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SECTION 1. BUSINESS STUDIES

UDC 33

Abdurazakov A.A., Bai D.A., Gerasimova N.V., Grekhova A.M., Lapina E.T. The global car market of the 21st century

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***Abstract.** in the article, the authors consider the issue of the global automotive market of the 21st century.*

***Keywords:** dynamics of car sales, increase in sales, the ratio of quality, ecological orientation, affordability, financial profit, crash tests, high price for a car, safety, fleet oversupply, globalized.*

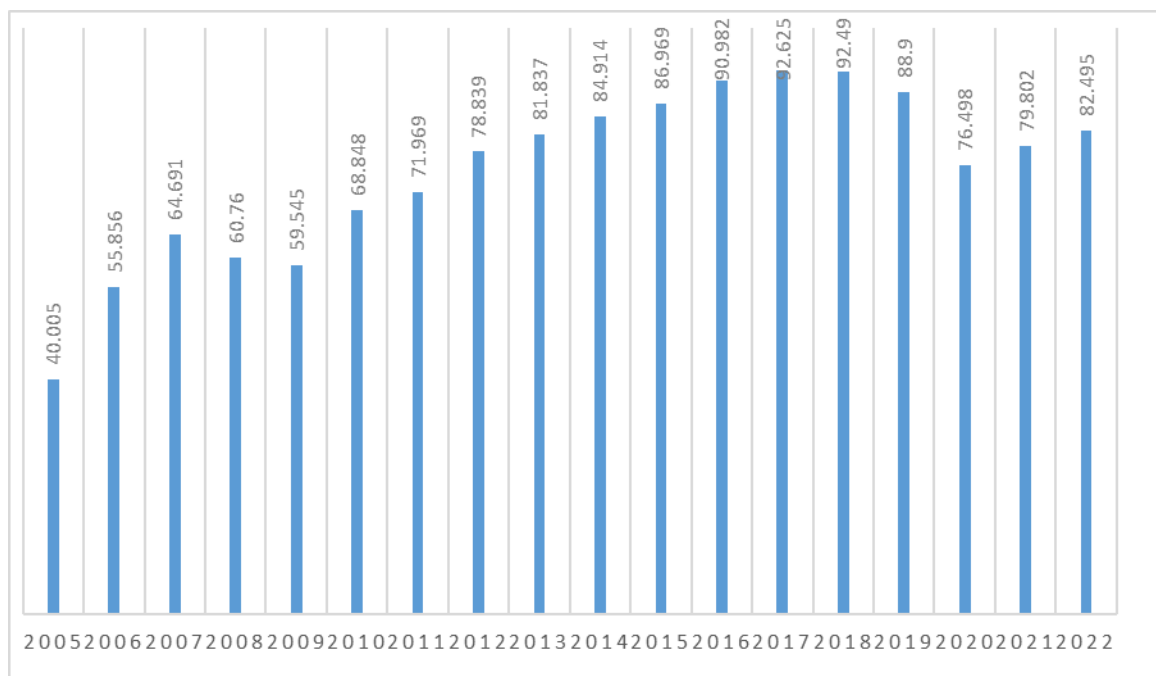
1. Dynamics of increase/decrease in car sales on the global market.

The best way to determine the **dynamics of car sales** in the global market is to analyze statistical data for the last 20 years. To begin with, it is worth noting that trade is closely related to production, so it is also necessary to consider its **changes**.

The global market has seen intensive **growth** in the number of cars produced from 2001 to 2022. There are three main regions for automobile production: Europe, Asia, and North America. Based on the statistics, we can see that the global production of automobiles has increased by 46% since 2001. Several reasons and prerequisites have contributed to this. For example, production in China has increased tremendously. Since 1990 and over the next 10 years, China has undergone a number of changes, including in the conduct of its **economic policy**. The state began to attract foreign financing, which allowed the economic sphere to be pushed to successful development. Since the beginning of the 21st century, the Chinese economy has been gaining momentum and entering the world market. It is worth noting that since 2001, the number of cars produced in China has increased 30 times.

As the **global production of cars** has increased over the past 20 years, the number of sales has also increased. According to statistics, we can see that in 2005 the number of cars sold was

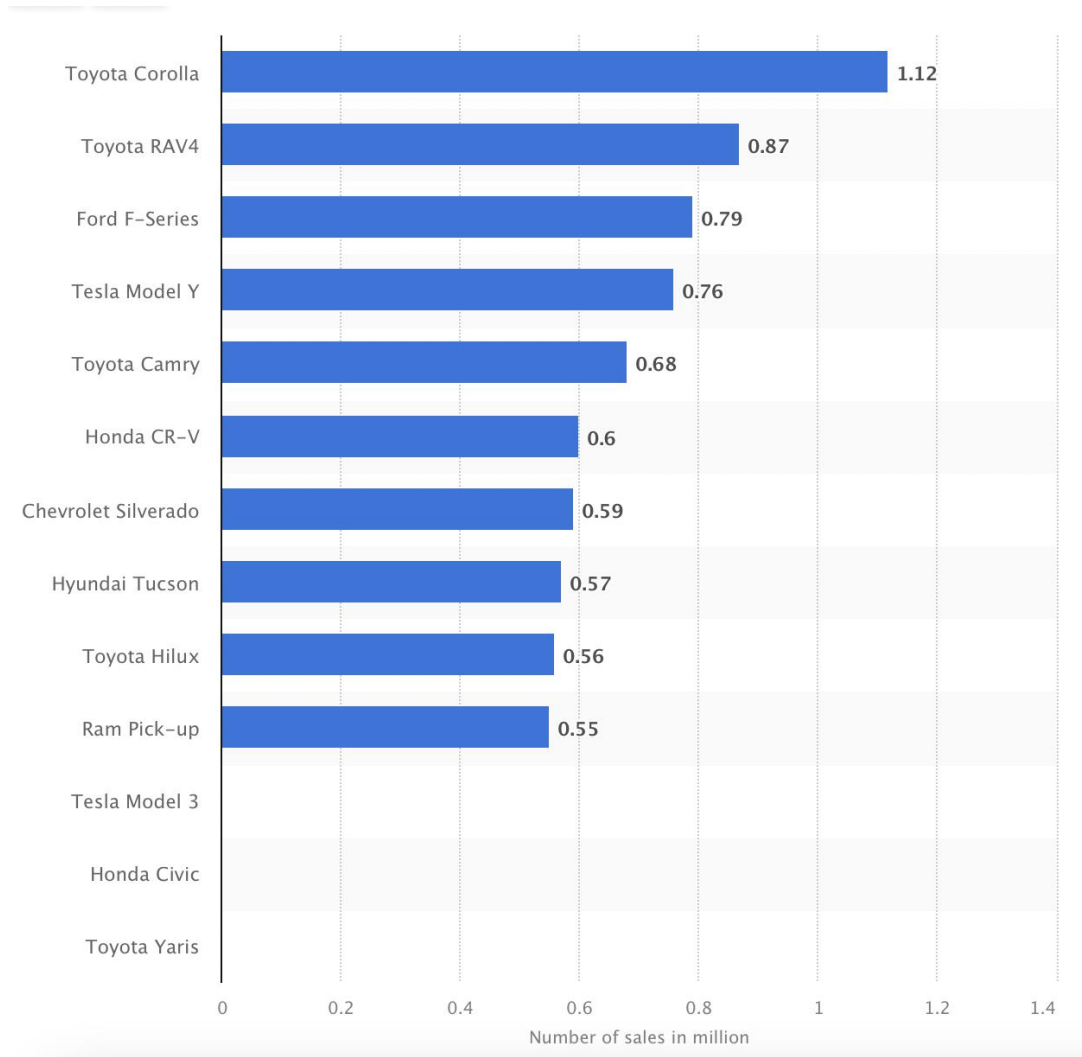
40,005,645, and in 2022 - 78,729,299 cars. It is worth noting that sales were not constantly increasing, there were also falls. The biggest growth in car sales was **from 2005 to 2007**. This is due to the fact that the economy **was being stabilized** and becoming **balanced**, people were able to afford cars - there was demand, and as mentioned above, the supply was rising, which led to an active **increase in sales**. However, sales are falling in 2008-2009. The reason for this is the **world crisis**, which has strongly affected both the number of cars produced, and the purchasing power of people, who at that time gave preference to basic necessities. Beginning in 2010, countries are slowly beginning to emerge from the crisis, which allows the number of sales to increase, so from 2010 to 2018 has seen a continuous increase in global car sales. In 2019, there is an **economic downturn** that affects sales, but it is not as noticeable as the downturn in 2020, which was caused by the coronavirus epidemic. Beginning in 2021, there is a slow increase in sales statistics on car sales in the global car market 2005-2022.



2. The most popular car brand with its characteristics.

Progress doesn't stand moveless; the **automotive industry** didn't start in our century. Its roots come from the end of the 19th century. Today, the world **leader in car sales** is **Toyota**. According to the statistics, Toyota Corolla (which has 1.12 million sales) and Toyota RAV 4 (0. 87 million sales) lead the top 10 best-selling cars of 2022. Toyota Camry also stands out with 0.68 million sales, so does Toyota Hilux with 0.56 million sales. The car corporation is active in different businesses and also manufactures military vehicles, glider

trucks, etc. Let's consider in detail the reasons why Japanese car brand Toyota cars are so popular around the world.



Источник: [электронный ресурс] - режим доступа: www.statista.com (дата обращения- 14.03.2023)

When choosing a car, people are primarily guided by such a characteristic as **the ratio of quality and reliability** of the car. According to Forbes magazine, which published the data of the HundredX's survey: quality and reliability are the main criteria of why this brand is chosen the most: Toyota cars have been around for a long time, their durability allowed their owners to possess them longer compared to other cars on the market. The performance of the brand's vehicles also boosts interest among customers. According to HunderdX, Toyota is the unquestioned leader among various **population groups**, with the exception of people over 30. It is important to note that the brand meets the needs of different types of people: according to the statistics, 88% of African-Americans are satisfied with cars of this brand, as 94% of Hispanics and 97% of Asians surveyed. Toyota doesn't

change course in producing mid-range cars, thereby meeting the demands of the general public.

One of Toyota's **top priorities** is making their cars less harmful for the environment. **Ecological orientation** of the corporation promotes the transition of produced cars from petrol to battery-powered, thus attracting eco-aware customers to purchase.

Toyota cars are actively used in cinematography, being indispensable element in the frame of such cult films as «Fast and Furious-3», «The Wolf of Wall Street», «Back to the Future», that skyrocketed the popularity and recognition of the brand. The synthesis of mass culture and common **affordability** of Toyota helps to create a strong fan base for the brand.

Analyzing the spoken above, we can conclude that the popularity of Toyota cars is due to various reasons. The company has been developing its **reputation** for a long period of time, earning the **trust** of its customers with the high quality, reliability and performance of its vehicles.

3. Export and import of cars.

Automobiles are the world's second **most traded product**. There is a certain list of countries that are taking part in producing automobiles by engineering or manufacturing them.

Some countries are **not** capable of **satisfying** the demand for vehicles by themselves due to the lack of facilities, poor economic situation or for some other reasons, so they often import them. In turn, there are countries that export these cars all over the world to make **financial profit** and recommend themselves on the world market. The readings of the export and import schedules change, and as a rule, annually, and we can see the statistics of each country or car brand, thus it is possible to trace a certain trend of occupying the top positions by some leading countries.

In 2021 total global purchases of imported cars cost a total of \$716.2 billion. That dollar amount represents 3.3% of overall imports for all products purchased in the world. Comparing car import figures for the years 2020 and 2021 we can see a 9.6% expansion.

The 10 countries that imported the highest dollar value worth of cars during 2021 are represented below:

1. United States: \$148.1 billion (20.7% of imported cars);
2. Germany: \$66.8 billion (9.3%);
3. China: \$48.8 billion (6.8%);
4. France: \$40.2 billion (5.6%);
5. United Kingdom: \$35.8 billion (5%);
6. Belgium: \$31.9 billion (4.5%);
7. Canada: \$27.8 billion (3.9%);

8. Italy: \$25 billion (3.5%);
9. Australia: \$17.6 billion (2.5%);
10. Spain: \$15.3 billion (2.1%).

Among the above countries, the fastest-growing markets for imported cars from 2020 to 2021 were such countries as Australia (up 36.7%) and Canada (up 27.3%).

Being the world's third **most exported product**, car exports from all countries were worth a total \$710.4 billion in 2021. This is an increase of 10.3% over the 2020 figures.

The 15 countries that exported the highest dollar value worth of cars in 2021 are shown below:

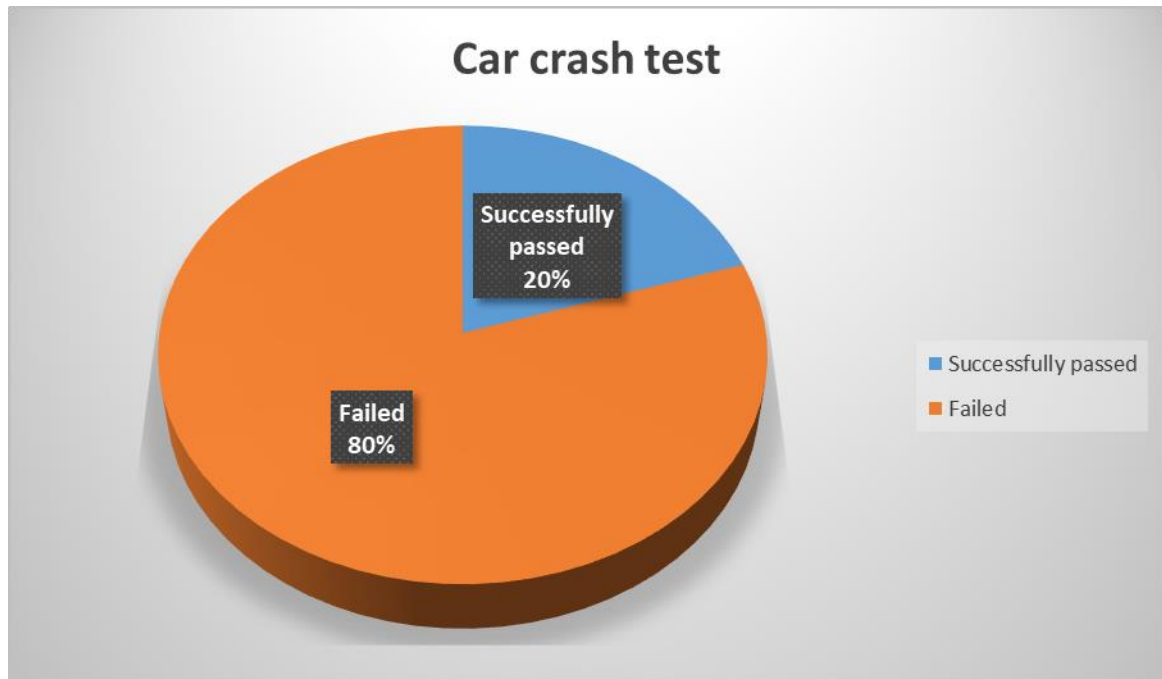
1. Germany: \$139.1 billion (19.6% of total exported cars);
2. Japan: \$85.6 billion (12%);
3. United States: \$54.7 billion (7.7%);
4. South Korea: \$44.3 billion (6.2%);
5. Mexico: \$39.9 billion (5.6%);
6. Spain: \$33.9 billion (4.8%);
7. Belgium: \$31.8 billion (4.5%);
8. United Kingdom: \$30.2 billion (4.2%);
9. Canada: \$29.2 billion (4.1%);
10. Slovakia: \$26.8 billion (3.8%).

The list of the **fastest-growing cars** exporters since 2021 is composed of China (up 125.3%), South Korea (up 24.4%), United States of America (up 19%) and the United Kingdom (up 13.7%).

4. Safety and price correlation in cars

We are going to carry out research on **the correlation between safety and price of cars**. More than 1.6 million people die annually in car accidents. Such fatality rate is extremely high and should be carefully dealt with.

To test how safe the car is, test-drivers make a wide range of experiments. They arrange crash tests, trying to break vehicles and fix damage from different types of impact. Cars get crashed into concrete blocks, take off from a springboard, fall from height. It is necessary to indicate that according to the pie chart, only 20% of all tested cars manage to deal with it successfully.



There are several criteria for the cars safety. They are as follows:

- **seat belt reliability**

Seat belts are designed to hold a person in case of emergency. The tighter they press you to the seat, the better. They prevent potential injuries that a person might get when hitting different parts of the cabin. In addition to this, they provide free space for the deployment of the airbag.

- **the quality of airbags**

It is interesting to note that initially airbags used to be installed only in the driver 's seat. Nowadays they are both in the passenger and in the back seats. There are also side airbags and window inflatable curtains, which reduce injuries of side impacts seriously. They work out instantly but only if the seat belts are fastened, otherwise they may severely damage you.

- **head restraint**

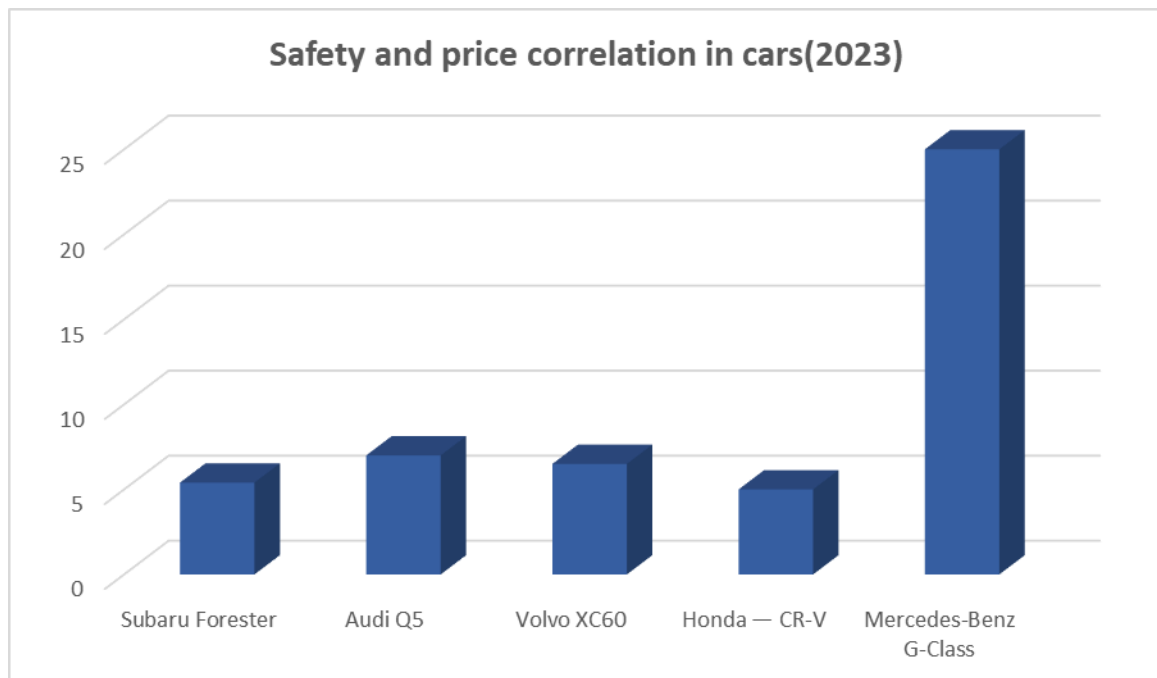
The absence of head restraints leads to the spine fracture at the neck level, when the head leans back after a strong blow. Nevertheless, modern head restraints can change their position due to special sensors decreasing the risk of spinal injuries.

- **frame construction**

According to the results of crash tests, the design of the car frame and the location of the body are carefully estimated by designers and changed. The frame must cope with deformation, and specially provided crumpled zones ensure the safety of people in the cabin. For example, in case of a frontal impact, the engine should go down instead of going into the cabin. Moreover, up-to-date

cars have some other embedded electronic systems, such as an automatic cruise control, ABS, ESC, night vision system and many others.

The next diagram provides information on the fact how the safety of cars correlates with their prices. According to the data provided, there are five main safest cars and their price that differs significantly. Subaru Forester, Audi Q5, Volvo XC60, Honda – CR-V and Mercedes-Benz G-Class are considered the most secure. The bar charts represent cars in order of decreasing safety. The price is shown in millions on the left.



As it can be seen from the data, Mercedes-Benz G-Class is the most expensive vehicle (25 million rubles), and at the same time it is the least safe among all presented. Audi Q5 contrasts sharply with it as Audi Q5 is significantly less costly (7 million rubles) and yet the second in safety. It is closely followed by Volvo XC60 (6,5 million rubles) which takes the middle position. Subaru Forester is the safest car that can be purchased for only 5,4 million rubles. It is necessary to indicate that this car is both the safest and the cheapest at the same time. Honda - CR-V represents the fourth safest cars and can be bought for 5,5 million rubles.

To sum up, it can be concluded that a high price for a car does not always correlate with its safety, which gives reasonable grounds for changing this situation.

5. The problem of car exports and imports in the 21st century. Forecasts for the near future, according to economists.

Fleet oversupply has created a sales problem which has resulted in a need for cost reductions and substantial improvements in vehicle assembly and product range. This has become a necessity for

many multinational companies to improve their competitiveness and remain competitive on the market.

Cost cutting is becoming the core **strategy** for global vehicle manufacturers. Their impact on wages is crucial when considering where production should be located. Cheap resources are a major competitive advantage of developing countries. Therefore, the labour share costs in the price of a car varies considerably between countries in terms of their level of development.

In the face of **fierce competition**, manufacturers are organizing themselves into alliances in order to meet the demands of society and the current requirements of technological progress on the market.

The accelerated pace of scientific and technological development, which began in the late 1990s, has led to qualitative changes in the industry. The main directions of its recent development are

- **reduction of fuel consumption** through the use of new fuels and vehicle weight reduction;
- reduction of toxicity of exhaust gases and noise;
- **improved safety** and comfort level of the car.

All this has contributed to a **reduction in road accidents** and fewer casualties in automobile accidents.

The leading position in exporting passenger cars to the global market has long been held by the same countries, which indicates the **significant difficulties** faced by other car manufacturers and governments in promoting the products of the national car industry to the global market. In fact, the market has already been carved up and huge efforts have to be made over the years to increase its share of global exports; it is important not only to have a developed national car industry, but also to enter trade alliances with developed countries.

Light vehicle production is concentrated in the regions with the highest sales: manufacturers prefer to move final assembly to the territory where light vehicles are expected to be sold. This is facilitated by consumer governments interested in creating jobs and investing in their national economies.

Individual countries' car markets are highly dependent on the age composition of the population, its dynamics, the growth of the citizen's wealth, and government policies.

The passenger car market is increasingly **globalized**, and decisions by one country's government can have a considerable impact on the auto industry in many other countries and remote regions. Established supply chains within a single union often span several countries and cross oceans. **Military conflicts** in one country in the region have a negative impact on the market in the entire region.

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UDC 33

Artemeva V.V., Batiurova E.V., Bireva A.N., Mokrousova V.M., Nagornaia S.A. Russia and Mexico: Foundations and Prospects for the Development of Trade Relations

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***Abstract.** The article presents an analysis of the foreign trade of the Russian Federation and Mexico, taking into account the realities of the last three years of global economic development.*

***Keywords:** Russia, Mexico, international trade, sanctions, export, import.*

Mexico is one of the largest states in Latin America, part of a free trade zone with the United States and Canada. Its territory is almost 2 million square kilometers and its population exceeds 120 million people. Its economy is based on the extraction of minerals, including oil, gas, coal, and non-ferrous metals. In addition, developed agriculture and a number of industries - for example, the country is considered a world leader in the production of Spanish-language telecommunications devices. Trade relations between the Russian Federation (hereinafter referred to as Russia) and Mexico have been developing steadily in recent years. Currently, Mexico ranks second in the list of Russia's main trade partners in Latin America.

1. Exports and imports

Russia is not one of Mexico's main trading partners, as its specific weight in Mexican exports and imports is 0.06% and 0.35%, respectively, but there is a tendency to strengthen trade and economic relations between Russia and Mexico. For example, in 2020, Mexico ranked 48th in terms of share in Russian trade, and in 2021 it has already moved to the 32nd position¹. Statistics from

¹The article "Trade between Russia and Mexico in 2021" [Electronic resource] URL: <https://russian-trade.com/reports-and-reviews/2022-02/torgovlya-mezhdu-rossiye-i-meksikoy-v-2021-g/> (date of request 14.04.2023)

both countries reflect the upward trend in bilateral trade. For a decade, trade between the countries is growing rapidly. Mexico remains Russia's second largest partner in the region after Brazil. According to the Mexican Ministry of Economy, in 2009, trade with Russia amounted to \$508 million. In 2021, Russia's trade with Mexico amounted to \$4,783 million, an increase of 121.85% (\$2,627 million) compared to 2020.

Russia's exports to Mexico in 2021 amounted to \$3.402 billion, up 199.04% (\$2.264 billion) compared to 2020.

In the structure of Russia's exports to Mexico in 2021 (and in 2020), the bulk of deliveries fell on the following types of goods:

- Metals and their products - 77.43% of Russia's total exports to Mexico (in 2020 - 67.22%);
- Chemical industry products - 19.89% of Russia's total exports to Mexico (23.53% in 2020);
- Wood and paper products - 0.97% of Russia's total exports to Mexico (2.85% in 2020);
- Mineral products - 0.79% of Russia's total exports to Mexico (in 2020 - 1.94%);
- Food products and agricultural raw materials - 0.51% of Russia's total exports to Mexico (2.13% in 2020);
- Machinery, equipment and vehicles - 0.32% of Russia's total exports to Mexico (1.86% in 2020).

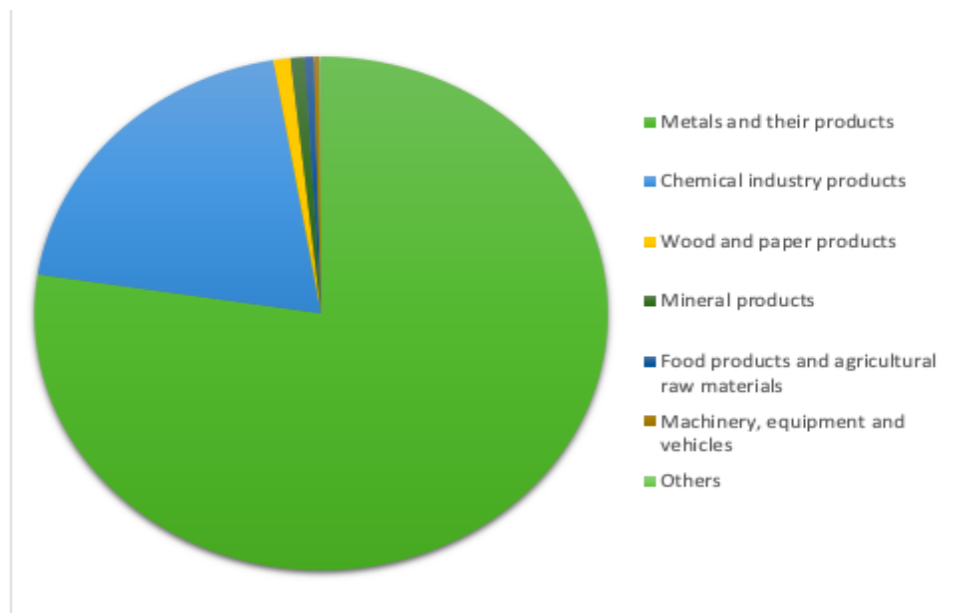


Figure 1 - The structure of Russia's exports to Mexico in 2021

Russia is the main international supplier of fertilizers to Mexico with a share of about a quarter of all imports of nitrogen and mixed nitrogen, phosphorus and potassium fertilizers. Other

important imports from Russia are rolled steel, aluminum and synthetic rubber. Promising areas of Russian exports to Mexico include: the oil and gas sector, energy and electrical engineering, aviation and agricultural equipment, medical and pharmaceutical equipment, software and other digital solutions.

In 2022 Mexican importers from January to June imported goods from Russia for USD 1.193 billion, and June became the second month in history in terms of shipments, according to data from the Bank of Mexico. In the first half of 2022, the volume of imports from Russia amounted to USD 1.193 billion.²

All goods of Russian origin exported to Mexico are subject to a common tariff scale. Separate customs tariffs set by the Mexican authorities (e.g., on grain crops) are a major obstacle to expanding the supply of such Russian products to the Mexican market.

