remote workers; teleworkers; remotely employed; territorial distribution of remote employment.

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THE MIDDLE CLASS IN THE US AND RUSSIA: DISTINCTIVE FEATURES, STRUCTURAL CHANGES, PROBLEMS IN THE LABOUR MARKET AND SOCIAL MOBILITY

The author examines a set of parameters that are characteristic of the middle class and distinguish it from other social groups. An analysis of the current state of the middle class in the USA and Russia is given, allowing us to assess both its

multifaceted importance and its vulnerability due to sanctions, structural changes in the labor market, digitalization and exporting jobs to other countries. Particular attention is paid to the comparison of black and white households in the United States in terms of results achieved in social mobility, including success in doing business, getting an education and finding employment in the labor market.

Keywords: middle class, white-collar workers, blue-collar workers, income polarization, labor market transformation, narrowing of the permeability of social boundaries, sticky floor effect, sticky ceiling effect, human capital.

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RESEARCH OF A COMPLEX OF MARKETING COMMUNICATIONS IN THE MARKET OF MEDICAL SERVICES

The availability and quality of medical services affect the life expectancy of the population. In this regard, the study of the development of the medical services market is of particular relevance. The purpose of the study was to identify the main elements of the marketing communications complex in the regional medical market, determine their priority and propose methods for their development. The article examines the concept of communication; substantiates the need to introduce marketing communications in the healthcare sector; examines the main elements of the marketing communications complex in the Vladivostok medical services market by analyzing hierarchies; identifies their priorities, and proposes measures for their development.

Keywords: healthcare, medical services market, marketing, marketing communications, medical organizations, medical institutions, paid medical services, marketing analysis, MAI.