Mexico's imports to Russia in 2021 amounted to \$1.38 billion, up 35.57% (\$362 million) compared to 2020. Mexico's main imports are parts and accessories of motor vehicles, cars, instruments and devices used in medicine, computers and their blocks, minerals, telephone and telegraphic communication devices, alcoholic and non-alcoholic beverages.³

In the structure of Mexico's imports to Russia in 2021 (and in 2020), the following types of goods accounted for the largest share of deliveries:

- Machinery, equipment and vehicles - 79.24% of Russia's total imports from Mexico (71.65% in 2020);
- Food products and agricultural raw materials - 8.50% of Russia's total imports from Mexico (in 2020 - 11.50%);
- Chemical industry products - 6.79% of Russia's total imports from Mexico (in 2020 - 6.30%);
- Metals and their products - 3.41% of Russia's total imports from Mexico (8.26% in 2020).

² The article "Global economy" [Electronic source] URL: <https://1prime.ru/world/20220827/837908860.html> (date of request 14.04.2023)

³ The article "Mexico product exports and imports to Russian Federation" [Electronic source] URL: <https://wits.worldbank.org/CountryProfile/en/Country/MEX/Year/2019/TradeFlow/EXPIMP/Partner/RUS/Product/all-groups> (date of request 15.04.2023)

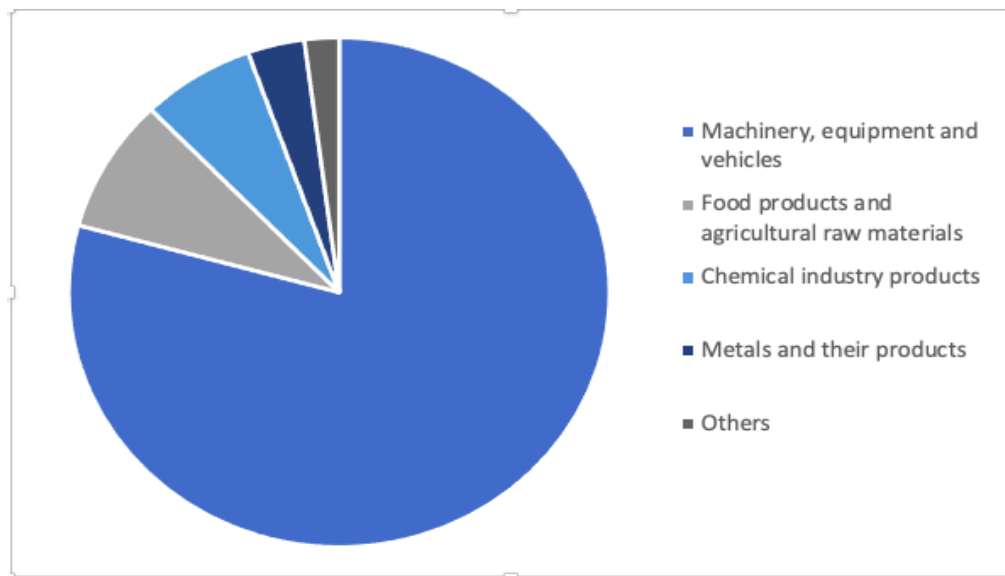


Figure 2 - The structure of Russia's imports to Mexico in 2021

One of the restrictions on bilateral trade is Mexico's application of anti-dumping measures against Russian metal products, including cold-rolled and hot-rolled steel sheets in coils.

Despite the strong influence of the United States and competition from Mexico's other foreign trading partners, the dynamics of Russia's trade with Mexico over the last decade shows a faster pace compared to other Latin American countries. However, neither the scale of bilateral trade nor the size of investments corresponds to the potential of both countries' economies.

2. Prospects for the development of trade relations

It is in Russia's interest that the Latin American and Caribbean region continues to develop as an important center of a multipolar world order.

Economic partnership is important for both states and, at this stage, a number of initiatives have already been successfully implemented.

An important factor in further strengthening ties between Russia and Mexico is the mutual establishment of a visa-free travel regime for citizens of Mexico and Russia. It is worth mentioning that Russia already has a visa-free regime with most of the countries of Latin America and the Caribbean, its introduction between Mexico and Russia would contribute to the success of commercial, cultural, humanitarian, educational exchanges and to the increase of mutual tourist flows.

These are promising industries such as: energy, automotive, shipbuilding, aviation, chemical industry, pharmaceuticals, rail transport, agriculture.

In addition, Mexico made efforts to promote integration processes in the Latin American continent, including as the current president of the Community of Latin American and Caribbean States (CELAC). For Russia, dialogue within the framework of CELAC is an important component of the foreign policy course, reflecting Russia's desire to promote the formation of a united, politically and economically stable Latin America as an important pillar of the emerging multipolar world order.

A serious step was also taken in the cultural sphere of cooperation: earlier this year, a document was signed in the humanitarian sphere, a memorandum on cooperation in the field of cinematography.

Particularly noteworthy is the cooperation between Russia and Mexico in the field of health in the context of the COVID-19 pandemic. Mexico is the first and so far the only state on the North American continent that has registered the Russian vaccine Sputnik V, and new deliveries of the vaccine are regularly sent from Russia to the Latin American state.

Contacts between business circles are developing. In April 2020 the first meeting of the Russia-Mexico Businessmen's Committee, established at the Chamber of Commerce and Industry of the Russian Federation) was held. There is an interpenetration of the enterprises of the partner states. For example, PAO "Lukoil" is expanding its presence in Mexico, in Russia, in the Ulyanovsk region is operating the Mexican company "Nemak", which produces automotive components, and in the Moscow region has opened a plant of the company "Gruma International Food".

There is a backlog in the field of military-technical cooperation: about 50 Russian-made helicopters are in service in Mexico, and there is a service center for them and a pilot training center.

In general, the opinion of the countries is that "it is necessary to diversify trade and investment ties, including more actively using the potential of the Russian-Mexican Joint Commission on economic, trade, scientific and technical cooperation and maritime navigation." "

Despite the fact that Mexico and Russia present many opportunities for increased bilateral trade, the current trade exchange between the two countries continues to maintain extremely low levels. However, the positive changes generated at the beginning of the 21st century, characterized by the progressive development of Russian-Mexican economic relations, remain unresolved a wide range of problems: a) the modest volume of mutual trade and trade imbalances; b) the slow process of restructuring the commodity structure of Russian exports (commodities and products with a low proportion of value added dominate). And this contrasts with the fact that two decades ago Mexico was a major consumer of Russian machinery and equipment, and c) the low level of investment interaction. The problems of customs restrictions also remain unresolved. In particular, the application of anti-dumping measures in relation to some Russian products (e.g., steel plate). The formation of the regulatory and legal framework is incomplete. The system of mutual agreements and insurance of export and import operations remains vulnerable. The issue of improving the investment climate is also slowly being resolved. According to Mexican businessmen, the investment climate in

the Russian Federation is less favorable than in most countries of the world. Another important reason for this situation is the lack of awareness. Traditionally, Russian businessmen perceive Mexico as "a country of tequila, sombrero and the beaches of Cancun", ignoring the fact that this country already has a very considerable investment portfolio. As far as Russia is concerned, for Mexicans, information about its culture and traditions is mostly obtained from Hollywood movies. The image of a huge, aggressive and uncontrolled world power, which often has difficulties in establishing new political and economic ties, is very successfully spread by the US media, which has a great impact on Mexican society. All this confirms that bilateral trade relations continue to be characterized by low priority and symbolism, rather than real progress.

3. Risks and challenges

Relations between Russia and Mexico have been strengthened. For example, in 2019, electronic permits were introduced to allow Russian citizens to enter Mexico without a visa. Moreover, after the start of the special military operation, Mexico did not impose sanctions against Russia and did not close the entry for Russian citizens. In March 2023, Mexican President Andrés Manuel López Obrador announced that the country would not impose economic sanctions against Russia, although countries around the world are using tactics to try to weaken Putin's regime without military intervention. This could undermine trade relations between Mexico and the United States.

Jorge Guahardo, former Mexican consul general in Austin and former Mexican ambassador to China, said that Mexico's decision could lead to a rift between him and the United States.⁴

The Russian Government welcomed Mexico's decision as a sign of the Latin American country's commitment to its own independence.

It is not the first time when Mexico refuse impose sanctions against Russia. In 2022 when started the special military operation Mexico did not want to participate in this conflict and also refused to impose sanctions contra Russia. And this decision have potential to cause trouble with America.⁵

However, it also means that the private sector and individuals must be very careful about their behavior in any commercial relationship related to Russia. The situation is a crisis about to erupt, with enormous potential geopolitical consequences.

Another problem that Mexico has faced since the start of the special military operation is the rise in food and gas prices. Food prices skyrocketed in 2022. Russia's invasion of Ukraine had an

⁴ The article "How Mexico's refusal to sanction Russia could affect its relationship with the United States" [Electronic source] URL: <https://www.keranews.org/texas-news/2022-03-07/how-mexicos-refusal-to-sanction-russia-could-affect-its-relationship-with-the-united-states>

⁵ The article "The return of the Iron Curtain: how war and sanctions affect Mexico" [Electronic source] URL: <https://miranda-partners.com/es/el-regreso-de-la-cortina-de-hierro-como-la-guerra-y-las-sanciones-afectan-a-mexico/>

impact on the rest of the world, with food price pressures affecting mainly the poorest citizens, where Mexico was no exception, registering the largest year-end increase in this category in two decades.

According to data from the National Institute of Statistics and Geography (Inegi), at the end of last year food prices rose 12.85% compared to December 2021.

4. The impact of the foreign policy environment on the development of trade relations between Russia and Mexico

Since 2014, Russia has been subject to sanctions, but over time the negative effect has worn off. However, the start of the military operation in Ukraine became a prerequisite for the introduction of new and more severe sanctions against Russia. Today, Russia is the country facing the most sanctioned country in the world. After the start of the military operation, the world was divided into two parts: those who imposed sanctions and those who refused to join the anti-Russian restrictions.

Mexico has not joined the sanctions and opposes the expulsion or suspension of Russia's membership in international organizations.⁶

In addition, Mexico wants to maintain friendly relations with Russia. The fact is that trade relations between Russia and Mexico have developed steadily in recent years. Mexico is currently Russia's second largest trading partner in Latin America.

However, there are preconditions for trade between Russia and Mexico to decline in 2022. These are the complexities of transport and logistics chains and financial chains. However, Mexico is open to negotiations with Russia on the implementation of the "Mir" payment system in the country, said Mexico's ambassador to Russia, Eduardo Villegas Mejias. He added that the issue of the implementation of "Mir" maps is not officially on the agenda, but Mexico remains open to negotiations.

The fact is that the Mexican economy is extremely tied to the economy of its northern neighbor, the US economy, and is oriented towards the US dollar. Today, however, such a move would take Russian-Mexican relations to a qualitatively new level.

As for the military operation, it has a negative impact on global supply chains. It also affected energy and food markets: prices of a number of commodities and foodstuffs, shortages of grain and fertilizers. This was due to three factors: increased demand from countries such as China and supply chain disruptions caused by the pandemic.⁷

Cargo handling regulations are being tightened and documentary controls and restrictions on certain types of goods are being tensed. However, the consequences vary depending on the scenario of the development of relations between Russia and Ukraine and the severity of the

⁶ The article "Mexico opposes the exclusion of Russia from international organizations" [Electronic source] URL: <https://rossaprimavera.ru/news/2cd7dfef> (date of request 13.04.2023)

⁷ The article "How does the special operation in Ukraine affect the global food supply?" [Electronic source] URL: <https://geografishka.ru/kak-speczoperacziya-v-ukraine-vliyaet-na-mirovye-postavki-prodovolstviya/> (date of request 13.04.2023)

sanctions imposed, which cause instability and affect global production capacity and important logistical routes.

It is possible to identify the main potential problems in supply chains: shortages of key raw materials, rising material costs, capacity constraints and complexity of logistical routes.

The Russian-Ukrainian conflict affects trade and logistics, first of all, by increasing the prices of fuel and other goods, which again will have inflationary consequences. This situation leads to restrictions on land transport (road and rail), which may lead to air and sea traffic congestion. The global logistics community also warns of potential cyber security breaches.⁸

Conclusion

In the context of the formation of a multipolar world order, Russia considers it especially important to strengthen its ties with the countries of Latin America and the Caribbean. Thus, between Russia and Mexico over the past decade there has been a rapid growth in trade and diplomatic contacts. Coincidence of positions on key international issues and the desire to solve them, as well as cooperation in the fields of economy, healthcare and culture, make Mexico one of the most reliable and committed partners of Russia in all of Latin America.

Despite the strong influence of the United States and competition from Mexico's other foreign trading partners, the dynamics of Russia's trade with Mexico over the last years shows a faster pace compared to other Latin American countries. However, neither the scale of bilateral trade nor the size of investments correspond to the potential of both countries' economies.

Mexico has not joined the sanctions and wants to maintain friendly relations with Russia. Although, the military operation has a negative impact on global supply and financial chains. It also affected energy and food markets: prices of a number of commodities and foodstuffs, shortages of grain and fertilisers.

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Smirnova V.A. REC, state support for Russian exports

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Abstract. This article discusses the mechanism of the Russian Export Center, the financial and non-financial services provided by the Center, and the institutions that make up the REC Group structure. An innovative approach to the implementation of REC services is investigated. Measures taken by the Center under sanctions to maintain the position of Russian exporters in the global market are analyzed.

Keywords: non-resource exports, REC, export support, financial services, education, state financing, exports under sanctions.

Аннотация. В данной статье рассматривается механизм работы Российского экспортного центра, финансовые и нефинансовые услуги, оказываемые Центром, институты, входящие в структуру Группы РЭЦ. Исследуется инновационный подход к осуществлению услуг РЭЦ. Анализируются меры, предпринимаемые Центром в условиях санкций для поддержания позиций российских экспортеров на мировом рынке.

Ключевые слова: несырьевой экспорт, РЭЦ, поддержка экспорта, финансовые услуги, образование, государственное финансирование, экспорт в условиях санкций.

Экспорт является одним из ключевых элементов экономического развития России и имеет важное значение для бюджета страны, обеспечивая значительную долю валютных поступлений. Россия является крупнейшим мировым производителем нефти и газа, что является основным источником доходов от экспорта. Однако также важно заниматься развитием несырьевого экспорта, в особенности в условиях нестабильной экономической ситуации и ограничений в сотрудничестве России со странами зарубежья. Несырьевой экспорт помогает диверсифицировать экономику страны и снизить зависимость от колебаний цен на сырьевые ресурсы. Внедрение новых технологий и развитие инновационных отраслей экономики позволят России увеличить конкурентоспособность своих товаров и услуг на мировых рынках, а также повысить доход, связанный с высокой долей добавленной стоимости несырьевых товаров.

Именно для этих целей и был создан в 2015 году Российский экспортный центр. Он является государственным институтом поддержки несырьевого экспорта, входящим в Группу ВЭБ.РФ, а также консолидирующим группу компаний, предоставляющих российским экспортерам широкий выбор финансовых и нефинансовых мер поддержки. В Группу РЭЦ входят такие организации как Российское агентство по страхованию экспортных кредитов и инвестиций (АО «ЭКСАР»), АО РОСЭКСИМБАНК и АНО «Школа экспорта». Наличие в составе РЭЦ таких организаций позволяет обеспечить наличие предложения способного удовлетворить потребности экспортеров различного профиля на различных этапах экспортного цикла, начиная от идеи, заканчивая обеспечением получения оплаты за поставленные на экспорт товары и услуги.¹

Услуги РЭЦ оказываются на коммерческой основе, то есть за определенную плату. Однако, для некоторых категорий предпринимателей (например, для малых и средних предприятий) могут предоставляться льготные условия.

Для получения услуг РЭЦ предприниматель должен соответствовать определенным требованиям. В частности, он должен иметь готовый экспортный продукт или услугу, иметь регистрацию в России, а также соответствовать требованиям экспортного контроля (если таковые имеются). Кроме того, предприниматель должен быть готов к работе на международных рынках, иметь понимание особенностей работы в разных странах и готовность к адаптации своих продуктов и услуг к требованиям международных партнеров.²

Работа Центра построена в формате системы Одно окно - это эффективный механизм для поддержки экспорта, разработанный Российским экспортным центром (РЭЦ). Она позволяет предпринимателям быстро и удобно получать все необходимые государственные услуги для экспорта товаров и услуг из России.

Система "Одно окно" позволяет предпринимателям подать заявку на получение необходимых разрешений, сертификатов и лицензий, а также узнать о всех требованиях и правилах, которые необходимо соблюдать при экспорте продукции. Все процедуры

осуществляются через единую электронную площадку, что сокращает время и уменьшает затраты на оформление документов.³

Данная система является важным инструментом для развития экспортной деятельности в России. Благодаря ей предприниматели могут быстро получить необходимые государственные услуги и начать экспорт своей продукции в другие страны мира.

Благодаря системе «Одно окно» РЭЦ может предоставлять широкий спектр услуг как для малого и среднего предпринимательства, так и для крупного бизнеса. В этот список входят финансовые и нефинансовые услуги.⁴

К финансовым можно отнести: Страхование экспортных кредитов и инвестиций, кредитование экспортных контрактов и предоставление банковских гарантий, а также компенсацию затрат на транспортировку товаров и расходы на аренду выставочных павильонов, необходимой мебели и оборудования.

В частности, услуги страхования оказывает агентство по страхованию АО ЭКСАР, входящее в группу РЭЦ. ЭКСАР работает с компаниями разного размера и профиля для поддержки их экспортных операций. Независимо от того, является ли компания небольшим стартапом или крупной корпорацией, ЭКСАР предлагает различные виды страховых и финансовых решений, которые помогают им управлять рисками и обеспечивать своевременную оплату своего экспорта. ЭКСАР работает как с экспортерами товаров и услуг, так и с инвесторами и банками, а с января 2023 года услуги ЭКСАР стали доступны и импортерам. Для российских экспортеров доступны такие услуги, как страхование краткосрочной дебиторской задолженности, страхование экспортного контракта и страхование отсрочки платежа для малых и средних предприятий. Для российских импортеров доступно страхование авансовых платежей, позволяющее свести к минимуму риск невозвращения авансового платежа со стороны зарубежного поставщика в случае непоставки авансированных продуктов.

Инвесторам ЭКСАР предлагает страхование инвестиций, позволяющее обезопасить вложения российских инвесторов от политических рисков, сопряженных с экономической деятельностью за рубежом. Колоссальное многообразие страховых продуктов предоставлено банкам: страхование кредитов на пополнение оборотных средств для малых и крупных экспортеров, страхование кредита на создание экспортного производства, страхование кредита импортерам, страхование экспортного факторинга и многие другие виды страхования.⁵

В рамках группы РЭЦ услуги по кредитно-гарантийно поддержке экспортеров оказывает РОСЭКСИМБАНК. Деятельность банка ориентирована на предоставление специальных финансовых услуг участникам экспортных операций, позволяющих им выводить российскую продукцию на зарубежные рынки с конкурентоспособными ценой и качеством. РОСЭКСИМБАНК предоставляет такие виды поддержки, как финансирование издержек по

экспортному контракту, финансирование текущих расходов по экспортным поставкам, финансирование коммерческого кредита экспортера, финансирование через подтвержденный аккредитив, а также гарантия возврата авансового платежа, гарантия в пользу налоговых органов и тендерная гарантия.⁶

В нефинансовые меры поддержки входит: международная сертификация и патентование, анализ и продвижение на внешние рынки, логистическое сопровождение сервиса, а также таможенное администрирование экспортной деятельности.⁷

Логистика: РЭЦ оказывает помощь в организации логистики, включая транспортировку грузов, таможенное оформление и страхование. Они также предоставляют консультации по транспортировке и хранению товаров, а также помогают с выбором оптимальных маршрутов и перевозчиков.

Консультации: РЭЦ предоставляет консультации по всем вопросам, связанным с экспортом, включая разработку стратегии экспорта, выбор рынков, анализ конкурентов и ценообразование. Они также помогают с подготовкой документов для участия в международных тендерах и заключении контрактов.

Поиск партнеров: РЭЦ помогает предпринимателям находить партнеров за рубежом, включая поиск покупателей, дистрибьюторов и агентов. Они также организуют встречи с потенциальными партнерами на международных выставках и ярмарках.

Выставки и ярмарки: РЭЦ организует участие российских компаний в международных выставках и ярмарках, предоставляя им возможность продемонстрировать свои товары и услуги мировому сообществу. Они также оказывают помощь в организации стендов, переводе документации и проведении переговоров с иностранными партнерами.

Правовая поддержка: РЭЦ предоставляет юридическую поддержку, включая помощь в регистрации компаний за рубежом, защите прав интеллектуальной собственности и разрешении споров с иностранными партнерами.⁸ Центр активно оказывает поддержку в получении лицензий на соответствие продукцией международных стандартов. Предприниматели могут подать заявку на выдачу лицензии на экспорт и пакет документов через центральный офис РЭЦ, региональные подразделения или через платформу «Мой экспорт».

Платформа «Мой экспорт» является нововведением Российского экспортного центра. Она была создана в 2020 году в целях упрощения взаимодействия между государством и бизнесом. «Мой экспорт» нацелен на рост количества экспортеров и увеличение объемов экспортной деятельности. В настоящее время 12 тысяч компаний зарегистрирована на платформе и доступно более 100 услуг: обучение, всевозможные меры господдержки, запрос и оформление разрешительных документов, а также бизнес- и аналитические сервисы. Более чем 20 ведомств задействованы в данной программе, чтобы экспортеры обходили бюрократические проблемы стороной и получали быстрый доступ к необходимой информации по экспорту.⁹

Особенно актуальна эта платформа для малого и среднего бизнеса, который составляет 60% пользователей «Моего экспорта». На платформе представлены аналитические отчеты и исследования по отраслям экономики, благодаря которым можно выстроить экспортную стратегию.¹⁰

Экспортерам доступны следующие сервисы для решения конкретных задач.

1. Меры государственной поддержки: транспортировка промышленных товаров или товаров агропромышленного комплекса; сертификации продукции АПК; господдержка промышленных предприятий; НИОКР и омологация; сертификация промышленных товаров и лекарственных средств.

2. Обучение ВЭД: на базе платформы «Мой экспорт» экспортеры получают доступ к программам обучения, созданным Школой экспорта РЭЦ, которая является образовательной организацией при Российском экспортном центре. Школа экспорта реализует свою образовательную деятельность в формате онлайн курсов (например, Курс введения в экспорт или Курс управления финансовыми ресурсами), офлайн семинаров (например, семинар по таможенному регулированию экспорта), а также открывает доступ к учебным пособиям.¹¹

3. Правовая поддержка: партнёрское сопровождение; проведение патентных исследований с выбором исполнителя; партнёрское сопровождение; юридические услуги по интеллектуальной собственности с выбором исполнителя; юридические консультации; анализ внешнеторгового контракта; требования к маркировке и этикеткам с господдержкой ЦПЭ; правовая охрана объектов интеллектуальной собственности с выбором исполнителя; охрана объектов интеллектуальной собственности.

4. Продвижение на внешние рынки: организация участия в выставке; зарубежные выставки и ярмарки; поиск покупателя с господдержкой ЦПЭ; поиск поставщика по запросу экспортера с выбором исполнителя; общая консультация по поиску с выбором исполнителя; поиск покупателя; организация переговоров; управление заказами; размещение и/или продвижение на маркетплейсе с господдержкой с выбором исполнителя; маркетинг, реклама и продвижение магазина экспортера с выбором исполнителя; подбор маркетплейсов; методическое пособие по электронной торговле.

5. Сопровождение экспортных поставок: формирование отчетности по запросам и ответам ОВК; логистическое сопровождение; запрос на получение лицензий на экспорт отдельных видов товаров; таможенное администрирование.

6. Финансовые продукты: возврат НДС для МСП; кредит для МСП «Экспортный стандарт»; отсрочка платежа для МСП.¹²

Таким образом, благодаря сервису "Мой экспорт" предприниматели получают мощный инструмент для развития своего бизнеса на международном уровне. Российский экспортный центр продолжает совершенствовать сервис, добавляя новые функции и услуги, чтобы обеспечить наилучшую поддержку для экспортеров.

Российский Экспортный Центр (РЭЦ) является одним из ключевых инструментов поддержки экспорта для малых и средних предприятий в России. Однако, в условиях санкций и ограничений, РЭЦ сталкивается с рядом проблем, которые затрудняют его работу.

Одной из проблем является ограничение доступа к некоторым технологиям и оборудованию, которые необходимы для производства экспортной продукции. В этой ситуации РЭЦ предоставляет консультации и помощь в поиске альтернативных решений, например, поиску новых поставщиков или разработке новых технологий.

Еще одной проблемой является снижение объемов экспорта из-за санкций. РЭЦ помогает малым и средним предприятиям найти новых покупателей на внешних рынках и разработать стратегию продвижения своей продукции за рубежом.

Кроме того, РЭЦ может активно расширять услуги по поддержке российских экспортеров 26 марта 2022 года подписан Федеральный закон от 26.03.2022 №71-ФЗ, который расширяет компетенции Группы Российского экспортного центра.

В ближайшем будущем для увеличения мер поддержки РЭЦ способен начать работать над развитием новых отраслей экономики, которые не зависят от импорта технологий и оборудования. Например, это может быть развитие производства экологически чистых товаров или развитие сектора IT-технологий.¹³

В целом, меры поддержки РЭЦ в условиях санкций направлены на поиск новых возможностей для развития экспорта, поддержку развития новых отраслей экономики и привлечение инвестиций. Благодаря этому, РЭЦ помогает российским компаниям сохранять и расширять свои позиции на международных рынках и укреплять российскую экономику в целом.

Резюмируя, можно отметить, что в России сформирована хорошо налаженная система взаимодействия экспортеров с государственными структурами и зарубежными партнерами, доступная благодаря сотрудничеству с Российским экспортным центром. Группа РЭЦ предоставляет разнообразные инструменты поддержки экспортеров, включающие финансовые, нефинансовые и субсидиарные меры. Однако, наибольший интерес для экспортеров представляют комплексные программы развития экспорта, возмещение части затрат, а также консультационные и образовательные программы.

РЭЦ создает инновационные продукты для облегчения коммуникации своих клиентов с государством, нахождения новых бизнес-партнеров и продвижения российских товаров на мировом рынке. И несмотря на определенные ограничения, возникающие из-за санкций, Центр помогает в поиске новых рынков сбыта и партнеров, чтобы компенсировать потери и диверсифицировать экспорт.

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UDC 33

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Hidden marketing and native advertising

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Abstract. *This paper examines the effectiveness of using hidden marketing and its growing popularity among Internet users. We also highlighted the types of marketing, its main advantages and marketing techniques.*

Keywords: *media, native advertising, hidden marketing, undercover, reliable, direct interaction, useful to the audience, efficiency*

Advertising in the media and the Internet no longer surprises anyone. Everyone is used to seeing this in the media and on the Internet. It is obtrusive and constantly repeats. It can cause a person only negative emotion. This forces marketers to look for new ways of advertising. Hidden Marketing is a way of advertising goods and services, when using which the public does not understand that they are advertising. Everything is aimed at promoting the product unobtrusively and carefully, entering into the consumer's trust. Hidden marketing also requires minimal costs with its high performance.

The purpose of disguised marketing is not to directly promote a product or service, but to imperceptibly convey information about a new product or service to consumers in such a way that they do not know that advertising is directed at them. Hidden marketing has a number of characteristics and advantages over traditional advertising:

1. Efficiency – potential customers interpret messages as reliable, not advertising.
2. Point impacts – hidden marketing experts interact directly with the target audience.
3. Efficiency – within some hours, you can organize a promotion company that will overwhelm the entire Internet.

4. Real prices – it requires minimal costs with its high performance.
5. Viral marketing – hidden marketing is an effective way to spread the necessary information, an innovative tool for spreading rumors.

Types of hidden marketing: buzz marketing, viral marketing, SMM marketing, hidden advertising. Hidden promotion has some limitations:

- Attention should be paid to the fact that virtual agents cannot create mass demand. The purpose of hidden marketing is to inform the target audience of the client in an unobtrusive form. This method is effective only in combination with other types of advertising.
- It is impossible to predict the effect of hidden promotion. Any advertisement can force a person to buy this product or vice versa.
- The results of the activities of marketers will be if only after a long period of time.

Hidden marketing allows you to achieve the following results: increasing brand awareness, introducing consumers to a new product or service, increasing loyalty and interest of the audience. Unlike traditional methods, people trust such a media source more. Native advertising is content that is useful to the audience (often educational), but created with the support of a specific company. This is advertising, but non-standard: it is informative and has a media nature. This type of advertising is quite effective, and, of course, it has a lot of advantages, among which I especially want to highlight the following:

- The impossibility of blocking with the help of special programs. This is because blockers do not perceive such ads.
- There is no falling into the zone of "banner blindness».
- Reflection of audience expectations.
- Absence of intrusion into a person's personal space, obsession and elements of persuasion.
- Showing the process of product consumption.
- Creating a positive attitude towards the brand advertiser.
- Matching the style of the place where the content is placed.

There are several types of similar ads, and they differ in the placement format: publication in the news feed, Instagram, Facebook, Twitter, TikTok, etc. such ads are placed in the social media feed. It looks like a regular post, only at the same time it is marked with a special label "Advertising". For a person, when viewing the feed, such posts usually do not cause irritation. Another one is a block with recommendations. Branded content is located among the content and responds to person requests. And as for special projects, such a format is very common, especially on some information portals or educational platforms.

It is also worth mentioning the methods of hidden marketing. Undercover marketing includes techniques that arouse others' interest without constant repetition and elaborate information. The main goal of undercover marketing is not to instantly sell a product or service, but to create a positive company image for full association with the brand. Potential customers receive information through various channels without being aware of its advertising content, as a result, potential customers turn into real customers. Some of the most popular undercover marketing techniques include:

1. Rumors. Rumors are an open method of promotion, a purposefully spread information. The more demanded a product becomes, the more it is talked about. It is impossible to get rid of rumors, and instead of trying, it is more effective for a company to use them as a method of promotion of its product. There are four types of rumors:

- 1) Direct rumors. Used in order to attract attention and cause others' excitement. This type of rumors conveys the desired information straight to the customer. Direct rumors have to be filled with emotion to arouse customer's interest.
- 2) Indirect rumors. A message, the logical ending of which is left for each person's imagination, thus can vary.
 - i. The spread «news» must include the name of the product or service. This is crucial, otherwise the «news» will not get the attention.
 - ii. Information should be so vague that the customer would want to find more details about it, but at the same time it has to be interesting enough so that it would be released.
 - iii. Rumor has to be perceived as news, not as an advertising message.
- 3) Counter-rumors. Messages designed to divert attention from negative information or a scandalous event. It is an alternative to a direct official denial, which is rarely effective, especially if it is too late. The point of this technique is that under various pretexts, indirectly, the marketers spread the information that is completely opposite in content to the rumor, that the management of the company does not like.
- 4) Anti-advertisement. Information disseminated with the purpose of undermining the competitors' reputation. By using anti-advertisement, a company deliberately opposes the accepted standard of advertising as part of our everyday experience, questioning the conventional mechanisms while at the same time advertising their product. It is a clever form of a new age marketing that has caught the attention of the modern market. Anti-marketing technique requires all other strategies to appear absurd, wasteful and unnecessary, implying that the brand which is being advertised has barely spent any money, only relying on the quality of its product and customers' discernment. In reality, anti-marketing campaigns are just as expensive and just as elaborate as the conventional campaigns.

2. Referral marketing is a strategy when customers get rewarded not because of doing an action (for instance, making a repost in social media) but because of a result (a new customer). A popular referral strategy program is the «Bring a friend» promotion. After selecting the «right group» of consumers, it is necessary to offer a bonus, something encouraging to make a purchase. In each referral marketing model the reward can be expressed differently. The most common types of rewards are:

- 1) Discount. It can be provided to a referrer after each invited customer. A referral may also receive a discount for the first purchase.
- 2) Cumulative discount. It implies that the discount for a referrer increases depending on the number of invited customers.
- 3) Bonuses. Depending on a strategy, referrer can get points for each invited customer and then exchange them for a discount or gifts.
- 4) Gifts. Some companies give a small present to a referrer for a certain number of invited customers. It may be a product, a service, free shipping, a trial period for a paid rate and more. At the same time the referral can also receive a gift for registration or first purchase.

The result of referral marketing largely depends on how thorough the strategy and the reward system is. It is important that both sides are satisfied with the transaction: the reward must be acceptable to the customer, profitable to the referrer and enticing to the referral.

3. Reviews. The Nielsen Company in its study «Online and offline commerce: the experience of shopping» cites the data that 66% of customers study online reviews before buying a product. The components of a good review are: when they mention the advantages and disadvantages of a product (but emphasis is on the advantages), mentioning competitors, their shortcomings, involving emotions and personal opinion, indicating the period of using the product/service.

4. Events. One more technique of undercover marketing is organizing an event where unobtrusive advertising will be made in the form of product style or under the brand of the company. Depending on the purposes and the type of chosen event, a brand can attract potential customers, strengthen relationships with existing audiences, increase sales, present a new product and even find new partners. The second strategy is to attend events as a guest. In this case, a company representative can promote products or services and consolidate brand reputation by demonstrating their expertise. Another option is to sponsor events. This approach also increases brand awareness and helps to attract the attention of potential customers.

5. Influencers. Promotion through media stars, popular people who spread undercover advertising about your product, for instance, in the form of tips on their blog as a part of their everyday life. With the right influencer, product promotion does not look like advertisement. An influencer is similar to a friend to their subscribers whose opinion matters to the audience – they simply

recommend what they like: products, places, entertainment sources. The advertising becomes part of the content, and the audience perceives it comfortably. Influencer understands his audience well, so if their subscribers are the same as the potential customers of the promoted company, the celebrity's account becomes an excellent platform for undercover marketing.

6. Viral marketing. For this technique marketers focus on the psychological characteristics of people and their tendency to share interesting, useful and scandalous information. It is a method of distributing information about a product with minimal involvement of the advertiser. Therefore, its disadvantages are the complexity of monitoring and a strong dependence on luck.

There are six principles of contagion:

1. Social currency. People want to do things that make them look their best.
2. Triggers. The content has to be easy to remember, so that the surroundings would trigger thoughts about it.
3. Emotions. Information that evokes emotions spreads better.
4. Community. A product should reinforce a behavioral pattern.
5. Practical value. People mostly share useful information, so the created content has to be valuable.
6. Stories. People are storytellers by nature, and information spreads well just during a simple friendly chat, so the undercover advertisement has to fit into unsophisticated talk.

Each one of these steps increases people's chances to share the information and can be used when creating content to raise its viral potential. Using these techniques in different combinations can help company to gain customers' confidence and unobtrusively spread the information about a new product. Advertising in the form of interesting and simple information is much effective than annoying commercials and a huge product description.

Despite the theoretical ease of use and guaranteed results, marketing professionals often wonder how to discreetly apply native advertising to various online venues. Over time, the practice of using native marketing has enriched and a significant number of options for its use have emerged.

The easiest way to implement native advertising in video, because there are a lot of variants of how it can be done. Sometimes some content-makers create this kind of advertisement without even knowing it. For instance, after publishing a funny video with a talking hamster cheerfully repeating the words after a stranger, the sales of this toy increased dramatically, despite the fact that the creators of the video didn't intend to promote it. One of the main signs of hidden marketing in a video is a detailed description of the product, its recommendation to the viewer. So if you're watching an interesting video in which the blogger talks at length about the benefits of a nice-looking thing, then you're most likely in a video with native advertising. One of the main tasks of content creators is to interest the audience and get the name and brand of the product across to them. To this end, videos often feature the advertised item very close up or in focus throughout the video.

Hidden marketing also flourishes in the text of articles. Here native advertising is introduced with in-read videos. This format means that the video is added in the middle of the article and automatically starts playing when the reader reaches it. In-read videos are guaranteed to grab a user's attention and force them to divert their attention from reading in favor of viewing native ads. However, the most effective format for implementing in-text marketing is in-feed video. It implies that a native advertising video is placed in the newsfeed and disguised as the next news item. Thus, the reader does not suspect that he or she is watching the in-feed video and does not flip through it, but looks through to the end. In addition, hidden marketing can be introduced without the use of video. Since people's attitudes towards advertising in content are mostly negative, many article writers are careful to use cliché phrases that have long been written to sell products. More often than not, content-makers at established publications resort to the simple and effective method of tips when designing native advertising. You may be advised to watch a good movie, wash your clothes with a wonderful powder or wash your hair with a delightful new shampoo. In this case, the name of the advertised product will be written several times in large letters in the article with the native advertising.

Now let's talk about real-world examples of native advertising. Native campaign by Mercedes⁹ is an example of smooth, clean content designed to pique interest and engage the user. The campaign is called "The rise of the superhuman," and it focuses on various technologies that are turning people into "superhumans," such as robotic exoskeleton suits, virtual reality in medical settings, and the Mercedes Benz E-class series that integrates the new Intelligent Drive system. The native content above is highly interactive, featuring quiz questions and hot spots the user can click to get more information. But one of the best things about this campaign is how it effortlessly creates a connection between Mercedes and the "superhuman." It's reminiscent of one of the oldest native examples, the "Penalty of Leadership" ad by Cadillac, which enhanced the Cadillac image as a prestigious leader. That simple print ad, published in 1915, is credited with reviving the Cadillac brand and boosting flagging sales that plagued the company at the time. The major draw of this native ad is the powerful connection it creates between the car and the concept of cutting-edge excellence. It establishes Mercedes as a company that is about more than just crafting cars.

Nothing beats a viral meme in terms of sheer stickiness, and it's a great way to promote brand awareness. Recently, during the famous "Laurel or Yanny?" dispute¹⁰, we saw VentureBeat take advantage of the meme in native content to promote the upcoming Transform conference on artificial intelligence and analytics. How? By using an artificial intelligence (AI) device to settle the dilemma of Laurel versus Yanny, once and for all. VentureBeat promoted an article that briefly describes how AI was used to determine whether the stated name was Laurel or Yanny. The native

⁹ The rise of the superhuman. The Washington Post. [Electronic resource]. URL: <https://www.washingtonpost.com> (accessed on: 18.03.2023).

¹⁰ "Yanny" or "Laurel": the audio clip that's tearing the internet apart. Vox. [Electronic resource]. URL: <https://www.vox.com> (accessed on: 18.03.2023).

article discusses some of the problems that arose, and how the engineers had to adjust the algorithms to get an accurate result. Using a viral meme is a smart move because it capitalizes on a large audience that already exists. It's attention-grabbing and exposes you to a wider pool of viewers.

Videos make great native ads because the entertainment value makes it easy to blend into traditional media. "Dating Footnotes" presented by Orbit¹¹ was released ahead of Valentine's Day on the popular YouTube comedy channel CollegeHumor. It's short, funny, and capitalized on the holiday of the time. Orbit has a history of fun, memorable commercials, so a native ad like this fits perfectly into their branding. This native ad also blended well into the humor of the channel where it's posted and was able to promote Orbit Gum's products without feeling like a regular commercial. Humor and creativity go a long way when it comes to advertising. This, plus the real-world application of a product, like gum on a first date, makes for a memorable and effective native ad.

We can conclude that native advertising is actively penetrating into our lives and is becoming the main tool of marketers. It is very likely that soon all conventional advertising will be replaced by native advertising.

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UDC 33

Rodigina N.J., Obukhovskaya L.A., Musikhin V.I., Moleva S.V. Les perspectives de déindustrialisation de l'Allemagne dans le contexte de la crise énergétique

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***Annotation.** Ces dernières années ont été marquées par des événements qui ont mis en lumière le débat sur la désindustrialisation de l'Allemagne. La pandémie de coronavirus, les incertitudes dans les relations avec la Chine et leurs répercussions ont imposé un lourd fardeau sur l'économie allemande. Les perturbations des chaînes d'approvisionnement, les pénuries de matières premières et surtout les prix de l'énergie sans précédent suscitent de vives inquiétudes tant chez les entreprises que chez les citoyens ordinaires. La baisse significative des coûts de l'électricité et les politiques de subvention aux États-Unis ont également suscité des craintes quant à la possibilité que les entreprises, notamment celles à forte intensité énergétique, quittent le marché allemand, entraînant ainsi une perte de compétitivité de la base industrielle du pays. Il est donc légitime de se demander dans quelle mesure ces préoccupations sont justifiées et comment des mesures politiques peuvent être adoptées pour y remédier. La possibilité d'éviter une crise de destruction créatrice dans le contexte de la transition énergétique vers la neutralité climatique en utilisant le concept de réseau industrie-service pour façonner la conversion économique est discutée. Cela implique la création de synergies entre les industries et les services liés à l'énergie propre, la promotion de l'innovation et de la croissance dans les secteurs durables, ainsi que la mise en place d'une planification et d'une gestion appropriées pour minimiser les impacts sociaux négatifs. Une approche équilibrée et concertée est nécessaire pour assurer une transition réussie vers une économie bas-carbone et résiliente.*

***Mot clé :** déindustrialisation, crise énergétique, tensions géopolitiques, neutralité climatique*

Les répercussions des tensions géopolitiques sur l'approvisionnement énergétique de l'Allemagne ont clairement mis en évidence la forte dépendance du pays dans des secteurs d'importance stratégique. Alors que les prix de l'énergie étaient déjà élevés avant février 2022, ils ont atteint des niveaux sans précédent cette année-là. Cela a entraîné non seulement une charge immédiate pour les ménages et les entreprises, mais aussi le risque que certaines industries perdent leur compétitivité dans cette région à moyen terme, et que les perspectives de l'économie allemande

soient perçues de manière principalement négative à la lumière des coûts nettement plus bas de l'électricité en Amérique du Nord et en Chine. Ces préoccupations étaient justifiées, notamment en raison du risque d'un embargo soudain sur le gaz au printemps 2022, d'autant plus que les perturbations du marché du gaz naturel ne sont pas autorisées, ce qui empêche l'ajustement des prix du marché dans les conditions de contraintes techniques dominantes à court terme, tant du côté de l'offre que de la demande.¹²

En 2022, les exportations de carburant russe vers l'Allemagne ont diminué ; quant au gaz, le 31 août 2022, la Russie a complètement arrêté ses approvisionnements via Nord Stream-1. En conséquence, les prix du gaz sur les marchés internationaux ont atteint un maximum. Étant donné qu'environ 60% de la consommation de gaz de l'Allemagne est imputable à la seule industrie, on s'attendait à ce que la crise énergétique ait de graves répercussions sur le secteur manufacturier. Le diagnostic général du ministère fédéral allemand de l'Économie du 27/09/2022 a déterminé dans le scénario de risque que « énurie de gaz... Elle devrait entraîner une baisse des indicateurs économiques agrégés de 7,9% en 2023 et de 4,2% en 2024. »¹³ Une étude DB peu de temps après a démontré le danger de la désindustrialisation de l'Allemagne.¹⁴ Néanmoins, le premier résultat intermédiaire du débat économique fin 2022 a conclu à une écrasante majorité que la désindustrialisation de l'Allemagne est peu probable.¹⁵ Cependant, en réalité, l'industrie – l'économie allemande dans son ensemble – a fait preuve d'une grande adaptabilité. Les consommateurs industriels ont réussi à réduire leur consommation mensuelle de gaz en octobre et novembre 2022 jusqu'à 27% par rapport à la consommation moyenne des quatre dernières années.¹⁶

Ces économies résultaient de la substitution du gaz naturel par d'autres combustibles et d'une production plus efficace, mais aussi d'arrêts de production. Les industries à forte intensité énergétique-la production de produits chimiques, le verre et la céramique, l'industrie papetière, l'industrie métallurgique ainsi que la cokerie et le traitement des huiles minérales - en sont particulièrement touchées.

Même si les prix de gros du gaz sont revenus aux niveaux d'avant tensions géopolitiques au début de 2023, l'incertitude reste élevée en raison d'influences politiques incalculables. Outre la crise aiguë des prix de l'énergie, d'autres défis perturbateurs du changement structurel doivent être surmontés: la décarbonisation, la numérisation, le changement démographique et les tendances à

¹² Ockenfels, A., A. Wambach, 2023, «Was tun, wenn der (Gas-)Markt kollabiert?», Wirtschaftsdienst 103(1), 29–32.

¹³ Projektgruppe Gemeinschaftsdiagnose, 2022, «Energiekrise: Inflation, Rezession, Wohlstandsverlust, Gemeinschaftsdiagnose Herbst 2022». URL: <https://ideas.repec.org/b/wfo/wstudy/69834.html>, (date de référence – 18.04.2023).

¹⁴ Deutsche Bank Research, 2022, «Energiekrise trifft Industrie bis ins Mark», Deutschland-Monitor 5. Oktober, URL: [dbresearch.de](https://www.dbresearch.de) (date de référence – 18.04.2023).

¹⁵ Brandt, A., H. Krämer, V. Grimm, C. von Rüden, C. M. Schmidt, T. Schmidt, M. Gornig, C. Kemfert, O. Falck, C. Pfaffl und E. Heymann, 2022, «Droht der deutschen Wirtschaft eine Deindustrialisierung?», Wirtschaftsdienst 102(12), 917–944.

¹⁶ Bundesnetzagentur 2023, «Aktuelle Lage der Gasversorgung in Deutschland», URL: https://www.bundesnetzagentur.de/DE/Gasversorgung/aktuelle_gasversorgung/start.html, (date de référence – 18.04.2023).

la démondialisation au milieu d'un conflit de système bipolaire avec de nouveaux défis géopolitiques. Ceci est lié à la question de savoir comment ces crises multiples vont changer l'économie allemande, quels dangers existent pour le modèle économique basé sur l'industrie. La désindustrialisation se profile-t-elle dans cette tempête parfaite?

En comparaison internationale, l'économie allemande se caractérise par un vaste réseau de services industriels. Par exemple, la part de la valeur ajoutée composite provenant de la demande de services par industrie devrait atteindre entre 8,8 et 11,5% de la valeur ajoutée économique totale. En raison de cette intégration étroite de l'industrie et des services en Allemagne, le secteur des services contribue également indirectement aux exportations (54% de toutes les exportations de services), qui sont donc supérieures aux exportations directes de services (46%).¹⁷ De plus, le modèle allemand est globalement intégré et régionalement équilibré, ce qui le distingue du modèle français ou anglo-saxon avec quelques régions fortement concentrées industriellement. Alors que le quota du commerce extérieur allemand était de près de 36% en 1995, il a augmenté presque continuellement pour dépasser 71% en 2021, dépassant les quotas des États-Unis, du Japon, de la France et du Royaume-Uni. Près de la moitié des champions cachés du monde viennent d'Allemagne, 80% de ces entreprises appartenant au secteur manufacturier et existant en moyenne depuis 70 ans.¹⁸

Les propositions de vente uniques du modèle économique allemand sont sous pression en raison de l'intensification actuelle des changements structurels déjà considérables. La décarbonisation et le vieillissement démographique, compte tenu des effets moteurs des prix et de l'affaiblissement de la croissance, ainsi que la crise énergétique, signifient que la stagflation représente un véritable risque pour cette décennie. La démondialisation est exacerbée par les conflits dans la Compétition mondiale du pouvoir, la numérisation n'a pas encore rempli ses espoirs de développement de la productivité. Tout cela se heurte à un niveau historique élevé d'incertitude en matière de politique économique : depuis le début de la crise provoquée de l'Ukraine, l'Allemagne a l'indice d'incertitude en matière de politique économique le plus élevé par rapport à l'UE, aux États-Unis ou à la Chine. Les prix élevés de l'énergie contribuent à l'incertitude quant à l'avenir du site commercial.

Le gaz naturel liquéfié, dont l'Allemagne dépendra comme alternative au gaz naturel russe dans les années à venir, était en moyenne environ 30% plus cher que le gaz de pipeline européen de

¹⁷ Lang, T., K. Lichtblau, 2021, Bedeutung unternehmensnaher Dienstleistungen für den Industriestandort Deutschland/Europa, IW Consult, Studie für das Bundesministerium für Wirtschaft und Energie, Institut der deutschen Wirtschaft, Köln, URL: <https://www.iwkoeln.de/studien/thorsten-lang-karl-lichtblau-bedeutung-unternehmensnaher-dienstleistungen-fuer-den-industriestandort-deutschland-europa.html> (date de référence - 18.04.2023).

¹⁸ Simon, H., 2021, Hidden Champions: Die neuen Spielregeln im chinesischen Jahrhundert, Campus, Frankfurt am Main, URL: https://www.campus.de/buecher-campus-verlag/business/management-unternehmensfuehrung/hidden_champions_die_neuen_spielregeln_im_chinesischen_jahrhundert-16827.html (date de référence - 18.04.2023).

2017 à 2021.¹⁹ La demande accrue de gaz de pétrole liquéfié pourrait également faire grimper davantage les prix, car les terminaux d'exportation mondiaux étaient à 80% d'utilisation de la capacité en 2021 et de nombreux volumes étaient déjà liés aux acheteurs à long terme.²⁰ Divers scénarios montrent que des prix de l'électricité plus élevés peuvent être attendus à long terme jusqu'en 2040 par rapport au niveau d'avant tensions géopolitiques.²¹

Outre les prix de l'énergie, l'Allemagne présente des faiblesses de localisation, en particulier dans les domaines de la réglementation, des charges fiscales et des infrastructures, et ne glisse ainsi qu'à la quatrième dernière place du classement ZEW sur les conditions de localisation parmi les pays industrialisés.²² L'enthousiasme suscité dans ce pays (et dans l'UE) par la Loi américaine sur la réduction de l'inflation, qui rappelle particulièrement les déficits de localisation nationaux, montre à quel point cette détérioration est perçue avec sensibilité.²³ D'autres faiblesses structurelles de la place économique allemande résident dans la pauvreté des matières premières et les dépendances stratégiques au sens économique et politique.²⁴

La question est maintenant de savoir si, compte tenu des charges liées à la tendance des changements structurels économiques, le potentiel de croissance au cours de la décennie à venir sera plus faible qu'il ne l'était la dernière fois. En fait, il y a beaucoup à penser que le vieillissement démographique en particulier entraînera une croissance annuelle moyenne de plus de $\frac{3}{4}$ % que le $\frac{1}{2}$ % atteint avant la pandémie.

Mais ce n'est nécessairement le cas que si les conséquences du vieillissement et de la diminution du potentiel de main-d'œuvre ne sont pas prises au sérieux politiquement et socialement. En partie, c'est certainement le cas. Une autre question est de savoir si, compte tenu des changements de l'ordre économique mondial combinés aux coûts de l'énergie et aux réponses politiques qui leur sont apportées, la base industrielle de l'économie nationale restera compétitive, pourra se développer de manière robuste, ou si une désindustrialisation notable est à prévoir.

Le risque d'une sortie massive de richesses à l'étranger résultant d'une perte de création de valeur basée sur l'industrie existe si l'État ne remplit pas ses tâches réglementaires et infrastructurelles pour la transformation vers la neutralité climatique, de sorte que les attentes des

¹⁹ World Bank, 2023, «Pink Sheet Data, Monthly Prices», URL: <https://www.worldbank.org/en/research/commodity-markets>, (date de référence – 18.04.2023).

²⁰ IGU – International Gas Union, 2022, World LNG Report, URL: <https://www.igu.org/resources/world-lng-report-2022/>, (date de référence – 18.04.2023).

²¹ Lang, T., K. Lichtblau, 2021, Bedeutung unternehmensnaher Dienstleistungen für den Industriestandort Deutschland/Europa, IW Consult, Studie für das Bundesministerium für Wirtschaft und Energie, Institut der deutschen Wirtschaft, Köln, URL: https://www.bmwk.de/Redaktion/DE/Publikationen/Studien/Studie-Industrie-und-Dienstleistungen.pdf?__blob=publicationFile&v=6, (date de référence – 18.04.2023).

²² ZEW – Leibniz-Zentrum für Europäische Wirtschaftsforschung, 2022, «Deutschland ist der große Verlierer im Standortwettbewerb», URL: <https://www.zew.de/das-zew/aktuelles/deutschland-ist-der-grosse-verlierer-im-standortwettbewerb>, (date de référence – 18.04.2023).

²³ Hüther, M., J. Matthes, 2023, «Is the U.S. Inflation Reduction Act Hurting the German Economy? An Objection to Exaggerated Claims», URL: <https://www.atlantik-bruecke.org/en/schadet-der-us-inflation-reduction-act-der-deutschen-wirtschaft/>, (date de référence – 18.04.2023).

²⁴ Fremerey, M., S. Gerards Iglesias, 2022, «Abhängigkeit – Was bedeutet sie und wo besteht sie?», IW-Report 56, Institut der deutschen Wirtschaft, Köln, URL: <https://www.econstor.eu/handle/10419/265556>, (date de référence – 18.04.2023).

investisseurs privés concernant la compétitivité du site ne peuvent pas être stabilisées. La destruction créatrice du changement structurel devient une crise, car les pertes de création de valeur sont durablement supérieures aux gains. Lors de la discussion sur un éventuel embargo unilatéral sur le gaz au printemps 2022, il a été affirmé qu'une telle crise n'était pas imminente, car grâce à des possibilités de substitution suffisantes, les forces du marché pouvaient avoir libre cours et un embargo pouvait être toléré économiquement sans conséquences structurelles.

Cependant, la question de savoir ce qu'une perte d'industries à forte intensité énergétique signifierait pour l'économie allemande et quelles seraient les conséquences d'une destruction créatrice a été supprimée. Au moins trois aspects sont négligés ici.

Il est vrai que la question de la perte d'industries à forte intensité énergétique et les conséquences d'une destruction créatrice dans le contexte de l'économie allemande méritent une réflexion approfondie. Trois aspects clés pourraient être négligés dans cette discussion.

Tout d'abord, la perte d'industries à forte intensité énergétique pourrait entraîner des pertes d'emplois significatives et des répercussions sur les communautés locales. Les industries à forte intensité énergétique sont souvent des employeurs importants dans certaines régions d'Allemagne, et leur déclin pourrait entraîner la suppression d'emplois et des difficultés économiques pour ces régions. Il est donc important de prendre en compte les implications sociales et régionales d'une telle évolution et d'envisager des mesures pour atténuer ces effets négatifs, tels que la reconversion des travailleurs et la revitalisation des communautés touchées.

Deuxièmement, la perte d'industries à forte intensité énergétique pourrait également avoir des conséquences sur la chaîne d'approvisionnement et la compétitivité de l'ensemble de l'économie allemande. Ces industries sont souvent des fournisseurs clés pour d'autres secteurs de l'économie, et leur déclin pourrait entraîner des perturbations dans la chaîne d'approvisionnement et une diminution de la compétitivité globale de l'économie allemande. Il est donc important d'évaluer les implications en amont et en aval de la perte d'industries à forte intensité énergétique et de prendre des mesures pour minimiser les perturbations dans l'ensemble de l'économie.

Enfin, il convient également de considérer les opportunités potentielles de création d'emplois et d'innovation dans des secteurs émergents et plus durables, qui pourraient compenser la perte d'industries à forte intensité énergétique. Les avancées technologiques et les politiques de transition énergétique pourraient créer de nouvelles opportunités dans des secteurs tels que les énergies renouvelables, l'efficacité énergétique, la mobilité durable et d'autres domaines innovants. Il est donc important de considérer également les perspectives de croissance et d'innovation dans ces secteurs pour stimuler la création d'emplois et la compétitivité à long terme de l'économie allemande.

En somme, la perte d'industries à forte intensité énergétique en Allemagne soulève des questions complexes et il est essentiel d'envisager de manière holistique les conséquences sociales, économiques et environnementales de cette évolution, tout en explorant les opportunités de création

d'emplois et d'innovation dans des secteurs plus durables. Une approche équilibrée et bien réfléchie est nécessaire pour gérer efficacement ces défis et saisir les opportunités de transition vers une économie plus durable et résiliente.

Premièrement, les industries à forte intensité énergétique sont associées à une grande valeur ajoutée et à un nombre important d'emplois. Ce sont des entreprises très productives qui emploient plus de 16% de la main-d'œuvre industrielle et génèrent plus de 20% de la valeur ajoutée industrielle.

Deuxièmement, l'industrie chimique et la production de métaux en particulier comptent parmi les industries les plus intensives en recherche. Dans tous les secteurs, la majorité sont des entreprises qui, en moyenne, produisent plus d'innovations que les autres entreprises du secteur manufacturier. Les industries établies à forte intensité de recherche en particulier sont dotées d'un potentiel particulièrement innovant et perturbateur, ce qui est essentiel pour la transformation. Une étude sur l'économie américaine montre que les innovations proviennent principalement d'entreprises établies et fortes en recherche et que la dynamique économique et le développement transformateur aux États-Unis reposent sur ces industries.²⁵

Troisièmement, la transformation verte affecte tous les domaines de l'économie et de la vie, et tôt ou tard, elle devra avoir lieu partout dans le monde. Contrairement à ce à quoi on peut s'attendre avec la destruction créatrice, il n'y a pas de nouveaux secteurs ou secteurs économiques en vue qui remplaceraient les anciennes industries établies en Allemagne.

Ce n'est ni un big bang allemand aussi réaliste qu'au Royaume-Uni des années 1980, ni une Silicon Valley d'où pourraient émerger des innovations pour les industries futures telles que le secteur de la technologie et de l'information. Selon le chemin, l'épine dorsale de l'économie nationale allemande est formée et les services continuent d'être complétés par la construction mécanique, les industries métallurgique et électrique, l'industrie chimique et la construction automobile. La plupart des innovations et des brevets proviennent également de régions avec ces industries. Si l'Allemagne, en tant que site commercial, perd sa compétitivité internationale en raison de prix de l'énergie constamment élevés et d'une charge fiscale élevée, les investissements industriels qui seraient nécessaires pour mener à bien la transformation deviendront moins attractifs. La politique et la société ont mis cette tâche au centre de leur engagement. Les décisions juridiques, réglementaires et d'investissement sont déterminantes pour le succès de la mise en œuvre économique. Pour orienter les forces du marché dans une nouvelle direction, la sécurité des investissements des particuliers est requise par des anticipations fiables et stables (constance de la politique économique). Ensuite, les entreprises activeront le capital nécessaire avec une aide au démarrage de l'État. En effet, une crise de destruction créatrice, qui peut survenir lorsque certaines industries à forte intensité énergétique déclinent en raison des pressions liées à la transition vers la

²⁵ Hsie, Ch.-T., P. J. Klenow, 2018, «The Reallocation Myth», Working Papers 18-19, Center for Economic Studies, U.S. Census Bureau, URL: <https://ideas.repec.org/p/cen/wpaper/18-19.html>, (date de référence – 18.04.2023).

neutralité climatique, peut être évitée grâce à une planification et une gestion appropriée. Il est possible de façonner la conversion vers une économie bas-carbone en utilisant le réseau industrie-service comme un moyen de faciliter la transition et de minimiser les impacts négatifs sur l'économie et la société.

Le concept de réseau industrie-service repose sur la coopération et la collaboration entre les industries et les services pour créer de nouvelles synergies économiques. Dans le contexte de la transition énergétique, cela peut signifier par exemple que les industries à forte intensité énergétique se tournent vers des services liés à l'énergie propre, tels que la production d'énergie renouvelable, l'efficacité énergétique, la gestion des déchets, la mobilité durable, etc. Cela peut permettre de créer de nouvelles opportunités d'affaires et de compenser les pertes d'emplois dans les industries en déclin, tout en favorisant une économie plus durable et respectueuse du climat.

Il est important de noter que la transition vers la neutralité climatique peut également offrir de nouvelles opportunités d'innovation et de croissance économique. Les avancées technologiques dans les énergies renouvelables, le stockage de l'énergie, l'efficacité énergétique et d'autres domaines connexes peuvent créer de nouvelles industries et de nouveaux emplois, contribuant ainsi à la croissance économique tout en réduisant les émissions de gaz à effet de serre. Il est donc crucial de soutenir la recherche et le développement dans ces domaines, ainsi que d'encourager l'adoption de technologies propres par les industries existantes.

Par ailleurs, une planification et une gestion appropriées de la transition peuvent aider à minimiser les impacts sociaux négatifs. Cela peut inclure la mise en place de programmes de formation et de reconversion professionnelle pour les travailleurs touchés par la transition, ainsi que des mesures d'accompagnement pour soutenir les communautés locales et les entreprises dans leur adaptation aux nouvelles réalités économiques. Il est essentiel de prendre en compte les besoins et les préoccupations des travailleurs et des communautés lors de la planification de la transition, afin de garantir une transition juste et équitable pour tous.

En somme, il est possible d'éviter une crise de destruction créatrice dans le contexte de la transition énergétique vers la neutralité climatique en utilisant le concept de réseau industrie-service comme un moyen de façonner la conversion économique. Cela implique de créer de nouvelles synergies entre les industries et les services liés à l'énergie propre, de soutenir l'innovation et la croissance dans les secteurs durables, et de mettre en place une planification et une gestion appropriées pour minimiser les impacts sociaux négatifs. Une approche équilibrée et concertée est nécessaire pour assurer une transition réussie vers une économie bas-carbone et résiliente.

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UDC 33

Rudakova V.D., Tarasova S.P., Pivtsaeva D.V., Bobacheva A.S., Nadvidova D.B.
Modern trends in international trade in goods

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***Abstract.** This article is aimed at studying the main trends in international trade. International trade is an important part of both the economy and the foreign policy of any country. Therefore, we consider it important to study current trends in this area. This article will reveal the concept of international trade, the history of the development of trade and its current trends.*

***Keywords:** economics, international trade, international trade trends, economic trends, history of international trade*

Thus far, trade in goods is a crucial part of the economy. It appeared in ancient times, when people exchanged various products of labour among themselves. Over time, trade continued to develop and acquire new forms. In the modern world, trade in goods is in the first place an integral part of the international economic relations (hereinafter - IER). Each country offers its products on the world market, which is due to the theory of the division of labour. According to these factors, there are main trends of trade in goods, which will be told in this article.

1. THEORETICAL FOUNDATIONS OF INTERNATIONAL TRADE IN GOODS.

If we are talking about the definition of "trade", then according to the State Standard, trade is a type of entrepreneurship that is associated with buying and selling goods and the provision of services to customers²⁶. Since this article is specifically tied to international trade in goods, there is no provision of services to customers. Trade has had a huge impact on people's lives throughout history. As it is in fact a general trend, trade has helped not only the development of certain nations

²⁶ GOST 51303-99

but the entire world itself, which is seen in a theory of the division of labour, internationalization of factors of production and so on. The basis of the foreign trade depends on the appearance of surpluses during the production of goods in different countries. In order to get rid of these surpluses, they were transferred in other country, which contributed the development of trade. As the productive forces developed, the motive of private and trading industrial companies happens to be the main driving force behind international trade. Foreign trade, as a complicated direction of economic activity, goes back several thousand years.

International trade is both an integral part of the IEO and a leading branch of the economy. As for modern trade in goods, it is characterized by the process of internationalization²⁷, that is, the involvement of national economies in a single worldwide production process. The development of international trade in goods is primarily due to the achievements of scientific and technological progress. Due to the informatization process, many aspects affecting the trade in goods have been digitized. Both positive and negative effects of this phenomenon shall be mentioned. On the one hand, the process of informatization of trade relations has greatly facilitated the activities for the sale of goods, but on the other hand, it has created additional difficulties: violations in the field of information networks now need additional attention. Also, as for the economy as a whole, international trade is characterized by the presence of crises and recessions. These phenomena are caused both by purely economic reasons (the global financial crisis of 2008-2009) and by reasons that do not depend on the economy (the pandemic crisis). Under these conditions, the development of international trade both partially slows down or comes to a halt (closing the borders of countries, as well as transport companies during a pandemic).

Thus, we can say that international trade is one of the most important sectors of the economy at the present time. It is primarily associated with human activities and manifests itself in all spheres of life. Unlike in the past centuries, in the modern world, trade and economic impact has reached their absolute peak. Both the state of the economy and the fate of individual countries depend on international trade.

2. HISTORY OF THE FOREIGN TRADE

According to V. Tipanov²⁸, development of the foreign trade can be divided into 3 stages:

1. XV c. to the first half of the XIX c. - initial: XV-XVIII c. - handicrafts and manufacture; XIII-XIX c. - XIII-XIX c. - industrial-revolutionary

The great geographical discoveries. This stage is marked by the development of capitalism at its manufactory level, high monopolization of foreign trade, colonialism. The first systematic research of foreign trade problems appears (the classical school of "labour value theory"; mercantilism;

²⁷ Khasbulatova R.I. International Trade. Textbook for universities - 2nd edition. M: Publishing house Yurite, 2023. p. 9

²⁸ Tipanov V.V. Evolution of International Trade: Different Time Horizons, Aspects and Trends // Finance: Theory and Practice. 2013. №6. p. 100.

physiocrats). Another key feature is the occurrence of large machine production in some countries (England, Holland, France) and the formation of international commodity-money relations. Trade becomes focused not only on the internal market, but also on the external market. Great Britain becomes the leader on the world market.

2. Second half of the 19th century to the first half of the 20th century - industrial: Late 19th century to World War I (1914) The period between the two world wars (1914-1939) - "black"

The main feature is the emergence of new industries (mechanical, electrical, chemical industry etc.) At the same time the amount of trade increases significantly, there is further industrialization and the development of monopolistic industries. The countries of western Europe become leaders of the international trade. Economic crises (1920-1921, 1929-1933) led to the collapse of the world monetary system and a sharp reduction of production and trade. The raw structure became a prevalent aspect for export and import.

3. Second half of the 20th century - beginning of the 21st century Modern: Post-war, golden age (1950-1970) Competition between two world economic systems: capitalist and socialist (1970-1990) Globalization of the world economy "modern" (from the early 1990s - beginning of the 21st century): pre-crisis (before autumn 2008); crisis (from autumn 2008 - before mid-2010); post-crisis

World trade is beginning to develop rapidly. Global organizations (such as UN, IMF and others) appear. The transition to a policy of liberalization of foreign trade relations becomes a more noticeable trend. The competitive situation is characterized by increasing dynamism and the occurrence of new integration alliances. Another feature is the further industrialization of most developing countries. The collapse of USSR and the entire global socialist system. Another important features are the industrialization of society, the increase of integration in all directions of trade and the formation of a space based on global information communication. The development of the global economy is marked by cyclicity and transformations of the structure. It is becoming asymmetrical in its development.

3. CURRENT TRENDS IN INTERNATIONAL TRADE IN GOODS

Now let's discuss in more detail the current trends in international trade in goods.

Firstly, the accelerating process of globalization is of increasing importance. In particular, the emergence and development of international organizations, transnational influenced the unification of not only economic, but also political, cultural and other social relations. For example, the Alibaba group, a multinational company from China, ranked 59th in the Forbes Global 2000 list of the largest public companies in the world for 2019²⁹.

Secondly, one of the key factors in the development of international trade is the achievement of scientific and technological progress. Namely the robotization and computerization of the

²⁹ The article: "Forbes ranking: 2000 largest companies in the world" [Electronic source]. URL: <https://www.forbes.ru/stil-zhizni-slideshow/81417-reiting-forbes-2000-krupneishih-kompanii-mira>

processes of production, distribution, exchange of goods. What's interesting is that it became possible to purchase goods that take place entirely in the Internet space. For example, the purchase of mobile and video games, as well as characters, subscriptions, "skins" and more.

Thirdly, the emergence of new participants in international economic relations. The newer "participants" are the countries of the post-Soviet and post-socialist space. The People's Republic of China can serve as a bright example. Thus, the share of China in the world's GDP in 2021 amounted to 18.5%³⁰, while in 2012 it did not exceed 11.3%³¹.

Then, the political situation plays an important role in the global economy. As a result of a conflict between Russia and Ukraine, the European Union has imposed a number of sanctions against the Russian Federation: a ban on the sale of aircrafts, spare parts and equipment for Russian airlines, a ban on the supply of goods, equipment and technologies for oil refining. Of course, the deterioration of relations between countries leads to a drastic change in global economic processes.

In the long term such aspects as the demographic situation (for example, the problem of overpopulation), the ecological state of the planet (for example, the threat of pollution, global warming), and the lack of natural resources will also be of significant importance.

Thus, international trade in goods is a complex economic process, which is determined by many conditions and factors. This question is worthy of deep immersion and study. In our work, we only tried to highlight the significant problems on the chosen topic and analyze the data we collected.

We hope that you have found our article of informative value. Thank you for your attention!

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UDC 33

Shcherbina A.K., Boyko A.S. Classement de la compétitivité globale des pays du monde.

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***Annotation.** Cet article se concentre sur un indicateur socio-économique moderne, l'indice de compétitivité. Aujourd'hui, le développement d'un État est de plus en plus déterminé par la compétitivité de ses territoires et régions. L'étude de la compétitivité éclaire directement les mesures visant à améliorer la qualité de vie de la population et le bien-être du pays dans son ensemble. Pour le pays, un niveau élevé de compétitivité est un moyen de développement innovant, une opportunité d'attirer les investissements étrangers et de développer tous les secteurs de son économie. L'objectif de ce document est de définir le concept de compétitivité et de mener une étude analytique de la compétitivité mondiale. Les chiffres comparatifs figurant dans le document sont basés sur les quatre dernières années (de 2019 à 2022).*

***Mots-clés:** forum économique mondial, indice de compétitivité mondiale, compétitivité, État, notation du pays, économie mondiale.*

Classement des pays en fonction de leur compétitivité globale (Classement mondial de la compétitivité de l'IMD)— une étude mondiale annuelle et le classement des pays économiquement compétitifs qui l'accompagne. L'Institut entend par **compétitivité** nationale la capacité d'une économie nationale à créer et à maintenir un environnement propice à l'émergence d'entreprises compétitives. L'analyse annuelle de la compétitivité est réalisée depuis 1989 en coopération avec des organismes de recherche du monde entier. La compétitivité mondiale de l'IMD est un rapport complet et une référence mondiale sur la compétitivité des pays, qui fournit une analyse comparative et identifie les tendances de développement. La compétitivité économique ne peut être réduite au seul PIB et à la seule productivité, car les entreprises doivent également faire face à des aspects politiques, sociaux et culturels. Les gouvernements doivent donc créer un environnement caractérisé par des infrastructures, des institutions et des politiques efficaces qui encouragent la création de valeur durable pour les entreprises. Le classement mondial de la compétitivité de l'IMD met en évidence une tendance à long terme, à savoir que chacun des pays en tête de liste a une approche unique de l'amélioration de la compétitivité. L'annuaire couvre 63 pays, sélectionnés en fonction de la disponibilité de statistiques internationales comparables et de notre coopération avec des institutions partenaires locales qui facilitent la collecte de données d'enquête et garantissent que toutes les données sont fiables, précises et à jour. Chaque État du classement est évalué sur la base d'une analyse de 333 critères portant sur quatre indicateurs principaux d'aspects essentiels de la vie économique d'un pays, qui sont énumérés sur la diapositive et qui comportent chacun des sous-facteurs.

✓ État de l'économie

- ✓ Efficacité du gouvernement
- ✓ État de l'environnement des entreprises
- ✓ État de l'infrastructure

Les indicateurs sont pondérés de manière égale. Les 12 composantes les plus importantes de la croissance à long terme sont considérées : la qualité des institutions, l'état des infrastructures, la pénétration des technologies de l'information et des communications modernes, la stabilité macroéconomique, le marché de la consommation, le marché du travail, le système financier, la taille du marché intérieur, la santé publique, l'éducation et les compétences, la dynamique du développement des entreprises et la capacité d'innovation.

Liste des critères utilisés en 2022

Performance économique	Statistiques difficiles	Données de l'Enquête	Données de fond	Total
Économie domestique	9	1	16	26
Échange international	12	0	13	25
Investissement international	10	1	4	15
Emploi	8	0	2	10
Des prix	5	0	1	6
	44	2	36	82
Efficacité du gouvernement				
Finance publique	4	3	3	10
La politique fiscale	6	1	4	11
Cadre insistant	7	7	2	16
Législation commerciale	6	13	0	19
Cadre sociétal	9	4	3	16
	32	28	12	72
Efficacité commerciale				
Productivité et efficacité	3	4	3	10
Marché du travail	11	10	3	24
Finance	9	7	3	19
Les pratiques du management	4	10	0	14
Attitudes et valeurs	0	7	0	7
	27	38	9	74
Infrastructure				
Infrastructure de base	8	5	7	20
Infrastructure technologique	10	7	0	17
Infrastructure scientifique	15	3	4	22
Santé et environnement	15	5	8	28
Éducation	12	4	3	19
	60	24	22	106

<https://www.imd.org/centers/world-competitiveness-center/rankings/world-competitiveness/>
(Date d'appel: 15.04.23)

Les institutions partenaires

• **Le Forum économique mondial (FEM)** est une organisation internationale de coopération public-privé. Le FEM compte parmi ses membres un millier de grandes entreprises et organisations du monde entier, y compris de Russie. La plus célèbre d'entre elles est la réunion annuelle de Davos, où sont discutées les questions clés de l'économie mondiale. L'organisation organise également plusieurs événements annuels dans d'autres régions: Afrique, Amérique latine, Chine, Émirats arabes unis, etc. Le FEM lance des études économiques et politiques évaluant plus de 100 pays sur une variété d'indicateurs, en impliquant des partenaires locaux pour rassembler des analyses et produire des rapports régionaux.

L'idée qui sous-tend le forum est que l'État doit utiliser les résultats de la recherche. Cette évaluation montre clairement que le pays doit s'efforcer de relever les défis pour améliorer le développement économique et la compétitivité. L'indice est un outil permettant d'examiner les secteurs problématiques de la politique économique et de développer des stratégies pour améliorer le modèle politique.



• **Eurasian Competitiveness Institute** - un groupe de réflexion indépendant à but non lucratif spécialisé dans la compétitivité et la coopération économique dans la région eurasiennne. L'organisation est partenaire du Forum économique mondial dans le cadre du programme "Global Competitiveness".

• Partenaires de la stratégie



Il s'agit du principal consultant stratégique de Russie, présent sur le marché depuis 1994. L'entreprise est spécialisée dans les services de stratégie commerciale et d'amélioration opérationnelle pour les moyennes et grandes entreprises, conseille les organisations et agences gouvernementales, les associations professionnelles, les organisations à but non lucratif et non gouvernementales sur la compétitivité, le développement économique et l'amélioration de l'efficacité dans le secteur public, et met en œuvre des projets dans le cadre de la transformation numérique des entreprises, des industries, des régions et des villes. Cette organisation est un partenaire du Forum économique mondial (FEM) dans le cadre du Global Competitiveness Programme et est également impliqué dans d'autres projets phares. L'entreprise fait partie de l'écosystème Sberbank.

Voici une analyse comparative basée sur les 4 dernières années (de 2019 à 2022)

1. 2019

Des institutions publiques peu développées, un système financier sous-développé, une faible concurrence intérieure et l'absence de progrès significatifs sur ces facteurs empêchent la Russie d'améliorer sa position dans le classement mondial de la compétitivité. Malgré la croissance de nombreux indicateurs, la Russie se classe 43-ème place, comme l'année dernière, dans le prochain rapport annuel sur la compétitivité mondiale. La position de la Russie dans le classement des pays n'a pas changé; elle est restée à la 43e place, malgré une augmentation de la valeur absolue de l'indice. Cette année, des améliorations ont été apportées dans les domaines de la numérisation, du renforcement des capacités d'innovation, de l'efficacité du marché du travail et de la stabilisation macroéconomique. Dans le même temps, les évaluations du développement des institutions publiques, des marchés de biens et de services, ainsi que des qualifications et des

compétences (en particulier celles nécessaires pour être compétitif à l'avenir) se sont détériorées, ce qui a finalement empêché la Russie d'améliorer sa position dans les classements.

Index mondial de la compétitivité mondiale 2019 Top 10				
Rang	Période	Score 2019	Score 2018	Changement
No. 1	Singapour	84.8	16.5	↑ 1
No. 2	Etats-Unis	83.7	14.4	↓ 1
No. 3	Hong Kong SAR	83.1	17.7	↑ 4
No. 4	Pays-Bas	82.4	17.6	↑ 2
No. 5	Suisse	82.3	17.4	↓ 1
No. 6	Japon	82.3	17.5	↓ 1
No. 7	Allemagne	81.8	17.2	↓ 4
No. 8	Suède	81.2	18.3	↑ 1
No. 9	Royaume non	81.2	18	↓ 1
No. 10	Danemark	81.2	19.4	=

<https://libertythroughwealth.com/2019/12/12/financial-economics-most-competitive-economies/> (Date d'appel: 15.04.23)

Les leaders du classement sont les tigres d'Asie: Singapour (1er) et Hong Kong (3e), les États-Unis perdant cette année la première place au profit de Singapour et arrivant en 2e position. Le Japon (6e) et les pays européens (Pays-Bas, Suisse, Allemagne, Suède, Royaume-Uni, Danemark) figurent également parmi les dix premiers.

Parmi les pays de la macro-région eurasiennne, c'est la Russie qui obtient la meilleure note de compétitivité, suivie du Kazakhstan (55) et de l'Azerbaïdjan (58), qui ont tous deux amélioré leurs performances au cours de l'année écoulée. Toutefois, les trois anciennes républiques baltes soviétiques devancent la Russie: la Lettonie se classe au 41e rang et la Lituanie au 39e.

55	Kazakhstan	62.9
56	Brunei	62.8
57	Colombie	62.7
58	Azerbaïdjan	62.7

URL: <https://gtmarket.ru/ratings/global-competitiveness-index>

date d'appel: 04.04.2023)

39	Lituanie	68.4
40	Thaïlande	68.1
41	Lettonie	67.0
42	Slovaquie	66.8
43	Russie	66.7

URL: <https://gtmarket.ru/ratings/global-competitiveness-index>

(Date d'appel: 04.04.2023)

Parmi les pays BRICS, seule la Chine devance largement la Russie, à la 28e place. Les autres membres du groupe informel, l'Afrique du Sud (60), l'Inde (68) et le Brésil (71), sont à la traîne. Pour améliorer sa position dans le classement, il faut améliorer sa compétitivité plus rapidement que les autres pays, ce qui est l'idée principale de cet indice. La Russie dispose de toutes les conditions fondamentales pour progresser plus rapidement dans le développement des facteurs clés de la compétitivité, sans quoi il sera difficile d'assurer une croissance économique décente. Il est important de renforcer l'orientation, l'efficacité et la synchronisation des projets nationaux afin d'atteindre des objectifs de développement stratégiques de plus haut niveau. La compétitivité économique est l'un de ces objectifs.

En conséquence, les experts concluent que les mesures de politique économique devraient viser à prendre en compte les facteurs susceptibles d'accroître la productivité tout en réduisant les inégalités économiques. Ils comprennent les quatre domaines prometteurs suivants: le renforcement de l'égalité des chances, la promotion d'une concurrence loyale, l'amélioration du système d'imposition et de protection sociale et la promotion de la compétitivité des investissements.

2. 2020

IMD World Competitiveness classe 2020 (changement d'un an)				
2020	Pays	2019	Changement	
1	Singapour	1	0	=
2	Danemark	8	6	↑
3	Suisse	4	1	↓
4	Pays-Bas	6	2	↓
5	Hong Kong SAR	2	-3	↓
6	Suède	9	3	↓
7	Norvège	11	4	↓
8	Canada	13	5	↓
9	Émirats arabes unis	5	-4	↓
10	Etats-Unis	3	-7	↓
11	Taiwan, Chine	16	5	↓
44	Italie	44	0	—
45	Philippines	46	1	↑
46	Turquie	51	5	↑
47	Hongrie	47	0	—
48	Bulgarie	48	0	—
49	Grèce	58	9	↑
50	Russie	45	-5	↓
51	Roumanie	49	-2	↓
52	Pérou	55	3	↑
53	Mexique	50	-3	↓
54	Colombie	52	-2	↓
55	Ukraine	54	-1	↓
56	Brésil	59	3	↑

<https://www.imd.org/centers/world-competitiveness-center/rankings/world-competitiveness/> (Date d'appel: 15.04.23)

D'après ce tableau, Singapour, le Danemark et la Suisse seront les économies les plus compétitives du monde en 2020. C'est ce que montre le classement de l'Institut IMD (Lausanne). La Russie occupe la 50e place. Singapour est en tête du classement de l'année 2020 de la compétitivité mondiale établi par le prestigieux IMD Business Institute (Suisse).

Pour la deuxième année consécutive, la nation d'Asie du Sud-Est est la plus performante des économies mondiales à cet égard. Les experts soulignent les réalisations du pays en matière de commerce international et d'investissement, son système éducatif avancé et ses infrastructures de haute technologie, ainsi que ses succès en matière d'emploi et de marché du travail. Le Danemark, la Suisse, les Pays-Bas, Hong Kong, la Suède, la Norvège, le Canada, les Émirats arabes unis et les États-Unis figurent également parmi les dix nations les plus compétitives de la planète.

Près d'un an après le début de la pandémie de COVID-19, le ralentissement économique provoqué par cet événement a toujours un impact économique et social important. Aucun pays n'a pu éviter les conséquences négatives mais, comme le souligne le nouveau rapport sur la compétitivité mondiale du Forum économique mondial, les pays dotés d'économies et de compétences numériques fortes, de systèmes de protection sociale solides et d'une expérience antérieure des pandémies sont mieux à même de faire face à l'impact de la pandémie sur leurs économies et leurs citoyens. L'économie russe doit non seulement survivre à la pandémie et au déclin de l'activité économique, mais aussi s'adapter aux nouveaux défis auxquels les pays sont confrontés aujourd'hui, notamment l'accélération de la transformation numérique et la concurrence pour les marchés futurs. Il serait important de prendre en compte les facteurs discutés dans le rapport pour la reprise après la crise et l'accélération ultérieure de la croissance économique afin de mettre en œuvre l'agenda économique et social. Compte tenu des événements extraordinaires de 2020 et des efforts concertés déployés à l'échelle mondiale pour lutter contre la crise de la santé publique et ses conséquences socio-économiques, la préparation de l'indice de compétitivité mondiale et le calcul du classement des pays pour 2020 ont été suspendus. En 2021, la prochaine édition du rapport utilisera à nouveau les classements comme cadre de référence actualisé pour la gestion de la croissance économique future.

Le rapport 2020 examine les moyens de reconstruire et de transformer dans quatre domaines: l'environnement favorable et les incitations, le capital humain, les marchés et l'innovation.

➤ **Créer un environnement favorable et des incitations:** il est recommandé aux gouvernements de donner la priorité à l'amélioration de la prestation des services publics, à la gestion de la dette publique et à l'extension de la portée et de l'impact de la numérisation. À plus long terme, il est recommandé de mettre en place une fiscalité plus progressive, de moderniser les infrastructures d'ingénierie et de créer des infrastructures généralement plus écologiques.

➤ **Transformer le capital humain:** préconise un passage progressif des plans de licenciements massifs à une combinaison d'investissements proactifs dans les nouvelles opportunités du marché du travail, l'intensification des programmes de recyclage et de développement des compétences, et la mise en place de filets de sécurité sociale pour soutenir la reprise économique. À plus long terme, les gestionnaires devraient s'efforcer d'actualiser le contenu des programmes éducatifs, de réformer le droit du travail et d'améliorer l'utilisation des nouvelles technologies de gestion des talents.

➤ **Transformer les marchés:** si les systèmes financiers sont devenus beaucoup plus stables depuis la dernière crise financière, ils doivent être plus inclusifs, et la concentration croissante des marchés ainsi que l'augmentation des obstacles à la circulation des biens et des personnes peuvent entraver la transformation des marchés. Le rapport recommande d'introduire des incitations financières pour les entreprises qui réalisent des investissements verts et inclusifs et de mettre à jour les lois sur la concurrence et les mécanismes antitrust.

➤ **Transformer l'écosystème de l'innovation:** malgré l'éclosion d'une culture entrepreneuriale au cours de la dernière décennie, la création de nouvelles entreprises, de technologies révolutionnaires et de produits et services basés sur ces technologies est au point mort. Le rapport recommande d'accroître les investissements publics dans la recherche et le développement, tout en les encourageant dans le secteur privé. À plus long terme, les pays devraient soutenir la création des "marchés de demain" et inciter les entreprises à reconnaître la diversité personnelle dans l'intérêt d'une créativité et d'une compétitivité accrues.

3. 2021

Soixante-trois pays ont participé au classement, qui a été évalué selon les critères suivants: innovation, numérisation, cohésion sociale, politiques publiques favorables, flexibilité, efficacité des entreprises et autres indicateurs économiques. Selon les experts, c'est le respect de ces critères qui a permis aux pays leaders de mieux résister à la crise et de gagner en compétitivité. Le Rating révèle ainsi l'impact économique de la pandémie au niveau mondial.

Il convient de noter que la quasi-totalité des pays européens ont enregistré une augmentation par rapport à 2020. Notamment, en 2021, la Suisse a été classée 1 place pour la première fois en 33 ans d'histoire, tandis que Singapour a perdu la première place qu'elle occupait depuis deux ans.

Note de l'année 2021	Un pays	Note de l'année 2021	Évolution de notation
1	Suisse	3	+2
2	Suède	6	+4
3	Danemark	2	-1
4	Pays-Bas	4	+0
5	Singapour	1	-4
6	Norvège	7	+1
7	Sar Hong Kong	5	-2
8	Taiwan, Chine	onze	+3
9	Émirats arabes unis	9	+0
10	Etats-Unis	dix	+0
45	Russie	50	+5
46	Grèce	49	+3
47	Pologne	39	-8
48	Roumanie	51	+3
49	Jordan	58	+9
50	La République slovaque	57	+7

<https://gtmarket.ru/ratings/imd-world-competitiveness-ranking>
(Date d'appel: 15.04.23)

4. 2022

Le Danemark occupe la 1-ère place du classement mondial de la compétitivité de l'IMD pour la première fois en 34 ans d'existence. Vous trouverez ci-dessous la liste actuelle des pays du monde classés selon l'indice de compétitivité mondiale.

Les données actuelles sont publiées en juin 2022.

IMD WOWLD Compe dans les compétitions Annuaire 2022			
2022	Un pays	2021	↑ ↓
1	Danemark	3	+2
2	Suisse	1	-1
3	Singapour	5	+2
4	Suède	2	-2
5	Hong Kong	7	+2
6	Pays-Bas	4	-2
7	Taiwan	8	+1
8	Finlande	onze	+3
9	Norvège	6	-3
dix	Etats-Unis	dix	-

<https://gtmarket.ru/ratings/imd-world-competitiveness-ranking>
(Date d'appel: 15.04.23)

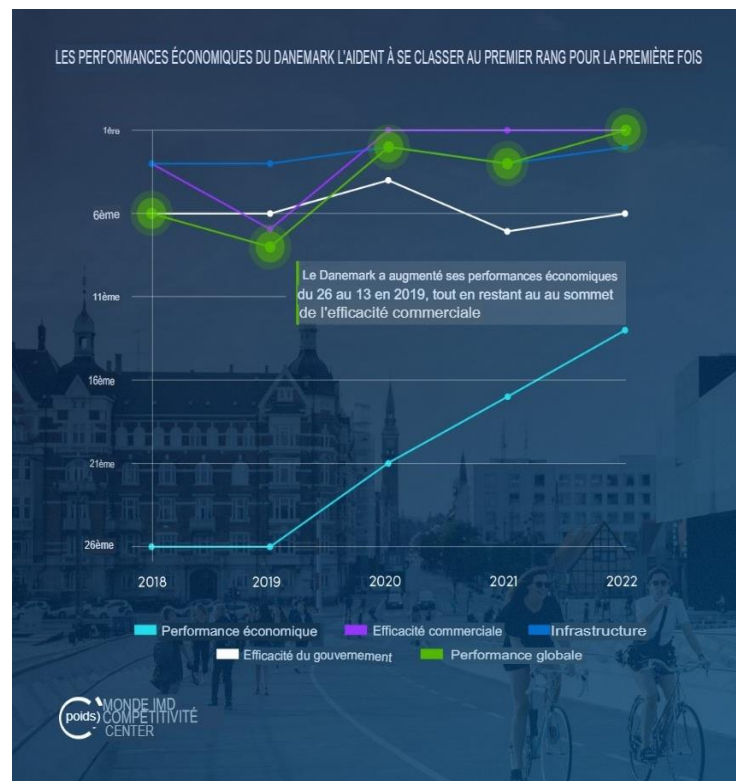
Évolution par année, avec quelques exemples de pays

Annuaire de la compétitivité mondiale sur 9 ans, avec indication de la Dernière année.

Nation / Territoire	1997	2002	2007	2012	2017	2019 ^[b]	2020 ^[3]	2021 ^[4]	2022 ^[4]
 Singapour	2	8	2	4	3	1	1	5	3
 Hong Kong	3	13	3	1	1	2	5	7	5
 États-Unis	1	1	1	2	4	3	10	10	10
 Suisse	12	5	6	3	2	4	3	1	2
 Émirats arabes Unis	-	-	-	16	10	5	9	9	12
 Pays-Bas	4	4	8	11	5	6	4	4	6
 Irlande	10	9	14	20	6	7	12	13	11
 Danemark	13	6	5	13	7	8	2	3	1

Le gouvernement danois s'est fixé l'objectif ambitieux de réduire les émissions de 70 % en dix ans. La trajectoire du pays nordique au cours des cinq dernières années a montré qu'il est passé respectivement de la 6e à la 8e place, de la 2e à la 3e place, puis à la 1re place. Ailleurs, la Suisse est classée 2ème place (1ère en 2021), Singapour 3ème (5ème) et la Suède perd deux places et se retrouve 4ème place.. La Croatie a réalisé les gains les plus importants cette année, gagnant 18 places dans les indicateurs économiques. La Russie n'a pas été évaluée dans le rapport de cette année en raison de la fiabilité limitée des données recueillies.

Les performances économiques du Danemark



<https://www.imd.org/news/updates/denmark-tops-economic-competitiveness-ranking/> (Date d'appel: 15.04.23)

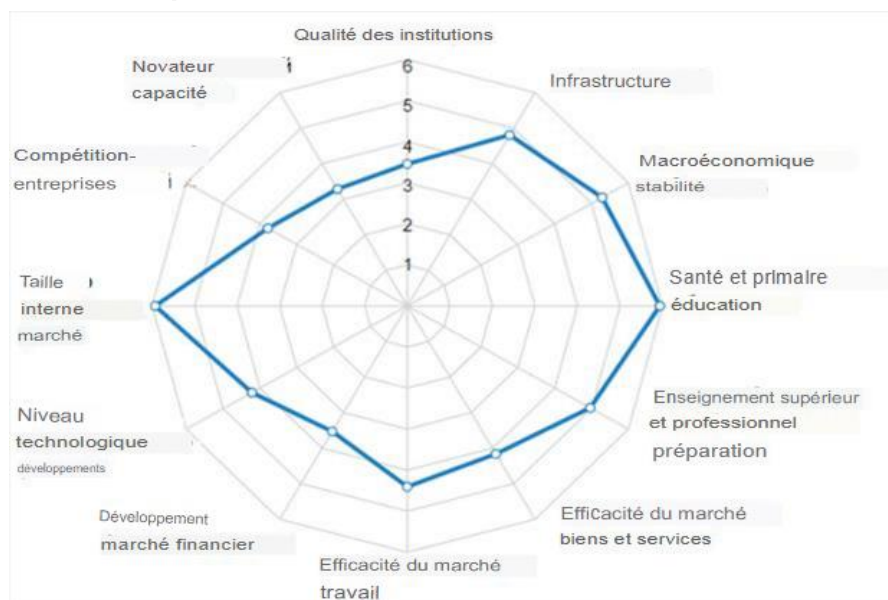
Le Danemark a amélioré l'investissement international et a obtenu de bons résultats en matière d'efficacité gouvernementale, notamment en ce qui concerne le cadre institutionnel (2e place), la législation commerciale (3e place) et la structure sociale (2e place). Elle a obtenu des résultats remarquables en matière de performances commerciales (1ère place), de productivité et d'efficacité (1ère place) et de pratiques de gestion (1ère place).

Les performances économiques du Danemark se sont nettement améliorées, grâce à l'augmentation des flux d'investissement dans le pays, à la modération des hausses de prix par rapport à d'autres pays développés et au renforcement des finances publiques par la réduction de la dette nationale et du déficit public. Une conclusion importante en matière d'économie est que les pressions inflationnistes ont un impact plus important sur les entreprises et donc sur la compétitivité des économies nationales que les préoccupations relatives aux émissions de gaz à effet de serre et aux inégalités socio-économiques.

Analyse de la compétitivité de la Russie sur le marché mondial

La compétitivité de la Russie dépend d'un certain nombre de facteurs:

- ✓ **Coûts de production.** Ils sont 2,8 fois plus élevés en Russie qu'au Japon (parce que la production industrielle en Russie est plus intensive en matériaux et en énergie);
- ✓ **Productivité de la main-d'œuvre.** Ce chiffre est quatre fois moins élevé en Russie que dans les pays nouvellement industrialisés;
- ✓ **Intensité du travail.** Au cours des années de transition vers une économie de marché, l'intensité de la production industrielle en Russie a chuté de près de la moitié;
- ✓ **Niveau de qualité des biens produits;**
- ✓ **Nouveauté des produits fabriqués;**
- ✓ **Espérance de vie, etc.**



La Russie accuse un retard notable en ce qui concerne la qualité des institutions de l'État, la stabilité et la prévisibilité de la législation, la sécurité des citoyens, les principaux indicateurs économiques, l'éducation, la santé et les conditions environnementales, etc. Les facteurs "stabilité macroéconomique", "enseignement supérieur", "flexibilité du marché du travail" et "taille du marché" peuvent être considérés comme des avantages concurrentiels évidents de l'économie russe. Le mécanisme clé pour améliorer le niveau de compétitivité de la Russie est une stratégie et une politique de concurrence de l'État, qui permettra d'utiliser efficacement les avantages concurrentiels et les ressources de la Russie, et d'atteindre un niveau de compétitivité permettant au pays de bien exister dans un environnement concurrentiel mondial difficile. Les tâches dans ce domaine consistent à restaurer le statut de puissance économique et technologique, à regagner les positions perdues et à en gagner de nouvelles, plus élevées, dans les domaines de l'éducation, de la science et de la sphère sociale.

Tableau 2 - Évaluation de la compétitivité mondiale 2020/2021			
Note 2020	Note 2023	Un pays	Indice
1	1	Singapour	84.8
2	5	Hong Kong	83.7
3	dix	Etats-Unis	83.1
9	6	Suisse	82.3
dix	2	Danemark	81.2
25	29	Thaïlande	68.1
28	20	Chine	73.9
44	44	Italie	71.5
45	50	Russie	66.7

<https://gtmarket.ru/ratings/imd-world-competitiveness-ranking>

(Date d'appel: 15.04.23)

La Russie a perdu cinq places pour se retrouver au 50e rang dans l'enquête de 2021. Le pays a enregistré des baisses pour plusieurs indicateurs à la fois, notamment démographiques (croissance à long terme de la population et de la main-d'œuvre) et macroéconomiques (stabilité du taux de change, excédent budgétaire, formation brute de capital fixe et croissance du PIB), ainsi que pour l'innovation (utilisation d'outils numériques).

Si, pour les deux premiers indicateurs, la dynamique négative est objective, dans le cas de l'innovation, le déclin est bien sûr relatif. Cela tient au fait que d'autres pays se développent plus rapidement. Mais il y a de bonnes nouvelles. D'autres domaines sont susceptibles d'être améliorés pour la Russie en 2021: par exemple, l'efficacité énergétique (coût de l'électricité pour les consommateurs industriels, intensité énergétique du PIB), la qualité de la gouvernance

(responsabilité sociale, formation des entreprises), le droit du travail et de la concurrence, les infrastructures de santé et les dépenses d'éducation par élève.

Les avantages de la Russie

Selon de nombreux experts, la Russie dispose de trois avantages concurrentiels importants:

- **de riches ressources naturelles,**
- **un marché intérieur solide,**
- **Une population hautement éduquée**

C'est l'avantage le plus important, car d'autres grands pays disposent d'énormes réserves de ressources naturelles, notamment de pétrole, de gaz, de charbon, de métaux précieux, d'électricité, de fer, d'acier, de minerai de fer, ainsi que de terres agricoles, de forêts et de ressources en eau.

La Russie contrôle près de 6 % du pétrole mondial et 24 % du gaz naturel, ce qui en fait l'un des plus grands exportateurs de combustibles minéraux, d'huiles et de distillats. En ce qui concerne les avantages compétitifs de la Russie, il convient également de noter qu'elle possède l'un des taux d'éducation les plus élevés parmi la population mondiale. Notre pays se classe au 25^e rang en termes de niveau d'éducation. Il se situe parmi 139 pays, loin devant le Brésil (51), la Chine (96) et l'Inde (108). La Russie a hérité de cet avantage de l'Union soviétique, qui permettait à toutes les couches de la population d'accéder à l'éducation, ce qui a influencé le niveau d'éducation élevé de la main-d'œuvre. En termes de proportion de travailleurs ayant fait des études supérieures, le pays se classe deuxième derrière les États-Unis, devant même des pays de l'Union européenne tels que la France, l'Allemagne, la Pologne et la République tchèque. À noter que fin 2019, l'Organisation mondiale de la santé (OMS) a déclaré pandémie une épidémie d'un nouveau type de coronavirus, le COVID-19. Au milieu de l'année 2020, la Russie a reproduit un vaccin qui s'est répandu dans le monde entier. Ce vaccin peut être considéré comme le principal avantage concurrentiel de la Russie à l'horizon 2019-2021.

En résumé, à bien des égards, la Russie est un pays prospère qui offre d'immenses possibilités de croissance et de développement économique. Toutefois, les statistiques montrent clairement que les pays européens disposent d'un potentiel très élevé, ce qui explique que ces pays, ainsi que certains pays asiatiques, soient les plus grands concurrents, qu'ils soient à la tête du monde en termes de compétitivité et qu'ils conservent leur position de leader dans le domaine de la recherche.

UDC 33

Zabolotskaia K.E., Novikova M.Yu., Danilova A.E., Muradyants V.A., Trusov A.E. The prospects for the development of exports from Russia to India

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Abstract. *The article is devoted to Russian-Indian relations, the specifics of trade regulation, problems and prospects for the development of economic cooperation. Russian and Indian trade relations have been historically friendly, with cultural and economic ties dating back over 50 years. India is among Russia's top trading partners in Asia, and in recent years, the two countries have been working to expand their economic cooperation further.*

Keywords: *Russia, India, Russian-Indian trade relations, trade, prospects, trade turnover, BRICS, trade regulations*

Current Russian-Indian relations are experiencing an upturn due to mutually beneficial cooperation. After the "pivot to the East" announced in 2014, and especially after harsh international sanctions were imposed on the country, Russia has been seeking to expand relations with a partner that has established itself as a reliable counterpart, is interested in supplying Russian goods, and is positioning itself as a friendly neutral party in the escalating confrontation between Russia and Western countries. India, for its part, in an attempt to diversify its foreign policy and get rid of the growing tutelage of the United States, sees Russia as an important politically significant economic partner.

India is the fifth economy in the world with one of the fastest economic growth rates - growth of 7.3 is expected in 2023%. India's contribution to global GDP in 2022 was 3.4%.³² It is expected

³² *AC Team*, UN projects India to grow 6.4% in 2022: S&P cuts FY23 India growth forecast to 7.3% (20.05.2022) // Affairs Cloud [Electronic resource]. URL: <https://affairscloud.com/un-projects-india-to-grow-6-4-in-2022-sp-cuts-fy23-india-growth-forecast-to-7-3/> (accessed on 14.04.2023)

that India will not slow down the pace of economic growth, and in the next 15 years the country's GDP will triple, and by 2030 India will take a place in the top three economies of the world.

Friendship between the USSR and India began in 1947, after the Republic of India declared its independence. To this day, Russia remains one of India's most important trade partners. According to the Indian Ministry of Industry and Trade, by the end of 2022, Russia has moved from the 25th place in the list of India's trading partners (2021) to the 7th. However, there is a colossal imbalance in the trade turnover between India and Russia: in the incomplete fiscal year 2022-2023, the trade turnover reached \$39.8 billion, with exports from Russia to India amounting to \$37.3 billion, and imports – only \$2.5 billion.³³

India pursues a strategy of non-alignment with any military-political alliances and maintaining good-neighborly economic relations with key partners and does not join anti-Russian sanctions, but still carries out trade without violating Western sanctions. Thus, New Delhi was partially able to compensate Russia for losses caused by sanctions restrictions and bans of unfriendly states.

Russian-Indian trade turnover shows a considerable level of intensity. In the structure of Russia's exports to India in 2021, the main share of supplies fell on mineral products – 31.87%, machinery, equipment and vehicles – 19.88%, precious metals and stones – 18.44%.

In the structure of Russia's imports from India in 2021, the main share of supplies fell on the following types of goods: chemical industry products – 31.70%, machinery, equipment and vehicles – 29.94%, food products and agricultural raw materials – 16.34%³⁴.

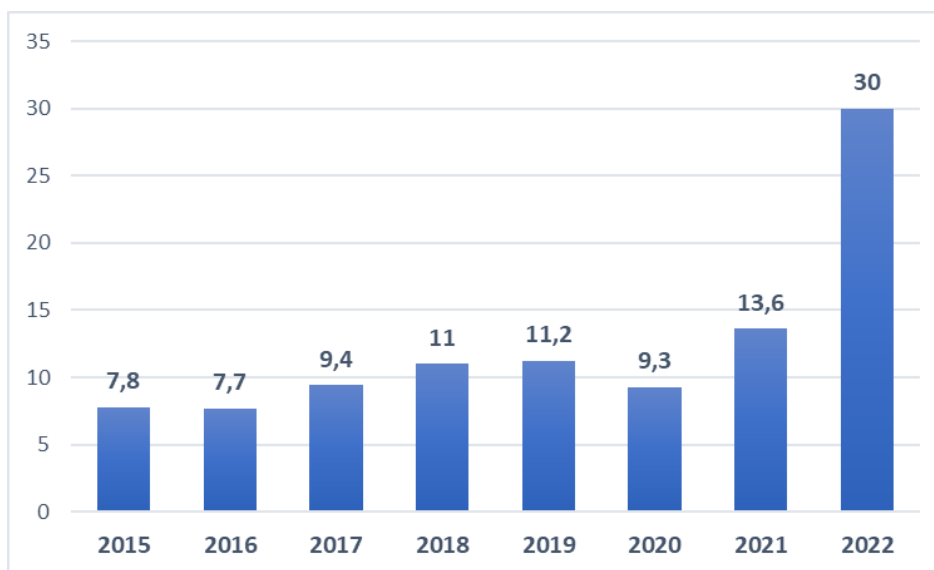


Figure 1 - Dynamics of trade turnover between Russia and India (bln dollars), 2015-2022.

³³ Russia ranks among top five largest trading partners of India (11.03.2023) // RBC [Electronic resource]. URL: <https://www.rbc.ru/economics/11/03/2023/640c3a679a7947e2e34a893b> (accessed on 18.04.2023)

³⁴ Report on foreign trade between Russia and India in 2021: trade turnover, exports, imports, structure, goods, dynamics (2022) // Foreign Trade of Russia [Electronic resource]. URL: <https://russian-trade.com/reports-and-reviews/2022-02/torgovlya-mezhdu-rossiye-i-indiye-v-2021-g/> (accessed on 15.04.2023)

Source: compiled by the authors according to: Ria [Electronic resource]. URL: ria.ru (accessed on 14.04.2023)

In 2022, the growth of Russian exports to India was achieved primarily due to an increase in Russian oil supplies.

So, in January, Russia became the largest supplier of raw materials to India for the third month in a row: compared with November 2022, oil supplies increased by 24%. All this is happening against the background of the ceiling imposed by the EU countries on the price of Russian oil at \$60 per barrel. The price limit came into force on December 5, and on February 5, 2023, it began to operate for petroleum products³⁵. Since Russia began to look for buyers in Asian markets as part of a "Turn to the East" at a price below cost, "the market turned out to be overflowing" with cheap Russian oil. The discount on Russian fuel in India in December 2022 amounted to \$12-15 (30%-40%) compared to the deals that were concluded earlier³⁶. However, Russian oil producers cannot continue to trade oil at a loss.

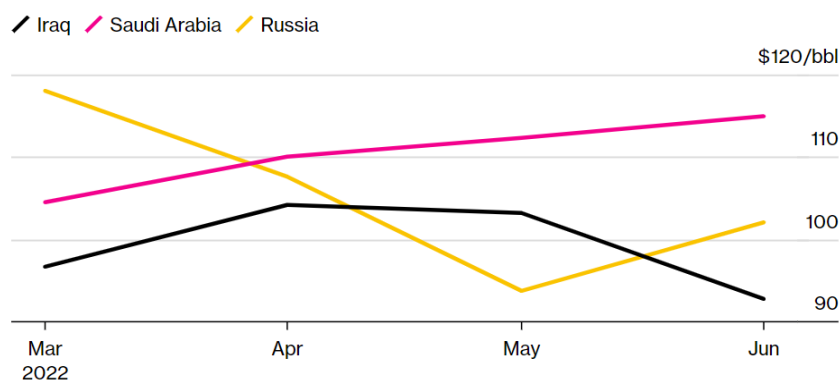


Figure 2 - The price of oil among the leading exporters (\$/bbl), 2022.

Source: Bloomberg calculations based on government data, Bloomberg [Electronic resource]. URL: <https://www.bloomberg.com/news/articles/2022-08-04/russia-undercuts-saudi-oil-in-india-as-competition-heats-up> (accessed on 14.04.2023)

According to the International Energy Agency, in 2022, India displaced Europe as the main buyer of offshore oil from Russia, increasing oil imports by 16 times compared to the beginning of

³⁵ The Western embargo on oil from Russia and the price ceiling came into force (05.12.2022) // RBC [Electronic resource]. URL:

<https://www.rbc.ru/politics/05/12/2022/638d07919a794794fa5b6309>, (accessed on 18.04.2023)

³⁶ Tadtayev H., Reuters reported on the sale of Russian oil to India below cost (14.12.2022) // RBC [Electronic resource]. URL:

<https://www.rbc.ru/economics/14/12/2022/639a11859a79470102d30e7f> (accessed on 14.04.2023)

2022³⁷. In November, India purchased about 40% of all export volumes of Russian Urals grade oil transported by sea compared to European countries - 25% of the total volume, Turkey – 15% and China - 5%.

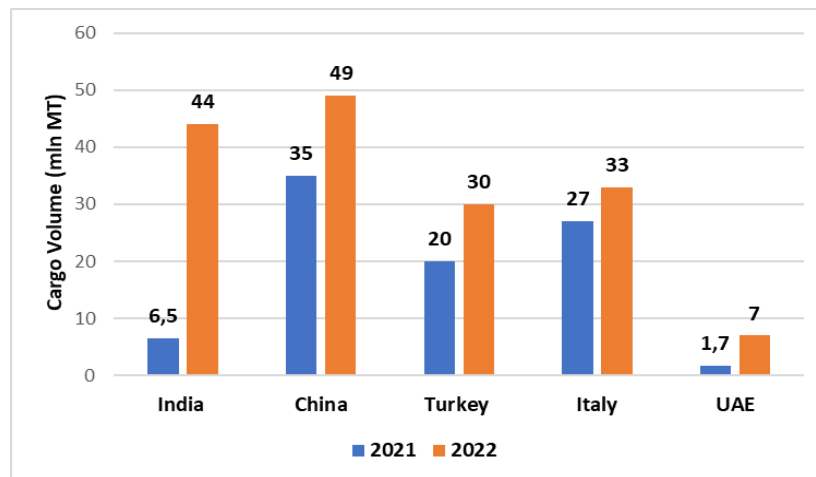


Figure 3 - Top-5 Country increases of Russian oil cargo (mln MT), 2021-2022.

Source: compiled by the authors according to: VesselsValue, Riviera, [Electronic resource].

URL: <https://www.rivieramm.com/opinion/opinion/where-is-russian-oil-going-75173> (accessed on 14.04.2023)

Previously, India imported less than 1% of its total crude oil from Russia, and now it imports about 22% of its needs or 4.03 million tons³⁸. Thus, Russia has become the largest supplier of oil to India, overtaking Iraq and Saudi Arabia.

On November 8, 2022, a meeting of the Foreign Ministers of the Russian Federation and the Republic of India Sergey Lavrov and Subrahmanyam Jaishankar was held in Moscow, dedicated to trade and economic cooperation between the two countries. It was stated that New Delhi is ready to start supplying spare parts needed for Russian trains, cars and airplanes, which will help restore the balance of mutual trade³⁹. In addition, Russia and India noted their mutual interest in increasing the

³⁷ Verma N., Browning N., India's oil deals with Russia dent decades-old dollar dominance // Reuters [Electronic resource]. URL: <https://www.reuters.com/markets/currencies/indias-oil-deals-with-russia-dent-decades-old-dollar-dominance-2023-03-08/?rpc=401&> (accessed on 18.04.2023)

³⁸ Demchenko N., Amid the embargo, oil imports from Russia to India increased by almost 25% (10.01.2023) // RBC [Electronic resource]. URL:

<https://www.rbc.ru/politics/10/01/2023/63bd0f439a794709da3bf402>, (accessed on 18.04.2023)

³⁹ Loginova K., The East and Beyond: Russia and India Decided to Increase Cooperation (07.01.2023) // Izvestia [Electronic resource]. URL:

<https://iz.ru/1444439/ksenii-loginova/vostok-da-i-tolko-rossiia-i-indiia-reshili-narashchivat-sotrudnichestvo> (accessed on 18.04.2023)

supply of goods from the Russian timber industry, especially birch plywood⁴⁰, and maintaining the positive dynamics of mineral fertilizers supplies to India⁴¹.

Also at the meeting, the parties confirmed their interest in launching the North–South international transport corridor, the Chennai–Vladivostok Eastern sea corridor and the implementation of a number of other logistics projects that can facilitate bilateral trade. Taking into account India's special interest in Russian hydrocarbons, the Indian Minister confirmed the desire of investors from his country to participate in projects for their extraction, including in the Far East and on the Arctic shelf of the Russian Federation⁴².

Another topic discussed was cooperation between the two countries in the field of nuclear energy. The Ministers noted the effective cooperation in the field of "peaceful atom", the successful construction of the Kudankulam nuclear power plant in India. At the moment, new NPP projects are being prepared, in the construction of which Rosatom will participate.

For Moscow, it is fundamentally important to switch to settlements in rupees and rubles in trade with India, given that Russian assets in dollars and euros around the world are arrested, and any currency of unfriendly countries on Russian accounts can be blocked. However, Russian rubles and Indian rupees are very volatile and with limited convertibility, which causes concern among exporters. At the end of 2022, Russian banks received permission to open Vostro accounts in rupees, and the Russian Energy Agency of the Ministry of Energy became one of the first domestic organizations to conduct transactions for services in rupees with counterparties in India⁴³. Indian banks, in turn, also open accounts for participants in Russian-Indian trade. In particular, the State Bank of India, India's largest lender, has a Nostro account in foreign currency in Russia.

The growth of Russian-Indian trade using the ruble and the rupee will have far-reaching consequences. Tajikistan, Cuba, Luxembourg, Mauritius and Sudan have already started discussing trade in rupees. At first glance, these countries may seem like small players, but this is only the beginning of a new trend: Tajikistan is a member of the CIS (The Commonwealth of Independent States) and trades directly with other CIS members, Luxembourg is the financial offshore center of Europe, and Mauritius is developing as a gateway of financial services to the African Continental Free Trade Area⁴⁴.

⁴⁰ Manturov: Russia and India are interested in increasing exports of Russian timber products (18.04.2023) // TASS [Electronic resource]. URL: <https://tass.ru/ekonomika/17547375> (accessed on 18.04.2023)

⁴¹ Ministry of Industry and Trade expects growth of fertilizer supplies to India, Manturo said (18.04.2023) // RIA News [Electronic resource]. URL: <https://ria.ru/20230418/udobreniya-1865978373.html> (accessed on 18.04.2023)

⁴² Katasonov V., Russia-India: One-Game Play (20.03.2023) // Kompaniya Magazine [Electronic resource]. URL: <https://ko.ru/articles/rossiya-indiya-igra-v-odni-vorota/?ysclid=lglt8mdvif179528182> (accessed on 18.04.2023)

⁴³ Agency of the Ministry of Energy settles accounts with Indian partners in rupees (13.12.2022) // Interfax [Electronic resource]. URL: <https://www.interfax.ru/russia/876715> (accessed on 17.04.2023)

⁴⁴ Prospects for Russian-Indian trade in 2023 (27.02.2023) // Russia Briefing [Electronic resource]. URL: <https://www.russia-briefing.com/news/perspektivy-rossijsko-indijskoj-torgovli-v-2023-godu.html/> (accessed on 18.04.2023)

If the role of the dollar continues to weaken, it can be expected that the rupees stored in Russian accounts will become more expensive, as the currency will be used more in regional and international trade, which will benefit both countries and allow Russia to develop as an international financial center of Asia. The Russian ruble will take its place along with the Chinese yuan and the Indian rupee as the currency of the "big three" among an increasingly significant basket of other Asian currencies to the detriment of the US dollar and the euro.

In 2023, the Russian authorities plan to intensify negotiations with India on signing a free trade agreement⁴⁵. In particular, this issue was discussed in Delhi at a meeting of Russian Deputy Prime Minister Denis Manturov and Indian Foreign Minister Subrahmanyam Jaishankar with entrepreneurs of the two countries. According to Manturov, a draft signing of the Russian-Indian agreement on the promotion and mutual protection of investments is currently being developed which will result in increasing the productivity of business ties, eliminating monetary and administrative obstacles and enhancing the availability of products of countries that have concluded such an agreement.

Moving onto trade regulations, Indian tariff and non-tariff barriers imposes significant challenges on Russian exporters trying to enter the Indian market.

By the number of anti-dumping measures implemented as importer in 2021, India surpasses even the developed countries. At the end of 2021, 197 anti-dumping measures (6 of them against Russia) were initiated, investigated, or duties were in effect in India, while in Russia there were 24 in total (only 1 against India).⁴⁶ Indian anti-dumping measures include trade restrictions on such Russian goods as: polytetrafluoroethylene (code 39046100 HS India), some types of hot rolled steel (codes 7208, 7211, 7225, 7226 HS India), ammonium nitrate (code 31023000 HS India), rubber chemicals (codes 38123100, 38123910, 38123010, 38121000 HS India) and phthalic anhydride (code 29173500 HS India).

Russian goods such as automotive equipment, grain and leguminous crops are highly competitive on foreign markets and are exported to lots of countries worldwide. However, among all the countries where these goods are supplied, India is far from the leading position. That is due to the high duties and strict non-tariff control (certification, marking and customs procedures).

In India there are more than thirty non-tariff barriers for various kinds of products from Russia. In particular, the following non-tariff measures apply to automotive equipment and grain:

- motor vehicles – pre-shipment inspection and other formalities: import of new vehicles is possible through certain customs points; import of used motor vehicles older than three years is prohibited (the measure has been in effect since 12.07.2018);

⁴⁵ *Konkina V.*, Russia Develops Trade Relations with India Despite Western Sanctions (17.04.2023) // RiaFAN [Electronic resource]. URL: https://riafan.ru/23998704-rossiya_razvivaet_torgovie_otnosheniya_s_indiei_vopreki_zapadnim_sanktsiyam (accessed on 18.04.2023)

⁴⁶ Export Support Center of the Moscow Region [Electronic resource]. URL: <https://exportmo.ru/india> (accessed on 18.04.2023)

- cereals and legumes – sanitary and phytosanitary measures: India imposes processing requirements all imported grain and leguminous products with methyl bromide – a substance that is prohibited for use on the territory of Russia (the measure has been in effect since 01.07.2017, and in 2018 grain supplies to India completely stopped).

Among the sanitary measures, it is necessary to note the mandatory requirement of fumigation of certain types of leguminous crops from the Russian Federation. When importing Russian nuts (codes 0802 8090, 0802 8030, 0802 8020 and 0802 8010 HS India) a minimum cost of 251 thousand rupees per kilogram of products is established. For nuts under the code 080280, a price of \$ 2,613 per ton is set for tax purposes. Such a high cost creates an actual barrier to the supply of these products.⁴⁷ The elimination of these foreign trade barriers will help significantly increase the export supplies of the above-mentioned goods to India.

Another issue to be raised is liberalization trade with EAEU (Eurasian Economic Union). With trade between Russia and India far below its potential, the two countries are contemplating creating a 'Green Corridor' for the smooth transit of goods.

Back in 2017, the parties signed a statement on the beginning of negotiations on forming a Free Trade Agreement (FTA) between the EAEU and the Republic of India. The FTA will provide a certain degree of liberalization of the trade regime between the EAEU member states (i.e. Russia, Armenia, Belarus, Kazakhstan and Kyrgyzstan) and the Republic of India and, as a result, an increase in total trade turnover.⁴⁸

The idea of Green Corridor was mooted by Russia's Federal Customs Service that has proposed that the two countries create a list of entrepreneurs or companies whose goods, on a reciprocal basis, will not have to pass customs inspection during border crossings, according to sources familiar with the subject. It would lead to more rapid and transparent implementation of the customs clearance of goods and means of transport is expected to facilitate a number of procedures.

It is worth mentioning that India has been a member of BRICS (Brazil, Russia, India, China, South Africa) since its inception in 2009. The country is an important member of the alliance. It is currently the country with the largest population in the world and the third largest economy in the world in terms of GDP (at PPP).

India actively participates in BRICS summits and other events of the group, making important contributions to the BRICS agenda, which aims to promote economic growth, sustainable development and international cooperation. India is also an active participant in the BRICS platform for agricultural research, which aims to develop agriculture in a scientific manner to address the problems of hunger, malnutrition, poverty and inequality. India is interested in supporting the other

⁴⁷ Trade restrictions on imports and exports between Russia and India // Imteks [Electronic resource]. URL: https://imteks.online/?view=page&page_id=220 (accessed on 16.04.2023)

⁴⁸ Alta-Soft for declarants and participants of foreign economic activity [Electronic resource]. URL: <https://www.alta.ru/tamdoc/21bn0115/> (accessed on 16.04.2023)

BRICS members in reforming the institutions of global governance: the UN Security Council, the IMF (The International Monetary Fund), the WTO (The World Trade Organization) and others.

There are examples of other joint projects between India and the BRICS countries, such as the BRICS Business Council, which aims to promote economic cooperation among the BRICS countries. In 2016, India hosted a conference on tourism, the outcome of which was reflected in the convention adopted at the BRICS summit in Goa in October 2016. BRICS is nearly half the world's population, which means it is a potentially huge market for tourism.

The Russia-India partnership program is defined by the Roadmap for Russia-India Cooperation in Science, Technology and Innovation signed by the Ministry of Education and Science of Russia and the Ministry of Science and Technology of the Government of the Republic of India in December 2021 during the Russia-India summit. Prior to the signing of this roadmap, there was a previous roadmap, signed on December 21, 2010 and was valid until December 31, 2020.

According to the new Roadmap, Russia and India conduct joint research in such areas as agriculture, physics and astrophysics, quantum science, shipbuilding, health care, medical technology, etc.

One of the most promising areas for cooperation is the so-called "blue economy", which includes the development of innovative ways of managing and using available resources to prevent environmental problems and climate change.

Cooperation between the two countries is also developing in higher education. In recent years Indian citizens more and more often choose Russian universities. In 2022 approximately 16.7 thousand citizens of India study in Russian universities, including their foreign branches. Three years ago there were 14,300 Indian students.⁴⁹

In assessing the problems hindering the development of Russian-Indian relations, the experts are generally unanimous. The global factors restraining the growth of Russia-India trade turnover include the WTO's definition of the long-term trend as a slowdown in the growth rate of world trade as a whole. Also, the growth of trade turnover between the countries was restrained by the COVID-19 pandemic.

An important factor limiting the trade potential of Russia and India is the cumbersome bureaucratic system of customs tariff and non-tariff regulation of mutual trade conditions. The two countries have been cooperating for a long time to overcome this barrier, but they have not achieved notable success. Back in 2017, the parties signed a statement on the start of negotiations on the creation of a free trade zone between the EAEU and the Republic of India. The creation of the FTA provides for a certain degree of liberalization of the trade regime between the EAEU member states, i.e. Russia, Armenia, Belarus, Kazakhstan and Kyrgyzstan, and the Republic of India, and

⁴⁹ Ministry of Science and Higher Education of the Russian Federation [Electronic resource]. URL: <https://minobrnauki.gov.ru/press-center/news/mezhdunarodnoe-sotrudnichestvo/49909/> (accessed on 18.04.2023)

subsequently an increase in total trade turnover by 30-40%. But despite such potential benefits, it was only in August 2019 that the stage of preparation for formal negotiations on this issue ended.⁵⁰

It is important to mention that problems include the presence of disparity in Russian-Indian trade in favor of Russia. New Delhi seeks to reduce the negative balance of trade with Moscow by expanding the range of goods, which could lead to a reduction in the value of contracts and the volume of bilateral trade.

The unresolved issue of mutual settlement in the format of national currencies also remains a problem. In modern conditions Russia seeks to move away from the use of dollar and euro in bilateral trade relations with other countries. However, in the case of India the transition to the rupee-ruble format leads to a significant complication in ensuring trade relations.

The most significant problem today is logistics. Today there is no land route between Russia and India for the transportation of Russian and Indian goods that meets modern requirements for interstate trade. Russia and India have no land borders, and the regions lying between the countries are highly conflict-prone. This seriously complicates the cargo delivery process. For example, the railroad export route from Russia to China, with a trade turnover of more than \$100 billion, takes 12 to 16 days, which is half as long as from Russia to India, which makes the direction of Russian foreign trade to China one of the fastest growing. The existing North-South international transport corridor cannot cope with the volume of traffic. The Vladivostok-Chennai maritime line has not yet started operating, facing a lack of container capacity, a shortage of ships and difficulties with cargo insurance. Air service between the countries is also poor.⁵¹

Possible solutions may include following recommendations:

1. Progressive development of relations. The Indian side (both public authorities and private business) is conservative. A clear understanding of the possible benefits can be achieved only on a progressive basis. In this case the most effective tool is comprehensive support of the existing relations and the creation of additional negotiation platforms, which should include not only government officials, but also representatives of business and public organizations.

2. Stimulation of cooperation at the regional level between Russia and India. India is quite a multifaceted country, and every state has certain peculiarities. These features can be neutralized at the level of intergovernmental cooperation, but they can turn out to be decisive in inter-regional relations.

3. Training of specialists-indologists. Russia today lacks trained experts capable of providing comprehensive analysis of the economic and political processes in India and South Asia. This gap can be filled only by encouraging the state to train the necessary specialists.

⁵⁰ *Belov S., German N.*, Trade and economic relations between Russia and India at the present stage of development (2022) // Cyberleninka [Electronic resource]. URL: <https://cyberleninka.ru/article/n/torgovo-ekonomicheskie-otnosheniya-rossii-i-indii-na-sovremennom-etape/viewer> (accessed on 17.04.2023)

⁵¹ *Burlakov V.*, India - a new vector of Russian foreign policy (29.12.2022) // Roscongress [Electronic resource]. URL: <https://roscongress.org/materials/indiya-novyy-vektor-rossiyskoy-vneshney-politiki/> (accessed on 15.04.2023)

4. Improving logistics. Develop a land route for the mutual transportation of goods, continue to develop the North-South route.

Overall, the prospects for the development of exports from Russia to India are promising, given the historically friendly relationship between the two countries and the potential for increased cooperation between them. There are several areas where the two countries can work together to increase their trade relationship:

1. Energy: Russia is a major producer of oil and gas, and India is a major importer of these resources. There is potential for increased cooperation in the field of energy, including the exploration and production of oil and gas, as well as the development of renewable energy sources.

2. Aerospace: Russia has a strong aerospace industry, producing a wide range of aircraft and space equipment. India has shown an interest in expanding its space program and there are opportunities for cooperation between the two countries in this area.

3. Infrastructure: India is undertaking a massive infrastructure development initiative and there are opportunities for Russia to contribute to this effort by providing expertise and equipment in areas such as transportation, construction, and power generation.

4. Military: India is a major defense market and there is potential for increased cooperation between the two countries in this area. Russia has already supplied India with military equipment such as fighter jets, submarines, and tanks, and there is potential for further cooperation in this field.

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SECTION 2. CONTEMPORARY SOCIAL PROBLEMS

UDC 33

Klimenko M.M., Kurochkina S.S., Cherkasov R.V. Brain drain in Russia: concept, causes, consequences, methods of solution

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Abstract. *The loss of qualified specialists is certainly one of the most significant problems for any country. Specialists are the same resource as all other factors of production, since they are directly involved in creating a certain kind of benefits for the country and its citizens. The loss of even a few valuable scientists and workers is a big problem, as the industry is deprived of "means of production". This phenomenon has been called "Brain drain". This article highlights the causes of this phenomenon, its consequences and methods of solution. Russian Federation was taken as the example of the country with brain drain and IT specialists were taken as specialists.*

Keywords: *Brain drain, specialists, IT, intellectual resource.*

Firstly, it is necessary to understand what a "brain drain" is. The term Brain drain means the mass emigration of highly qualified specialists either to other parts of the globe or to other parts of the country in that they live. The phenomenon has a negative impact on a country that has lost specialists, since it contributes to a shortage of personnel, as well as there is a slowdown in scientific progress in a particular field and many developments stop. The term "brain drain" was coined by the staff of the Royal Society of London. They first used it in a 1962 report describing the massive post-war relocation of scientists and engineers from England to the USA and Canada. Already in 1968, the UN recognized that brain drain had become a serious economic phenomenon for countries.

If we talk about the present, then this problem is still relevant in some countries, for example, in the Russian Federation. A surge in the mass departure of specialists occurred in 2022 after the start of a special military operation conducted by Russia against Ukraine.

To begin with, it is worth mentioning how many IT specialists there were in Russia before the start of the special military operation.

In 2021, there were about 1.7 million IT specialists in Russia. IT specialists include not only programmers, but also analysts, web designers, testers, project managers, technical support staff, administrators and other IT specialties.

Next, we turn to the number of specialists who left the Russian Federation after the start of a Special military operation: according to the statement of the head of the Ministry of Digital Development of Communications and Mass Communications of the Russian Federation, about one hundred thousand specialists left Russia in 2022. In the autumn of 2022, most of the IT specialists left for Europe (15%), as well as for Kazakhstan (12%) and Turkey (7%). It is noteworthy that in the

spring of 2022, the share of specialists who left for Europe was 45%. Only 4% of IT specialists left for Uzbekistan and Argentina in the fall of 2022.

In order to somehow contribute to solving this problem, it is necessary to understand, why specialists leave the country. The most significant reasons why specialists leave the country are:

- Technological factor. Due to the sanctions imposed against Russia, some companies have curtailed their business, that has also deprived users of access to certain programs and software.
- Political nature. This means that a certain percentage of people who have left the country do not agree with the political situation in the country and do not want to be part of what is happening. However, it is worth mentioning that this reason is not so significant, because there is a large proportion of people who disagree with the policy of the state, but continue to stay in the country.
- Unwillingness to be sent to a war zone. After the mobilization was announced, a large percentage of people left the country to avoid being sent to the war zone.
- The fourth factor is the ultimatum presented to employees of foreign companies: either the employee leaves the Russian Federation and moves, or the company terminates the contract with him.
- Insufficient remuneration of specialists.
- Lack of higher specialized education for some specialists, which is the reason for the lack of military deferral.

Brain drain, regardless of its volume, carries quite significant consequences for the state, which has lost specialists. Against the background of the departure of specialists from Russia, according to Russian demographer Alexey Raksha: "In the short term, it is possible to reduce unemployment and even a small increase in wages in some areas. However, in the long run, this may cause additional stagnation, since the modern economy is based on demand, and people generate demand. Fewer people – less demand – less economic development."

There is also a slowdown in IT developments that specialists were engaged in before departure, there are system failures, since there are no specialists who could fix the problems (plus, in addition to specialists, there are lack of some spare parts and mechanisms for troubleshooting these problems).

It is worth mentioning the costs and time that are needed to train new personnel who will have to replace the specialists who left the country.

Definitely there is no need in paying attention only to the negative effect of brain drain, as there are some advantages. We can say about the increase in the number of vacancies and vacant jobs, as well as the likelihood that the newly minted personnel will surpass the skills of the previous ones.

After highlighting the consequences, we move on to methods of solving problems caused by Brain Drain. The proposed solutions can protect the country from subsequent losses of intellectual resources and try to stabilize the situation that has developed after the Brain Drain.

It is obvious that a banal ban on leaving the country will not solve the problem, but will only make it worse, because the level of trust in the state will decrease and the attitude towards the authorities will change. Possible methods of solving the problem are:

- The adoption by the State of a law on the basis of which the recruitment of specialists will be prohibited, regardless of their age and level of education.

- Raising the salary level for specialists, which will also reduce the percentage of people leaving the country and, in principle, improve working conditions.

- Construction of scientific residential complexes where specialists will feel comfortable and nothing will distract them. As an addition to this item, you can also provide for the relocation of a specialist with his family, if there is one.

- Development of the "state program to assist the voluntary resettlement of compatriots living abroad to the Russian Federation". This program has been operating in Russia since 2012, it provides various measures to provide assistance to those who want to return to their homeland, including assistance in receiving people, assistance in moving costs, payment of a settlement allowance upon arrival.

- Providing solid scholarships and grants for future specialists who are currently at the training stage, the introduction of certain measures to protect them and other social benefits.

As a result of the conducted research, we found out that intellectual emigration in Russia remains at a relatively high level for this period of time. Especially at the present time, when the state is experiencing the pressure of an unprecedented number of sanctions. Most likely, this is due to the fact that all attention is focused on the return of those specialists who have already left the country and are implementing their activities abroad. Young scientists and specialists leave for permanent residence in other countries because they are not given the appropriate attention. This leads to a significant weakening of the potential in the economic and scientific spheres of the country.

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SECTION 3. JUSTICE

UDC 371.2

Bondarev V., Bashmakova N. Relevant issues of professional training of specialists for the judicial system in the context of the reform of the judicial system of the Russian Federation

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Abstract. *The article deals with the issues of professional training of specialists for the judicial system, identified by the regulatory legal acts in the light of the existing Federal Law. The analysis of problems and contradictions in the professional training of the future specialist for the judicial system in the process of training in a higher educational institution is undertaken. The ways of improving the quality of legal education are revealed. Attention is focused on education of creative and humanistically oriented personality of specialist for judicial system by means of development of special pedagogical approaches and technologies. The conclusion is made that the ability of a specialist for the judicial system to quickly find an effective solution to the problems arising in legal practice becomes the main criterion of competence and professionalism.*

Keywords: *professional training, specialists for the judicial system, reform of the judicial system, quality of legal education, specialist for the judicial system.*

1. Introduction

In the complex circumstances of the renewal of the Russian statehood the general requirements of the public and employers to the level of professionalism of specialists for the judicial system increase, which actualizes the need to identify key issues related to their professional training.

The system of professional training is oriented to ensure accelerated socialization of each graduate - a future specialist, confident entry into independent working life of each young specialist, to lay a solid foundation for building a successful professional career of a young lawyer.

The purpose of this article is to identify and analyze a number of key issues related to the professional training of specialists for the judiciary.

2. Material and methods

The set purpose requires the identification of the main issues affecting the professional training of specialists for the judiciary.

Among such questions are the following:

1. Further social adaptation.
2. Quality employment in the specialty.

1. Further social adaptation. Specialists for the judicial system, who were lucky enough to find a good job, are further faced with the problem of social adaptation [1, p. 12-23].

This issue is related, in the opinion of the authors, to the set of reasons.

The first reason is the contradictory attitude of the Russian society to the profession of a specialist for the judicial system. The fact is that legal professions are currently prestigious among young people. However, the level of respect and trust of the majority of ordinary citizens of our country to the staff of legal services is rather low. Lack of politeness and ethics as well as other human qualities cause disbelief and negative attitude towards professionals for the judicial system in a rather large part of the population.

The second reason for the difficult adaptation in the workplace is the emerging competition between young and experienced professionals. In this competition the advantage is always on the side of experience. However, it is useful to use experience, on the contrary, as an aid to younger colleagues, as it is customary in production, where there is a mentoring system in place.

2. Quality employment in the specialty.

A serious problem is the employment of graduates, as legal specialties today attract a number of unprepared applicants with a parallel increase in law schools and faculties. As a consequence, today in Russia a large number of specialists for the judicial system is graduated, but the quality of their training leaves much to be desired. At the same time there is more competition among graduates of leading universities, for which they are not ready.

These key issues need to be addressed in the context of the reform of the judicial system, the needs of society and the requirements of employers. Meanwhile, it should be noted that the listed difficulties can be eliminated through the education of a creative and humanistically oriented personality of a lawyer.

In this connection, we consider it is important to rely on the approach offered by S.L. Rubinstein, according to which the focus of personality as dynamic tendencies determines the very human activity as its motives [2]. Motives are defined by the purposes and tasks of activity. General orientation of the person reflects the civic position, worldview, understanding of its place in life, ideals, aspirations and needs [5]. Professional orientation is based on the general orientation. Professional orientation of a person expresses the structure of professional motives and interests in a complex system of personal professional self-determination [4].

Let us define the humanistic orientation of a lawyer's personality through the qualitative characteristics of professional orientation. Humanistic orientation of a lawyer's personality is a system of dynamic tendencies [1]. They can include an active humanistic life position of a lawyer, humanistic ideals, humanistic worldview, motives and interests of public importance, socially

directed life goals of a lawyer. The same system includes socially significant perspective that implies creation of a set of conditions for happy all-round development of each person through protection of interests of an individual and society from any kind of violations of legal rights and morality. The formation of humanistic orientation of the personality of a lawyer requires the development of special pedagogical approaches and technologies. Serious problems have been identified in this direction, including:

- predominance of reproductive methods and functional approach in the educational process determines the pragmatic and utilitarian tendencies of preparing a future lawyer;
- lack of psychological-pedagogical training of subject teachers;
- lack of conditions for individualization of the future lawyer training process and development of creative abilities of law students.

In order to form humanistic orientation of a lawyer's personality it is reasonable to implement the following organizational and methodological measures [3]: 1) modular construction of curricula with individual choice of elective courses;

- 2) rating approach to knowledge and competence assessment;
- 3) providing opportunities for in-depth independent specialization;
- 4) informatization of educational process and introduction of intensive training systems;
- 5) organization of training according to individual curricula and programs.

The above-mentioned and some other activities are carried out within the introduction of modern pedagogical technologies, which also include the educational aspect of personal qualities development.

In addition, they are based on modern traditions in system design.

According to the results of our analysis of modern research, we can conclude that in order to implement the humanistic orientation of the personality of a lawyer, the pedagogical technology of training a future lawyer should meet certain requirements:

- to correspond to the classical and newly identified in a particular situation regularity of the educational process;
- to provide motivation for learning and implementation of active learning principles;
- to encourage the implementation of pedagogical innovations;
- to promote the actualization of the goal, planning and diagnostics of the teacher's and student's activity;
- to encourage the student to reflect, self-educate, self-control.

The following general scientific, general pedagogical and special principles must be observed when designing the pedagogical technology of training a future lawyer:

- principles of integrity and consistency of pedagogical technology;
- the principle of openness of pedagogical system;

- the principle of modifiability and reproducibility of pedagogical technology by any teacher in a particular pedagogical environment;
- the principle of achievability of the result of pedagogical technology, as well as the specifically set learning objectives;
- the principles of feedback and non-linearity of elements and subsystems of pedagogical system;
- the principle of priority of external and internal factors directly affecting the processes of self-regulation and self-organization of pedagogical system;
- principle of adaptability of pedagogical technology to the personality of each student;
- the principle of sufficiency and potential redundancy of educational and scientific information;
- the principle of optimality of conditions of formation of generalized knowledge at the same time forming the ability to obtain new knowledge, self-education.

Based on the above, let us formulate the main features of the implementation of advanced pedagogical technologies in the preparation of the future lawyer.

The first and most important specific feature for subsequent legal activity.

Transformation of a student from a passive object of external pedagogical influence into an active subject of independent learning and cognitive activity in interaction with a teacher and other students.

For this purpose, the teacher creates such educational problem situations, in which the student is forced to find a solution to the problems put by both the teacher and other participants in the educational process (the student himself and his colleagues, fellow students) independently.

This approach stimulates and accustoms students to independent acquisition of knowledge. The student gets used not only to assimilate ready-made information and algorithms of actions presented by teachers, but also to make small personal discoveries in the process of independent search for necessary information and ways of action. In the course of implementation of pedagogical technology of future lawyer's training the student fully masters the cognitive cycle in the unity of theoretical and empirical.

Revealing the essence of the second feature, we note that despite the need to memorize large amounts of regulatory information, pedagogical technologies of future lawyer training should be aimed at forming the mechanisms of logical thinking in students, rather than trivial exploitation of memory.

Formed in the process of training the habit of logical thinking of information allows the student in his further professional activity to intensively self-develop and easily navigate in a rapidly changing environment.

As for the third feature, it should be pointed out that the learning process is built on a synthesis of inductive and deductive ways of knowledge, the movement of thought from the private to the general is planned to alternate with the movement from the general to the private, with the priority of the latter.

The implementation of these and other innovations in the educational process is impossible by a single teacher or even a group of enthusiasts. In order to effectively modernize the training of a future lawyer in the process of training in the university it is necessary to build the entire vertical of educational reform, starting from the regulations and the system of state control.

The Presidential Decree "On Measures to Improve Higher Legal Education in Russia" (2009) provided for increased control over the activities of universities that train legal professionals. There it is also proposed to improve the quality of training of future lawyers through practical orientation of the educational process and increasing the responsibility of a young specialist. The latter is achieved through students' independent activity in the process of solving specific practical problem-project tasks.

Research results

Summarizing the results of our analysis of modern studies, we can say that at present the market demand for a new type of lawyers, able to act clearly, quickly and effectively, and most importantly - to make decisions independently in the problematic professional legal field.

Conclusion

The main indicators of competitiveness and professional maturity of a specialist today are the ability, desire and willingness not just to carry out professional activities in standard directions and volumes, but also to implement innovative solutions to new professional tasks of our time, which are characterized by:

- 1) uncertainty in the initial conditions and in the formulation of the task;
- 2) redundancy or lack of information and resources;
- 3) contradictions that require resolution;
- 4) ambiguity, variability of solutions allowed.

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UDC 371.2

Privalov N., Bashmakova N. Professional training of judicial specialists in the context of key requirements for judges in the Russian Federation

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***Abstract.** In the article the authors bring to light the specifics of the requirements imposed on the personality of a judge in a number of international courts. The relationship of the requirements with the democratic principles of justice in these judicial bodies is revealed.*

***Keywords:** The International Court of Justice of the United Nations, the European Commission of Human Rights, the European Court of Human Rights, professional training, specialists for the judiciary, key requirements.*

1. Introduction

As we know, the Russian Federation is a democratic state under the rule of law that takes an active part in international relations.

Despite the fact that the legal system of the Russian Federation is built on the ideals of natural law, it should be taken into account that naturally legal ideals permeate international law as well; often some of them are not even accurately recorded.

In this connection, the requirements for judges of international courts are of great importance today.

The relevance of the topic of the study stems from the enormous role played by the oldest judicial bodies in providing justice internationally.

The purpose of the study is to identify the key professional requirements for the judiciary and to analyze them in the context of today's realities.

2. Material and methods

In accordance with the purpose of the study, we consider it appropriate to begin the study with the International Court of Justice of the United Nations.

According to available data, we note that this judicial body was established after the creation of the United Nations in 1945 [1].

In addition, we note that this judicial body became the main judicial body of the UN.

Today this judicial body is called the UN International Court of Justice and serves as a permanent court with compulsory jurisdiction over all UN members.

This is confirmed by Article 93 of the Charter of the United Nations, which states: “All Members are ipso facto parties to the Statute of the International Court of Justice”.

On the basis of the above, it appears that recognition of the jurisdiction of the court is presumed due to the fact of the state’s membership in the UN without further ratification of the international acts on the court in the UN member state. Meanwhile, it should be noted that the headquarters of the International Court of Justice is located in the Netherlands, in The Hague.

The Permanent Court of Arbitration, established in 1899, operates in the same building.

Regarding the procedure for the formation of the Court, Article 4, part 1 of the Statute of the International Court of Justice provides:

“The members of the Court shall be elected by the General Assembly and the Security Council from a list of persons whose names are proposed by national groups of the Permanent Court of Arbitration in accordance with the following provisions” [2].

The Statute also provides a special rule for dual citizenship: a candidate for judges is recognized as a national of the State in which he or she predominantly exercises his or her rights.

Regarding the key requirements for judicial personality, there are several key criteria that should guide this question [3]:

- 1) a judicial candidate must be a recognized authority on international law (whether at the national or international level);
- 2) a judicial candidate must have outstanding moral qualities and meet the requirements for candidates for the posts of judges of higher national courts.

Considering that the European system of human rights protection inherits the traditions of the natural law school, the human rights fixed in the Convention and its Protocols are based on a written fixation of the main provisions of jusnaturalism [4].

At that, according to E.A. Lukasheva, “the value of the European Convention consists not only in the rights and freedoms fixed, but also in the creation of the mechanism of their implementation” [5, C.314].

For the purpose of implementation, i.e., actual implementation of the norms of the Convention, two specialized bodies were created: the European Commission of Human Rights, the European Court of Human Rights and the Committee of Ministers of the Council of Europe.

This system existed until 1998 and, due to its unwieldiness, was replaced by the European one on November 11, 1998, when Protocol No. 11 to the Convention was adopted.

Today the European Court of Human Rights is located in Strasbourg, France. The official seat of the Court is called the Palace of Human Rights. As you know, there are 45 judges in such a court, which corresponds to the number of member states of the Council of Europe.

There is no restriction on the number of judges - citizens of one Council of Europe state. Thus, formally, even all 45 judges are entitled to be citizens of the same country.

As for the requirements for the judges of the European Court, the latter are contained in Article 21 of the Convention for the Protection of Human Rights and Fundamental Freedoms.

According to the norm of that article, judges must be of high moral character and meet the requirements that "...for appointment to high judicial office" or "to be jurists of generally recognized standing" [1].

These requirements are similar to those for judges of the International Court of Justice. The difference is that judges hear cases in an individual capacity.

Like judges of the UN International Court of Justice, judges are elected rather than appointed. The procedure for electing judges is as follows [6]:

- 1) a member of the Council of Europe submits its candidates for the position of a judge;
- 2) the Parliamentary Assembly of the Council of Europe votes on the candidates submitted;
- 3) a judge is elected if he or she receives a simple majority vote in the Parliamentary Assembly.

The term of office of a judge is six years, and re-election is permissible and frequently practiced.

A judge is obliged to strictly observe the norms of judicial ethics in professional and extra-judicial activities. Violation of the norms of judicial ethics may lead to the dismissal of a judge from office.

Norms of ethics are contained, for example, in Recommendation (94)12 of the Committee of Ministers to Member States on the independence, efficiency and role of judges [6, C.50].

The main requirement of the document - establishing the main objective of ethical standards to ensure the protection of human rights and freedoms by the courts.

In second place are impartiality and independence (apoliticality) of judges. A judge must answer for his decisions only to his conscience.

Thereby both international judicial bodies impose primarily professional requirements on judges (equal to those imposed on candidates for the highest judicial offices in the states that have nominated a judge of an international court).

There are serious moral and ethical requirements, which are built on judges' compliance with universally recognized principles of justice and respect for and protection of human rights and freedoms.

These requirements may subsequently have an impact on the personality requirements for judges of other international courts (an example is the impact of the requirements for judges of the UN International Court of Justice on the requirements for judges and national judicial bodies).

3.Results of the study and discussion

In the course of the study:

- 1) the requirements have been identified;

- 2) the relationship of the requirements with the democratic principles of justice has been revealed.

Conclusion

In the future, it would be advisable to study the influence of the requirements for judges of international courts on the requirements for judges of the Russian judiciary.

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UDC 347

Svyatnenko A. The Role of Justice in Civil Procedure Law

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Abstract. *The article is devoted to identifying the role of justice as a principle of civil procedure law. Interpretations of the concept of justice by legal scholars are given. The opinions of judges concerning the role of justice in legal practice are analyzed.*

Keywords: *justice, law, civil procedure law, principles, legal justice, court, role.*

As part of the development of the judicial system of Russia, the tendency of the Supreme Court of the Russian Federation to refer to the concept of "justice" has been outlined, which indicates the increasing importance of this concept in legal practice. Meanwhile, it should be noted that in the context of civil procedural law, the principle of fairness is not clearly enshrined and operates by default. In this regard, there is a need to consider the principle in relation to how this principle works, operates and is applied by the court.

The relevance of the topic is due to the enormous role played by the principle of fairness in the civil procedure law

Article purpose: Identify the role of fairness in civil procedure law.

The set goal requires consideration of the key interpretations of the concept of "justice" in the framework of law.

A number of domestic researchers studying the issues of jurisprudence (N.F. Kuznetsova, O.I. Chistyakov, L.S. Mamut, M.V. Baglay) interpret "justice" as a basic and integral part of social ethics. This means that justice implies equal treatment of citizens regardless of race, gender, political views and appearance. Other scholars interpret the concept of justice as "a balance and proportionality that equalizes citizens before the law.

It should be noted other definitions that describe fairness as a synonym of justice or as "the presence of a certain system of universal, moral values". Analyzing the given names of justice, it can be argued that today there is no generally accepted definition of justice, both for law and for civil procedural law. As a concretization of this, we should mention a number of articles, in which this concept is interpreted in accordance with the Code of Civil Procedure of the RF.

For example, in relation to an appeal decision (article 329 of the CPC RF), to the introductory part of a court decision (article 198 of the CPC RF), regarding the legal capacity of a citizen (article 17 of the CPC RF), regarding the insolvency of a citizen (article 24 of the CPC RF).

This trend is due not only to changes in society, but also to the approach in legal science to the definition of fairness, which has not had time to settle down.

Based on the above, it appears that fairness in the context of civil procedure law is a vague concept.

Concretizing the role of fairness in civil procedure law, following the above-mentioned researchers, we believe that this concept seems to be important both in relation to the participants of the judicial process, and when rendering a decision by the Court. At the same time, it should be noted the importance of fairness for the judicial system in the consideration of cases. This means that fairness will be evaluated in accordance with the letter of the law, taking into account the opinion of the prosecution, the position of the plaintiff and defendant, the arguments of the defense, the testimony of witnesses, the results of examinations. Illustrating the above, here are some arguments of judges regarding the issue of legal fairness.

A judge of one of the district courts of the city, specializing in housing issues, notes that legal justice is taught to future professionals from the first year of study, but everyone understands its meaning in his own way. If you answer the question, what justice is in my understanding, it is the law. As far as civil law is concerned, fairness is not enshrined. A judge litigating insurance company disputes believes that the role of fairness in the civil process "depends on the defendant, the plaintiff, the prosecutor." In this case, fairness is interpreted in terms of information received by the judge in the course of the hearing. In the above arguments of the judges there is the idea that justice is the law.

The study succeeded in:

- 1) focus on the key role of fairness in civil proceedings;
- 2) to state that a specific definition of fairness in civil procedure law currently does not exist;
- 3) to assume that if the definition of justice will be formally enshrined in regulations, then all law-enforcers will have a common and specific idea of fairness.

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SECTION 4. PEDAGOGY, LANGUAGE AND CULTURE IN EDUCATION

UDC 371.2

Abbasova S. Linguistic portrait through the prism of communicative strategies on the example of a USA politician

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***Abstract.** The linguistic portrait of a political leader is being studied. The concepts of „speech portrait“, „communicative strategy“, „oratory techniques“ are concretized. A. Lincoln's speech is analyzed in the context of the oratorical techniques used. The communicative strategies of the speech of the political leader A. Lincoln are investigated, thanks to which the leading communicative quality of speech is formed.*

***Keywords:** linguistic portrait of a politician, communicative strategy, communicative qualities of a politician's speech, reasoning, oratory*

Introduction

In modern realities, the speech portrait is studied in the context of interdisciplinarity, taking into account the achievements of sociolinguistics, psycholinguistics, pragmatolinguistics and other areas of humanitarian knowledge. All of the listed areas of knowledge focus on the human factor, namely on the personal characteristics of a person that influence the processes of speech production. Given that the speech portrait allows you to better know the speaker, his personal inner qualities, the study of the specifics of communicative strategies and oratory techniques of politicians and public figures is of particular importance for the sciences of humanitarian knowledge.

The relevance of the study is related to the social and cultural need to study the detailed aspects of the speech policy of a public figure and further develop the problem of parsing a linguistic portrait for scientific activities. Considering that the linguistic portrait of Abraham Lincoln has been little studied in Russian sources, it becomes necessary to study it in detail through the prism of communicative speech strategies, in particular, we are talking about one of the outstanding speeches in US history, called the Gettysburg speech.

Of particular interest is the linguistic portrait, which makes it possible to highlight the speech manner of a particular person, in this case, the American statesman and politician, the 16th President of the United States and the liberator of American slaves, Abraham Lincoln (1809-1865).

The purpose of the research is to study the means of communication and oratory influencing the public in the Gettysburg speech of Abraham Lincoln.

Based on the goal formulated above, the article will examine the linguistic portrait of the talented political leader Abraham Lincoln through the prism of his great speech delivered at the opening of the National Cemetery at Gettysburg.

The object of the study is speech portrait of a political leader.

The subject of the study is Lincoln's communication strategies and oratory.

Being a complex concept, linguistic portrait is studied in the context of different areas of linguistics and has many interpretations. Within the framework of this study, based on professional and national communities, the specificity of the linguistic portrait of a person is revealed in relation to American reality, the originality of which is due to the era, events that characterize this historical period of time and the cultural values of American society.

Analysis of the specifics of A. Lincoln's speech allows us to say that his linguistic portrait can be considered from the standpoint of rhetorical, discursive, genre-style and communicative approaches. Since within the framework of this article it is not possible to pay attention to all of the listed approaches, we will focus on those that seem to us more relevant, namely the genre-style and communicative approaches.

As part of the genre-style consideration of an interesting research point of view, the position of Alan Metcalfe is presented, who put forward several main types of speech styles: oratorical speech style, communicator speech style and original speech style [6]. Based on the researcher's identification and taking into account his speech style typology, it becomes obvious that A. Lincoln's speech corresponds to the oratorical speech style.

Assessing the speech of A. Lincoln as a speaker, one should take into account the historical era that gave birth to this speaker, his origin and the mission entrusted to him. The historical context of the speech is determined by the events of the Battle of Gettysburg, which ended with the victory of the army of the North over the Confederates. Addressing the nation, A. Lincoln focuses on the most important mission - the preservation of the United States, the revival of freedom, designed to give true equality to all citizens and preserve the union of states as a single state in which all citizens will be equal.

By its nature, the oratorical speech of A. Lincoln is a monologue speech, distinguished by the Kentucky dialect and the situation of socio-political action [1].

Being a special form of speech activity carried out in the context of direct communication, A. Lincoln's monologue, addressed to the American audience, produced the desired impact on the public due to many factors, such as: semantic load, an appeal to high ideals.

In a sense, we are talking about the national-cultural prototype of a native speaker of a certain language (in our case, American English), a linguocultural type [2], which characterizes the mentality of the American people.

In his speech, the politician uses different oratory techniques, which in the article are understood as ways of transmitting monologue speech, which are focused on changing the perception, thinking of listeners. Among such techniques, one should single out especially legendary stories that switch all the attention of the listener to the speaker and later became legendary phrases. As an example, let's take the first phrase of A. Lincoln's speech:

„Four score and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal“ [7].

This technique contributes to the persuasiveness of information and suggestion to the recipients of the desired ideas, attitudes and ideas.

The next oratorical technique of A. Lincoln is an appeal to the emotions of the listeners. As an example, consider the following fragment of a statement:

„Now we are engaged in a great civil war, testing whether that nation... that we here highly resolve that these dead shall not have died in vain – that this nation, under God, shall have a new birth of freedom – and that government of the people, by the people, for the people, shall not perish from the earth“ [7].

To implement this technique, the author touches the deep fibers of the human soul through an appeal to eternal values, memorable events, faith, and traditions. This oratorical device is also manifested in the use of the generalizing pronoun “we” and “our” (1 person, plural), which creates a sense of community. For example:

„We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live“ [7].

The techniques outlined above serve as the basis for a logical impact on the audience and help reduce the criticality of information perception.

As part of the communicative approach, it is necessary to focus on the potential possibilities of communicative speech strategies that determine some features of A. Lincoln's speech portrait.

In the science of our time there are many definitions of a communicative strategy.

In the context of a pragmatic point of view, this strategy is defined as a set of decisions of a person (speaker), his language means and a choice of actions that affect communication [5]. Note that here M. L. Makarov focuses on the means of language and speech, and not on the task of a communicative act, thanks to this we realize that this definition is associated with communicative tactics, since they implement a speech strategy in a particular situation.

In the context of the cognitive-discursive point of view, a communicative strategy is interpreted as a certain general instruction for each specific situation of interpretation [2].

At the same time, as T.A. Van Dijk, through strategy, one's own or public goals can be achieved.

For our study, the last point of view is significant, since it focuses on the line of speech behavior, which implies the intention of the communicator, i.e., the goal. In the context of the above,

it is important to interpret the concept under study as a certain set of speech actions that are focused on the communicative result [3].

Based on the above definition, we present the varieties of communicative strategies according to the set communicative goal.

An analysis of scientific sources made it possible to identify varieties of communication strategies that prevail in A. Lincoln's speech, such as: 1) presentation 2) rejection of criticism; 3) motivation; 4) cooperation; 5) promise; 6) provocation. Examples of communicative strategies according to the criterion - communicative goal are summarized in Table 1.

Table 1

Communication tactics of A. Lincoln on the example of the Gettysburg speech.

Communicative strategy	Lincoln's speech
Presentation Purpose: To present the subject in a good light and to describe his achievements.	„The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract“ [7].
Rejection of criticism Purpose: To implement distancing from the situation, blaming tactics. To make it clear to the audience that the soldiers did their best, and ordinary citizens can do little to help now.	„But, in a larger sense, <i>we cannot dedicate, we cannot consecrate</i> , we cannot hallow this ground. <i>The brave men</i> , living and dead, <i>who struggled here</i> , have consecrated it, far above our poor power to add or detract“ [7].
Motivation Purpose: To call to action. The speaker uses this tactic to arouse in the audience a desire to act with the help of his parting words.	„It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced“ [7]. „It is rather for us to be here dedicated to the great task remaining“ [7].
Cooperation Purpose: To tell the audience about the mandatory joint activity and why it is necessary for them, the citizens of the United States (due to the difficult civil war, for the sake of the dead American soldiers and ancestors who once laid the foundation for the founding of a free America.	„Four score and seven years <i>ago our fathers brought forth</i> on this continent a new nation. We are met on a great battlefield of that war“ [7].
Promise Purpose: To show performance, and what will be the outcome.	„That this nation, under God, shall have a new birth of freedom – and that government of the people, by the people, for the people, <i>shall not perish from the earth</i> “ [7].

Communicative strategy	Lincoln's speech
Provocation <i>Purpose:</i> To attract the attention of the audience, the speaker discusses provocative topics (the US Civil War turned out to be the bloodiest for Americans (more US citizens died in it than in World War II)).	„We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting place for those <i>who here gave their lives that that nation might live</i> “ [7].

Research results

1. The concept of a communicative strategy is multidimensional, which allows it to be considered within a number of approaches.
2. Within the framework of the cognitive-discursive approach, it is advisable to analyze communication strategies in accordance with the criterion - the goal.
3. In A. Lincoln's speech, such communication strategies as presentation, rejection of criticism, motivation, cooperation, promise, provocation prevail.
4. The oratorical techniques of persuading A. Lincoln's speech maintain the attention of the public, intrigue it and motivate it to act through the use of legendary stories, methods of identifying oneself with the nation, etc.

Conclusion

The analysis of the speech portrait of A. Lincoln allows us to say that the key feature of Lincoln's speech is brevity and reasoning, which is determined by the means of emphasis, which make it possible to assess the meaning of what was said from the point of view of the laws of logic.

In his speech, the politician uses different communication strategies, such as „presentation“, „withdrawal of criticism“, „incitement“, „cooperation“, „promise“, „provocation“.

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Adaptation of international students to living and studying in Russia**

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Abstract. *This article focuses on the adjustment of foreigners to study in Russia. It is partly because of the high quality of education at Russian universities that the number of foreign students increases every year. The government pays special attention to this issue, because the more students from other countries, the higher the university is rated according to the criteria of international ratings. As for the universities themselves, the enrollment of foreigners for them is an increase in their prestige, the level of cooperation with their countries and income generation.*

By the way, the cost of education for citizens of other countries in Russian universities does not usually differ from that for Russians. This, in turn, shows that foreigners have the same rights in education as Russians. Russia attracts foreigners with the opportunity to receive free high-quality education and scholarships, which are available not only for their own, but also for visitors.

Keywords: *adaptation of students, education, foreign citizens, Russian education, advantages of studying in Russia, forms of education, student quotas, top universities in Russia, students' opinions on education, the most popular fields of study, educational process*

1.Introduction

Initially, let's take a closer look at such aspect as *adaptation*, as well as its essence and peculiarities. Integration of the modern Russian system of higher education into the European one sets new tasks and conditions of educational services export development. It is directly connected with increase in competitiveness of Russian universities at the international educational market, with economic benefit both for educational institution and economy of the country. In addition, the education of foreign students is a certain indicator of the status of an educational institution.

For universities in these conditions one of the key problems is the adaptation of international students to the new socio-cultural environment, as the success of their further educational activities

depends on this process. The process of personal adaptation to changes in the environment is the subject of study by representatives of various sociological trends.

Some representatives consider adaptation as a process which is conditioned by intrapsychic and environmental factors, and adaptability is determined by two provisions. First, the individual accepts and responds to the social expectations he or she encounters in society. Second, the individual displays "flexibility" in relation to the changed environment, maintaining the ability to give events a desirable direction.

Others define social adaptation as a process of physical, socio-economic or organizational change in specifically group behavior, social relations or culture. It should be noted that behaviorists mainly talk about group rather than individual adaptation.

Three main types of international student adaptation can be distinguished:

- 1) a foreign student, getting into a new socio-cultural environment, fully accepts the customs, traditions, norms, values, which gradually begin to dominate the original ethnic traits;
- 2) there is a partial perception of the new sociocultural environment, which is manifested in the adoption of "obligatory norms of society", but the basic ethnic traits are preserved through the formation of ethnic groups;
- 3) there is a refusal or "isolation" from the adoption of cultural norms and values typical for the majority of representatives of the social environment.

M. I. Vitkovskaya and I. V. Trotsuk's research identifies three types of adaptation of foreign students: physiological, psychological and social. From our point of view, of the greatest interest is social adaptation, which is understood as "a type of interaction of an individual or social group with the social environment, during which the requirements and expectations of social actors are coordinated with their capabilities and the reality of the social environment."⁵²

An important role in the *process of adaptation* is played by the formation or change of the subject's social qualities under the influence of the new environment. O. V. Kulikova to the elements that form the social qualities of a person, refers:

- socially defined purpose of his activity;
- occupied social statuses and performed social roles;
- the norms and values that he or she is guided by in the process of his or her activity;
- the system of signs that he uses;
- the level of education and special training;
- socio-psychological peculiarities;
- activity and degree of independence in decision-making.

⁵² Peculiarities of the adaptation of foreign students in the university of the region [Electronic source]. URL: <https://regionsar.ru/ru/node/507#:~:text=Адаптация%20иностранных%20студентов%20к%20российским,к%20интернациональному%20характеру%20учебных%20групп> (accessed on 18.03.2023)

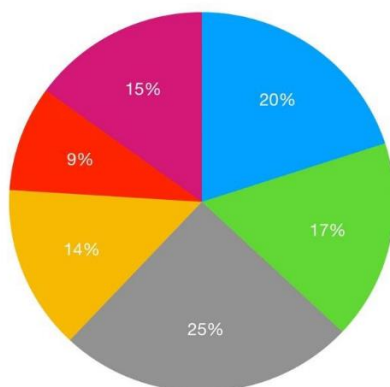
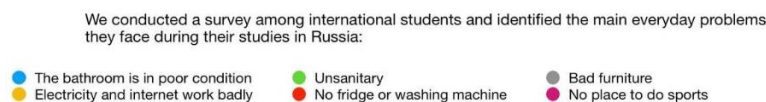
The question of how international students feel about themselves in Russia is extremely important for our country. The knowledge-seeking young people who come from other countries will be at the helm of power, culture, and the economy of their corners of the world in the future.

By attracting foreigners to study in Russia today and creating good conditions for them, the Russian government and educational authorities are shaping future interaction with other countries and positively influencing Russia's international rankings, raising its prestige.

We have highlighted the *main factors influencing students' adaptation*.

- Climate
- Pedagogical system
- Interpersonal relations
- Personal and psychological relations
- Living in international dormitories

However, there are a number of difficulties faced by foreigners, which will be very important to mention.



2. Ranking of universities, where foreign students are admitted

This article also deals with the topic of *education in Russia* and what it means for foreign students. It is necessary to consider what are the statistics of foreigners coming to study in Russia. Based on the results of the survey of Russian universities, it should be noted that representatives of Asia, India, China and Vietnam make up the largest part of foreign applicants (figure 1). In addition, the Ministry of Education and Science RBC explained that the admission campaign for the new academic year has received 83.03 thousand applications from foreign citizens wishing to study in Russian universities for free places on the quota of the Russian government.

In addition, it was noted that the greatest number of applications came from the citizens of Ukraine, Belarus, Kazakhstan and Tajikistan. In addition, the number of departures to Russia in 2022 in many ways exceeds the data of previous years, about three times.

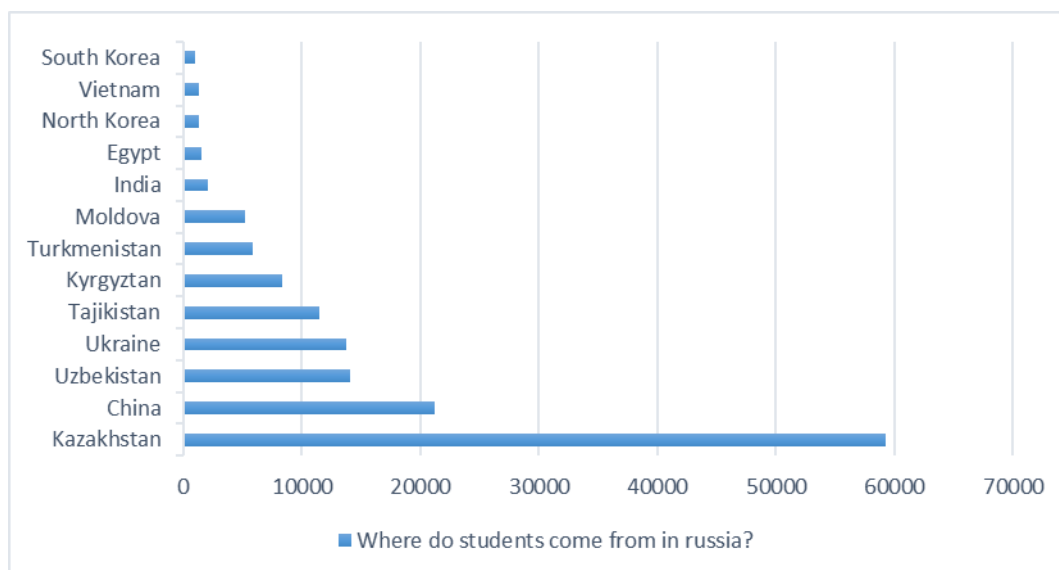


Figure 1 - Data on those coming to study in Russia [Electronic source]. URL:

<https://www.imec.org/tttt/?link=https://www.rbc.ru/society/19/08/2019/5d5694d89a79471a151e5e5f>(accessed on 18.03.2023)

Speaking of *enrollment*, many foreigners give preference to fields related to management, engineering, medicine or economics, seeing in it quite a lot of advantages in the future. During training, students usually live in cities such as Moscow or St. Petersburg, because the most prestigious universities in the country are concentrated there. There are 300 institutions of higher education in the Central Federal District, in which, along with Russians, young people from other countries study. Only 130 of them are not located in the capital. The second place after the Central District is occupied by the Northwestern District (96 universities), followed by Siberia (91 universities).

The six most popular universities for foreigners are Kazan Federal University, Peoples' Friendship University of Russia, National Research Tomsk Polytechnic Institute, Peter the Great St. Petersburg Polytechnic University and the Higher School of Economics. Many applicants from abroad go to St. Petersburg State University, Moscow State University, National Research Nuclear Institute "MEPhI", Moscow Institute of Physics and Technology and Novosibirsk State University. Judging by the data, RUDN is in the top, because it was originally created to educate foreign nationals, so to this day there is a fairly large list of countries that are exporters of foreign students from year to year.⁵³

⁵³ PFUR is the most international university in Russia [Electronic source]. URL: <https://studyinrussia.ru/actual/articles/rudn-samyi-internatsionalnyy-vuz-rossii/>(accessed on 18.03.2023)



Drawing 1 - Knowledge Day-an annual event of the Peoples' Friendship University of Russia [Electronic source]. URL: <https://www.rudn.ru/life/annual-events/den-znaniy>(accessed on 19.03.2023)

It is also worth mentioning the important economic aspect, because there are both stable countries from which foreigners come to Russia every year, and those where the economic situation can change dramatically, which respectively affects the number of applicants.

3. Advantages of studying at Russian universities

There are quite a lot of *advantages for foreigners*: inter-university educational programs are created, various quotas for education are allocated, there is an opportunity to attend preparatory courses to master Russian language and necessary disciplines for admission.

Getting higher education in Russia gives several opportunities: First - a person can get a profession. Higher vocational education is one of the opportunities, on a par with secondary vocational education. There are different training options, specialties and directions, prospects for career growth and development. Some places are supposed to be filled not only by specialists with higher professional education. Specialists with specialized secondary education can also get a job. HE creates favorable conditions for development, career growth.⁵⁴

An advantage when applying for a job. All other things being equal, an employer is much more likely to hire a person with a specialized education. Exceptions also occur, but rarely. And if the applicant has relevant experience, the probability of his successful employment increases several times. Knowledge. A university graduate gets not only knowledge in his subject area, but also skills, which in principle are needed for any job.

⁵⁴ Advantages of higher education in Russia [Electronic source]. URL: <https://disshelp.ru/blog/preimushhestva-vysshego-obrazovaniya-v-rossii/> (accessed on 16.03.2023)

Some majors allow you to start your own business, expanding the already considerable range of employment opportunities. Secondary vocational training is more limited in this respect and presents fewer opportunities.

There are, however, opportunities to take advantage of preferential treatment. Rights of preferential admission are enjoyed by persons disabled since childhood, disabled children, orphans and others. The list of categories is quite broad. There is also a system of targeted training. It is based on the need of enterprises or organizations, institutions in personnel.

4. How do foreign nationals enroll in universities and what is the educational process be like

The *educational process* in Russia is based on a variety of possible educational formats. It is possible to receive a higher professional education in several ways.

- During full-time education, a student comes to classes 5-6 times a week, listens to lectures, does assignments, attends practical classes, seminars, and takes exams and tests.
- Part-time or evening form implies that classes are attended 3-4 times a week, a lot of learning on their own, but still in contact with teachers. At the part-time form the student studies independently. Completes tests, passes exams and tests at a time determined by the curriculum.
- And also, the distance form. This is a variant of distance learning, but does not require the student to come to his native university. Except for passing state exams and defending a diploma thesis.

Foreigners have access to study at different levels of higher *education in Russia*. They, like Russians, can enroll for a bachelor's degree - 4 years, a specialist degree - 5 years, a master's degree - 2 years, and a postgraduate degree - 3 years of study.

And now let's take a look at the reviews of foreign students about studying in Russia and their experiences and adaptation.

Turkey. Deniz, a second-year student at the Faculty of Philology, SPbSU: «While looking for a scholarship to study in other countries, I saw an offer from Rossotrudnichestvo. I sent my academic transcript and portfolio, I was interviewed, and I received a grant to six Russian universities to choose from. I wanted to go to Lomonosov Moscow State University or St. Petersburg State University. I took preparatory courses before I started my studies and then passed my Russian language exam. I talked a lot with foreign students and realized that we have a lot of problems in common that we face when we study in Russia».

Cote d'Ivoire. Aka is a second-year international relations student at the Maurice Thorez Moscow State Linguistic University: «I used to want to go to the US or Europe to study. When I was in my second year at university in Côte d'Ivoire, I heard about Russia and decided to come here, which I am very happy about. The scholarship from Moscow State Linguistic University covered the expenses. I chose the faculty of international relations. My dream is to work in politics in my

homeland and change it for the better. With the knowledge of Russian, I have a much better chance of getting a good job, because in Africa and Europe not many people speak it». ⁵⁵

Elena Kallo, Academic Director of the Russian Language and Culture Center Langwich Link International Language Center: «Despite all the difficulties foreigners face in Moscow, *they quickly adapt*, get to know Russians, make friends, go to theaters and museums, and write «I love Russia» un their farewell remarks». ⁵⁶

In this article, we will also look at the standard scheme of entering Russia for young people from near or far abroad:

1. Decide on the choice of program, university, profession.
2. Find out about financing: the possibility to study on a paid or free basis.
3. Collect the package of documents to apply to the admissions committee.
4. Pass the selection process, which is organized on a competitive basis.
5. Obtain an invitation from the university and use it to apply for a visa to Russia, if required by migration law. ⁵⁷

For representatives of neighboring countries, the scheme may be different. Russian organizations in CIS countries have opened centers to accept documents from school leavers. Every year, a wide choice of professions and universities is offered, in which they can obtain them. The best young people are selected on a competitive basis based on the results of their studies in domestic schools.



Drawing 2 - International students will be able to work part-time while studying off campus [Electronic source]. URL: <https://tomsk.bezformata.com/listnews/inostrannie-studenti-smogut-podrabivat/86056303/?amp=1> (accessed on 19.03.2023)

⁵⁵ Foreign Students in Russia: About Studying and Their Experiences of Living Abroad [Electronic source]. URL: <https://mcunic.ru/2021/11/16/studenty-inostrancy-v-rossii-ob-uchebe-i-svoih-vpechatleniyah-ot-zhizni-za-rubezhom/> (accessed on 19.03.2023)

⁵⁶ Foreign students in Russia: who comes to the country and why [Electronic source]. URL: <https://www.ucheba.ru/article/2895> (accessed on 19.03.2023)

⁵⁷ Education of foreign students in the Russian Federation [Electronic source]. URL: <https://visasam.ru/russia/rabotavrf/inostrannye-studenty-v-rossii.html> (accessed on 19.03.2023)

Regarding *quotas*, which are also important for foreigners, there are quite a lot of them, for example, the quota, under which foreigners get a free place in the dormitory and do not pay for their studies. The same quota, under which foreigners have the right to enroll based on the results of Olympiads. Prizewinners and winners of All-Russian and specialized Olympiads, the list of which is approved by the Ministry of Science and Higher Education of Russia every year, have privileges for admission to all Russian universities. It is also important that if a foreign applicant resides in his home country, he can take part in competitions held abroad at the Russian embassy.

All these aspects greatly help students in a short time to adapt to studying in Russia, allow them to bypass a number of difficulties, such as independent study of the language, finding accommodation and much more.

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UDC 37

Rakhmetullaeva Zh.R., Bakytzhankyzy U. Computer abbreviations in the english language

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***Abstract.** The article discusses computer terms formed by the method of abbreviation in the English language, including initial abbreviations and acronyms.*

***Keywords:** computer terms, abbreviations, acronyms*

At present, it can be said that computer terms from the lexicon of programmers and developers of computer technology are gradually becoming a commonly used vocabulary. English computer language, as one of the most dynamically developing layers of special vocabulary, requires study and systematization. "Computer terminology functioning in English is very diverse in both its structure and semantics and is represented by word-terms, terminology phrases and phraseologisms" [2, p. 277].

One of the most productive ways to replenish the vocabulary of the terminology of many languages, including English, was abbreviation. According to S.A. Volodkova, "the widespread use of various abbreviations is a kind of response to the intensively developing formation of multicomponent terminology combinations in all special languages" [4, c.7].

According to D. Crystal, such a method of word formation as abbreviation became popular by 1839, when reductions such as OK ('all correct'), PDQ ('pretty damn quick'), GT('gone to Texas') and many others [7, c. 120]. Obviously, in these examples, not words are abbreviated, but whole phrases. D. Crystal also notes that abbreviation is always in vogue, but in the 20th century the appearance of abbreviations in science, technology and other special fields was unexpected. He writes: : «The fashionable use of abbreviation – a kind of society slang– comes and goes in waves, though it is never totally absent. In the present century, however, it has been eclipsed by the emergence of abbreviations in science, technology, and other special fields» [7, c. 120].

The main reason for the intensification of the process of the appearance of reduced lexical units is the tendency to save language funds both in writing and orally. "But this is far from the only moment. The reasons for the occurrence of abbreviations are also the following: the need for new words, saving effort, the need for a detailed and accurate description of reality in language, negligence in speech, an increase in the emotional component " [3, p. 46].

D. Crystal rightly notes that using the abbreviation is to be "your own" in the social group where this abbreviation is used. Computer enthusiasts around the world use the abbreviations ROM and RAM, DOS and WYSIWYG in their speech. You are not an amateur if you cannot use such forms or you need to search, what they mean. So, D. Crystal writes: «Abbreviations also help to convey a sense of social identity: to use an abbreviated form is to be 'in the know' –part of the social group to which the abbreviation belongs. Computers buffs the world over will be recognized by their fluent talk of ROM and RAM, of DOS and WYSIWYG. You are no buff if you are unable to use such forms, or need to look them up (respectively, 'read-only memory', 'random-access memory', 'disk operating system', and 'what you see is what you get'). It would only irritate computer-literate colleagues and waste time or space (and thus money) if a computer-literate person pedantically expanded every abbreviated form» [7, c. 120].

E.M. Dubenets notes that in modern English a significant number of initial abbreviations from phrases are formed. "Most often, technical terms, as well as the names of public groups and organizations, are abbreviated. Usually abbreviations are used more often than full forms of names" [5, p. 145]. For example:

DOS (Disk Operating System) – AOC (disk operating system);

GIF (Graphics Interchange Format) – graphic exchange format - image compression format. One of the commonly used graphics formats on the Internet.

Many linguists emphasize the fact that abbreviations present certain difficulties in translation. First of all, it is necessary to remember the ambiguity of abbreviations. G.G. Babalova writes about this: "PC has a well-known English equivalent *Personal Computer*. However, it has other equivalents: *potential controller*; *printed circuit*; *process control*; *programmable control*; *propulsive coefficient*; And this is far from a complete list of homonyms. Only deep knowledge of the subject can help to correctly understand the term" [1, p. 21].

There are also a number of other factors to consider. "To ensure the correct perception of unfamiliar abbreviations, an effective method of decoding them is needed, and in this regard, a clear understanding of such a complex linguistic phenomenon as abbreviation, its role and place in the language, as well as knowledge of the methods of formation of abbreviations and the structure of abbreviated units formed as a result of abbreviation of the original names" [4, p. 7].

E. M. Dubenets emphasizes the fact that most neologisms-abbreviations are initial abbreviations and pose difficulties for translators. In some cases, translation of the original abbreviation is not possible without special reference literature, so there is a need to compile abbreviation dictionaries in various fields [5, c. 139].

For example, in the preface to 'The English Computer Terminology Glossary', author O.A. Rumyantseva says that definitions in Russian are offered in a simple and accessible form, so they are understandable not only to specialists working in the field of information technology, but also to a wide range of PC users. [Rumyantseva, p. 3].

It should be noted that it is the original abbreviations that make up the largest group among computer abbreviations. For example:

ADPCM (Adaptive Differential Pulse Code Modulation) - outdated with the advent of MP3 algorithm for compressing audio information;

CGI (Common Gateway Interface)- common gateway interface - a protocol that defines the rules for interaction of external programs with the web server or other information servers;

FTP (File Transfer Protocol) -file transfer protocol;

URL (Uniform Resource Locator) - unified resource locator, web address. Standard way of addressing web documents (pages) on the Internet;

HTML (HyperText Markup Language) - hypertext markup language when writing web pages;

HTTP (Hyper Text Transfer Protocol) -hypertext data transfer protocol. It is mainly used for the exchange of data between users and resources of the Internet - it is a means of communication of distributed components of the World Wide Web;

DLL (Dynamic Link Library)- "dynamically connected library." A special kind of software modules that can be used (including jointly) with a large number of programs;

MPEG (Motion Picture Experts Group) - a group of audio and video compression standards, which in some cases can reduce their volume by tens of times. Used in VideoCD and DVD.

Among computer abbreviations, a small group of acronyms can be distinguished. Acronyms mean abbreviated words or phrases that are pronounced as independent words and have homonyms in the form of words in a given language. The main task in compiling them is the readable alternation of vowels and consonants, since the acronym must not only preserve its original meaning, but also be easily pronounced. For example:

BASIC (Beginner's All-purpose Symbolic Instruction Code) - Basic One of the first and most popular programming languages so far;

ROM (Read-Only Memory) -permanent memory;

SMART (Self-Monitoring Analysis and Reporting Technology) - System of operational self-diagnostics built into hard drives of the latest models;

SOHO (Small Office Home Office) - "home office";

WOMBAT (Waste Of Money, Brain AndTime) - Wasting money, thoughts and time.

Thus, computer abbreviations are very diverse. The largest group consists of initial reductions. Acronyms represent a minor subgroup. Special dictionaries are often required to translate computer term abbreviations. English computer terminology, as one of the most dynamically developing layers of special vocabulary, and productive methods for the formation of terms, including abbreviation, require study and systematization.

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UDC 37

Tayar A.K., Zhalgassova A.K. The use of the theatrical method as an effective method of teaching english language

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Abstract. *This article is devoted to the analysis of the possibilities of using the theatricalization method and the means of theater in the development of the creative thinking of modern schoolchildren. The characteristic of understanding of theatricalization in the works of different authors and its form - dramatization is given. The influence of this technique on the educational and creative aspects of the learning process is described.*

Keywords: *interactive methods of education, subjects of the education process, objects of the education process, creative potential, theatricalization method, dramatization.*

The modern education system is directed to formation of the highly educated, intellectually developed and creative person. Currently, most of the developed countries of the world have come to the conclusion that the process of cognition itself, its forms and methods, and not just teaching, as has long been arranged in traditional learning, is important. Practical experience shows that the implementation of interactive forms and methods of education is undoubtedly not only relevant in the process of modern education, but also promising, since it creates the most suitable conditions for self-realization of students due to the maximum activation of communication resources. Such development is more effective when using non-traditional forms of organization of the educational process. Forms of this kind include the use of theatricalization elements in foreign language lessons.

The relevance of questions of introduction of a method of staging is that there is a need for the pedagogical technologies training to ability not only to perceive and remember information, but also creatively to process it into abilities [5], to see problems and to solve them. For implementation of these technologies at lessons of a foreign language, our way to opinion, it is necessary to involve a full range of feelings, emotions, the maximum realization of intellectual and creative potential, influencing by means of art. Synthesis of arts is most brightly reflected in theater.

L.S. Vygotsky defined the dramatized activity as the most widespread type of children's creativity, reflection of vital impressions is in the form of drama organic for the children's nature and is expressed spontaneously [2].

In works of many authors it is told about the high pedagogical potential of staging. P.Y. Ezhov causes it the resonant nature of emotional and figurative influence, synthesis art and real and also

communicative and reformative opportunities of art [3]. Kononovich, A.A., for example, the pedagogical importance of staging is defined by high personal and motivated activity of participants of process of statement, the social importance, emotional and figurative and information logical levers [6].

T.V. Ryzhkova believes that staging – one of forms of the organization of interaction of the teacher with children as a result of which their relations become closer and confidential [9].

The analysis of works on this subject allowed to come to uniform, capacious definition of staging: staging is nothing but use in pedagogical process of expressive, communication, educational and esthetic means of theater.

In theatrics, introspection of participants is widely used. Students analyze not their activities, but also conduct an analysis of the activities of comrades. Analysis, not evaluation of the work, makes it possible to achieve the best result. The teacher monitors the analysis process so that a benevolent tone is maintained throughout it [8]. Thus, tolerance and respect develops, adequate self-esteem is formed, analytical activity contributes to the ability to form thoughts, concentrate on their competent presentation, the development of logical thinking.

Except creation of performances in the learned foreign language (dramatization) that is the most labor-consuming and difficult product of theatrical educational activity, it is possible to use in the course of training and the following theatrical receptions:

- personification – attraction of an image of the historical hero or character for participation in educational activity at a lesson;
- reading monological and dialogical texts on roles, in any image;
- the dramatized story about the character or the historic figure from his name in image, an episode instsenirovaniye from his life;
- the sketch - small role representation according to the scenario and with use of theatrical attributes, is more often - an instsenirovaniye of fragments from fairy tales;
- game theatrical exercises are etudes, a pantomime, games, both on physical, and on psychological liberation.

The use of such techniques contributes to the expansion of the horizons, the development of speech, plastic and playing abilities among students, overcoming the language barrier and psychological clamp [4].

Quite often there is an identification of concepts of staging and dramatization. However dramatization – a staging element. The game element is always the cornerstone of dramatization therefore staging is closest and clear to children as the leading activity of children is game activity. Theatrical activity also contributes to the esthetic development of pupils, the specifics of children's perception are considered, also transformation of imagination to creative imagination develops, and need of knowledge of the text by heart contributes to the development of emotional memory.

Elements of theater give an opportunity to perceive a training material not only it is rational, but also emotionally.

Returning to a concept of dramatization, it should be taken into account in more detail process of creation of activity of the teacher and pupils when using this method.

Dramatization introduction as product of educational and theatrical activity, in turn, too consists of several stages (according to N.I. Nikonova.):

- 1) preparatory, the biggest, including perception, judgment of the text; performing analysis;
- 2) statement;
- 3) a reflection – reconsideration [8].

Children's performances, as well as other forms of theater productions, are of the exclusive value since this genre, more than other types of creativity, is under construction on game and on communicative activity.

As the learning of foreign language provides broad intersubject communications, attraction of the dramatized scenes at lessons is one of important aspects of realization of intersubject communications which promote formation of outlook of pupils, their esthetic development. The main objective of these lessons – removal of a language barrier and development of such qualities as memory, figurative thinking, the speech.

You can arrange a skill training to use the past time, each of the students should be in more detail and without repeating with the previous participant, the time for inventing can be limited, specific role tasks can be given. The game "Guess what I do" is designed to expand the possibilities of the imagination of the participants, as well as good for the practice of a newly learned effective vocabulary.

One presenter depicts an active action, the participants either guessing the action in a foreign language or repeating. A possible stage of the game - the host shows only part of this action, the next participant continues this action as he sees it and so on until the last participant, usually the word is either guessed or the team comes to a completely new awareness of the word. The exercise game "Director" is suitable for older participants, with a higher level of proficiency in a foreign language. The host, like the real director, will have to answer any questions from a foreign-language audience, the task is to come up with the most justified answer. "Study" is more an exercise or even training than the game itself, but this does not downplay interest in this activity. A condition is given under which participants will have to interact with each other, a speech situation is set, for example, in a cafe or in a hospital, one can be a visitor, and a second doctor or waiter. Such a situation has a beginning, development and end, a resolution of the situation to which students should come with the help of speech and effective improvisation based on their knowledge of the topic, possession of the necessary lexicon, speech structures, etc.

Each "Study" is like a separate small improvisational performance, incredibly interesting for observation from the outside and no less interesting for the participants themselves.

From our experience, we came to the conclusion that theatrical activity makes the educational process interesting. The atmosphere of passion and joy, the feeling of complacency of tasks makes it possible to overcome the shyness that prevents children from freely using the words of someone else's language in speech, and has a beneficial effect on the results of education. Language material is more easily absorbed, and at the same time there is a feeling of satisfaction from learning a foreign language.

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UDC 37

Ten E.A., Salakhadinova M.M. Modern technologies in teaching English language

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***Abstract.** This article analyzes some modern technologies in teaching English language.*

***Keywords:** innovative technologies, communicative competence, project learning technology, computer technology, case technology*

The development of innovative technologies for teaching foreign languages is caused by the need to overcome the crisis in education, which would contribute to the training of specialists of the new formation. The introduction of new technologies is also extremely important due to the fact that the coming XXI century imposes different requirements for university graduates than the technocratic society of the XX century. The technology of learning of the last century, based on the logic of science, on the principle of "from knowledge to skills" should turn into a technology based on the laws of the cognitive activity of students, focus in learning, i.e. on reaching the heights of professional, creative and spiritual activity by graduates.

Preparing students for life in an ever-changing world is the main goal of innovative technologies in education. With the help of innovations in learning, the educational process is focused on the potential capabilities of the student and their implementation. There is a qualitative change in the student's personality. The development of the ability to motivate actions, independently navigate the information received, the formation of creative non-pattern thinking, the development of children due to the maximum disclosure of their natural abilities, using the latest achievements in science and practice, the main goals of innovation.

The successful formation of communicative competence is directly related to the formation of the student's educational competence, i.e. the ability to manage their educational activities.

A prerequisite for the formation of professional competence of students is the development of communicative competence, which is reflected in state educational standards. Communicative competence provides for the formation of linguistic (language), sociocultural, pragmatic, general educational and compensatory competencies.

Modern training technologies contribute to the solution of the task. In the practice of teaching foreign languages at the modern stage of study, the following technologies are used:

- Co-operative learning
- discussions;

- brain storming;
- role-playing games of a problematic orientation;
- case-study method;
- project method;
- "student portfolio" (E-Portfolio);
- Information technology.

The ability to conduct a discussion, defend your point of view, supported by arguments, succinctly state your thought, the ability to listen and hear your opponent - important skills necessary for the formation of communicative and sociocultural competencies.

In oral English classes, very often the final classes are discussions on problems of a certain topic. For example, as part of the study of the topic "Choice of profession," discussions are held on the following topics: 1) The profession of a teacher is a respected profession;

- In the future, computers will replace everything;
- Teaching a foreign language is relevant, etc.

Students pre-select one topic for discussion, independently prepare arguments. As a rule, students are divided into two groups (small cooperation groups - about 5 people per group), which defend opposite points of view on the chosen problem. First, students preliminarily hold a discussion in small groups and only then a general discussion is held.

To successfully carry out this type of work (discussion), it is necessary to carry out preparatory work: to teach students the ability to conduct a conversation, to choose convincing arguments. At the preliminary stage, a brain attack method is used. All student suggestions on this issue (without discussion) are written out on the board, and then discussed by the whole group. If the student's argument seems convincing enough, then the argument is accepted for further discussion, if not, then it is crossed out.

An important point is to summarize the discussion. In order to maintain and stimulate student activity during the discussion, each of them is evaluated according to the rating system. The number of points that a student can receive for this type of assignment is determined in the UMK flow chart for a practical course in a foreign language.

When using the project learning technology (project method), a foreign language in a new educational paradigm becomes a process of independent mastery of educational cognitive activity. The complex integrative nature of project work allows the student to build a single picture of the world, using previously acquired knowledge and skills and acquiring new ones. The project method involves the use of a wide range of problematic, research, search methods, clearly oriented to the real practical result, significant for each student involved in the development of the project.

When using the project method in teaching foreign languages, all attention is focused on the subject (problem) of consideration. In the process of working on the project, students turn to different sources of knowledge on the problem under consideration, work is carried out with information on

different media, including those contained in the information resources of the Internet. Students have to explore and discuss different points of view, get acquainted with new information, form their own point of view.

At the final stage, project participants present the results of their joint activities. For example, the City project (Astana, Almaty, London) "provides for the presentation of a report with illustrations, drawings, sketches. Each group protects its project, after the presentation there is a general discussion of the presented projects.

Within the framework of the National Cuisine project, students are divided into groups, each group performs a specific task: table setting, table etiquette rules, recipes for national cuisine, etc. The results are presented in the form of a menu of a national cuisine restaurant, a menu for a national holiday, a booklet about national cuisine, etc.

The final "product" of the "City" project is a video about Astana. Each project is protected in front of a group showing a video clip. The group takes an active part in the discussion of the project, students ask questions, evaluate work in groups, make their arguments.

The project "Travel" involves the work of students in cooperation groups on the topics "Train Travel," "Plane Travel," "Bus Travel." The result is videos describing a particular type of travel, its advantages and disadvantages.

The project method is widely used by us to pass topics submitted for independent study.

For the development of teachers, problem role-playing games are widely used to simulate the real situation of communication in a foreign language lesson. Role-playing game is used to solve complex problems of assimilation of new material, development of creative abilities, as well as formation of communicative and sociocultural competencies. Unlike the discussion, in the role-playing game, its participants take on the roles of characters, as if "getting used to" the role. This helps them better understand the essence of the problem and find different ways to get out of this situation on behalf of his character.

In the process of learning English, business games are used, which are based on a model of some real activity, the so-called "model teaching method."

Computer technology is a single educational approach that is based on interdisciplinary content, forms and means of learning. The informatization of education comes to the fore, the essence of which is that large-scale information presented in databases, computer programs, virtual libraries, reference literature becomes available to students. Information technologies are widely used in teaching a foreign language. Students find the necessary information to prepare topics submitted for independent study in a practical English course. In addition, Internet sites are used to improve various communication skills (listening, reading, writing, speaking), the formation of lexical and grammatical skills, and to determine the level of language proficiency according to international standards.

The next process of introducing case technologies is within the framework of a modular rating system when teaching English. The method of situational analysis is aimed at developing critical thinking, forming the interest of students in the process of acquiring knowledge in problematic situations. The case is built in such a way as to encourage students to cooperate, use modern information and communication technologies.

Case has the following components: introduction, creative task, communication workshop. The effectiveness of the teacher implementing this method is associated with the implementation of a number of principles: partnership, cooperation with students; the use of the latest achievements of pedagogical science and the experience of colleagues; creativity (turning the case into an individually unique creative product), strengthening the role of creative improvisation during training.

Another pedagogical technology is the "student portfolio," presented electronically. There are three types of portfolios: developmental, assessment and demonstration (showcase). Developmental portfolios show the dynamics of the development of relevant knowledge and skills in a student over a certain period of time. The assessment portfolio is an external assessment (cross-sectional and final works of the student). Demonstration portfolios are created upon completion of the course of study at the university. They are designed to show the quality of training of a graduate, and are intended to be presented to the employer.

In our opinion, for the development of communicative competence among students, it is advisable to use all the above-mentioned modern technologies and methods in the educational process. Such active teaching methods help to facilitate the process of adapting students to the socio-cultural conditions of the country of the language being studied as much as possible, to remove barriers to understanding the behavior of representatives of the new culture. In the course of interactive training, you can check how well the student speaks the language, knows how to use the studied material, how adequately he can respond to various proposed situations.

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SECTION 5. SCIENCE, TECHNOLOGY AND EDUCATION

UDC 378.147

Sarsembayeva A.A., Manoshkina E.D. The role of smart-teachers in modern education

Роль смарт-педагогов в современном образовании

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Abstract. In the digital paradigm of social development management, the sources of knowledge are not only various formats of textbooks, manuals and other, but also a close creative union of the teacher and the student, which allows not to get lost in the endless expanses of the Internet. Based on the trend in the digitalization of the educational process, this article discusses the development of SMART-education, the personal characteristics of a SMART-teacher, the platforms in which SMART-learning can be implemented, and the principles of the digital education format are defined.

Keywords: SMART-teacher, SMART-education, learning process, competencies, professional skills, personal skills, technology, digitalization, digital educational platforms.

Аннотация. В цифровой парадигме управления социальным развитием источниками знаний становятся не только различные форматы учебников, пособий и иного, но и тесный творческий союз педагога и учащегося, позволяющий не заблудиться в бесконечных просторах сети «Интернет». Исходя из тенденции в цифровизации образовательного процесса в данной статье рассматривается развитие SMART-образования, о личностных характеристиках SMART-педагога, о платформах, в которых можно реализовать SMART-обучение, а также определены принципы формата цифрового образования.

Ключевые слова: SMART-педагог, SMART-образование, учебный процесс, компетенции, профессиональные навыки, личностные навыки, технология, цифровизация, цифровые образовательные платформы.

The First President of the Republic of Kazakhstan N.A.Nazarbayev in the “Strategy Kazakhstan - 2050 “New political course of the established state” outlined the following priorities in modern education: “We have to modernize teaching methods and actively develop online education systems by creating regional school centers... We must intensively introduce innovative methods, solutions and tools into the domestic education system, including distance learning and online learning,

accessible to everyone, change the focus and accents of the curricula of secondary and higher education, including programs for teaching practical skills and obtaining practical qualifications ...”

[1]

Therefore, today, with changes in the current education, the traditional school – the school of explaining knowledge is gradually becoming a thing of the past and the school of a new historical type – the SMART-school is gaining strength more and more actively. As a rule, in SMART-schools, the educational process takes place using technological innovations and the Internet, which provides students with the opportunity to acquire competencies based on a systematic multidimensional vision and study disciplines, taking into account their multidimensional nature and continuous updating of content. SMART-education – first of all, it supports the needs of students and teachers.

SMART-education is implemented in an interactive space using open resources of the entire world community. It provides free access to extensive content developed by public and private institutions and individuals in the field of education through a cloud-based learning platform, expands the sharing of domestic and foreign learning resources and promotes collaborative learning through content broadcast platforms. [2] Such a model meets the requirements of innovation, flexibility to the ongoing changes in society, adaptability to the growing demands of students.

The ultimate goal and vision of the SMART-education strategy is to promote the development of creative global human talents through a “revolution in the classroom”, which should lead to an update in the content of education, teaching and evaluation methods, and a change in the educational environment in accordance with the new educational paradigm. [3]

Due to the trend of “SMART-education”, the school needs a teacher who has creative ideas, shows interest in the development and implementation of new curricula, is able to use innovative pedagogical technologies and digital educational platforms – SMART-teacher.

Now the SMART-teacher is a coordinator who accompanies the learning process, guides students, monitors their progress and helps with problematic moments. Such a teacher pays special attention to teaching methods and learning methods that contribute to creative problem solving. With such training, the learning experience of students is transformed from theoretical to practical.

Any teacher, especially the SMART-teacher, should have the “soft-skills” (socio-psychological skills), which include: communicative, leadership, team, public, “mental” and others. Because such work implies continuous communication: with students and parents, with colleagues and management. For this reason, it is very important to control emotions and competently build communication. There is also such a thing as “hard-skills” (professional knowledge). Hard-skills will be needed at work and in the execution of business processes. And since the field of education provides opportunities for personal and professional growth, it is not enough just to know the subject well, we need to be able to work in a team, clearly and correctly talk about ourselves, about our ideas and goals, be active and collected. With such “flexible” skills, it is easier to organize our own project,

create a team, get support from management to implement new ideas and become more successful at work.

By studying new approaches and preserving the pedagogical findings of the past years, a real SMART-teacher will build his own learning system. Such a teacher should be interesting to every child, so a modern teacher simply has to be flexible. To achieve a high level of professionalism, the SMART-teacher needs to develop, form and polish professional skills, certain personal qualities and on this basis improve his pedagogical activity.

The development of professional skills is only one step in the preparation of the SMART-teacher. Google Classroom, MS Teams, SharePoint, YouTube are platforms that are used by SMART-teachers in the educational process and help to form digital competencies. Smart platforms increase interest in knowledge and motivation to obtain it, form creative thinking and the ability to offer different ways to solve the same problem. The process of learning according to the Smart concept involves both intellectual and creative activity, and communicative flexibility, and the logic of thinking of students.

Smart technologies are based on knowledge and information. With the help of such technologies, it is possible to create fundamentally new methods of teaching using the Internet. Such training makes it possible to acquire professional competencies based on a systematic multidimensional vision and study of disciplines, taking into account their multidimensional nature and continuous updating.

At the same time, with the help of smart technologies, the SMART-teacher creates educational content for students, maintains feedback, exchanges knowledge, and automates administrative tasks. Many educational organizations actively use interactive tools (SMART-boards, interactive projects, interactive displays, etc.). However, we are talking not only about equipping educational institutions with new technologies, but also about the possibility of introducing students to acquire knowledge independently in an electronic work format, as well as universality for use in the full-time system for organizing high-quality and effective independent activities, distance education system, professional development of specialists, the system of general non-formal education of the population.

And tools such as blogs, podcasts, social media tools, and online communities help SMART-educators improve communication, collaboration, problem solving, research, and critical thinking skills. Wide opportunities for using smart technologies are also opened during the diagnosis of educational achievements. When there is a diagnosis, the main advantage is that the teacher immediately sees who started work, who quickly did the task, there is an instant evaluation of the results. This optimizes the learning process.

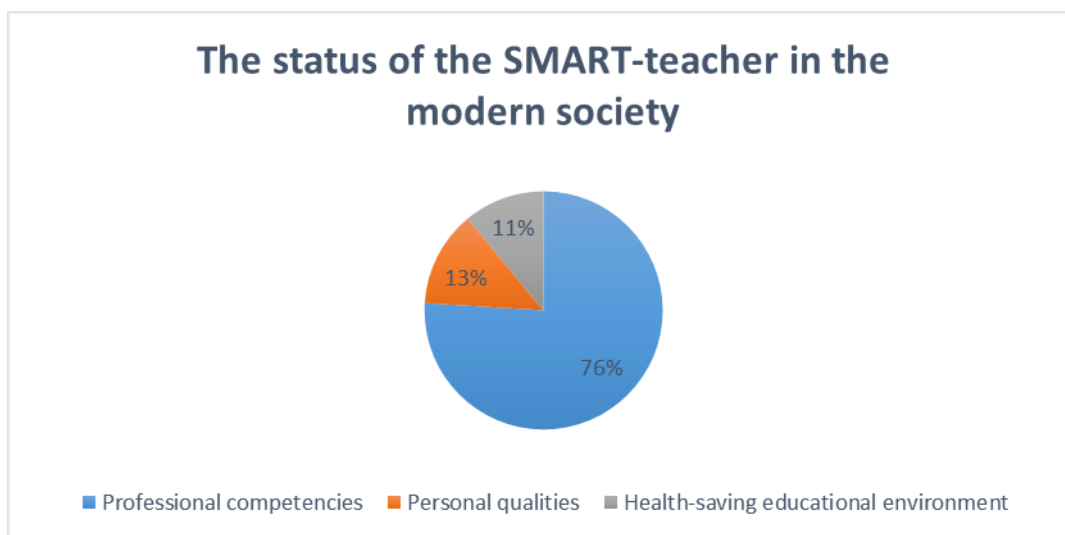
Now the "FUSE Internet portal" is gaining popularity, which allows teachers to find new educational materials to make the lesson more interesting and informative for students. "FUSE" is designed to simplify the collection, selection and exchange of knowledge of experts in the subject

area. The platform has a decryption – find, use and share. This portal provides teachers with access to high-quality educational resources. Using this platform in the work, the teacher uses video materials, images, didactic resources and other resources that allow students to develop digital, visual and informative literacy skills, which are becoming increasingly important today.

In order to clarify the status of the SMART-teacher in modern society, we conducted a survey [4] on the basis of students of the Taraz Regional University named after M.H.Dulati of the “Ustaz” Institute and found out that, according to respondents, the most important thing that SMART-teachers should develop is professional competencies (hard-skills) (76% of respondents). This includes knowledge in the field of the subject being taught; orientation in modern research on the subject; knowledge of teaching methods of the subject, as well as the ability to use multimedia, ICT technologies and digital educational platforms.

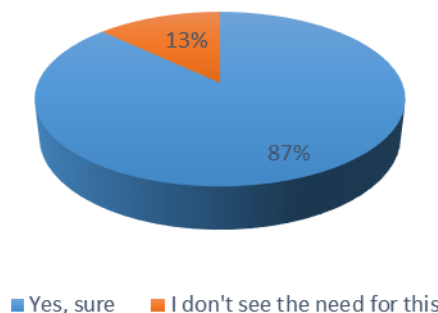
Personal qualities (soft-skills) (13% of respondents) are also of great importance, such as communication, leadership, the ability to work in a team, speak at public events, as well as the ability to think creatively.

Respondents consider the ability to design a health-saving educational environment to be the least important competence of a SMART-teacher (11%).



The final point in the survey was that the respondents had to answer whether it was important that the SMART-teacher should always develop their abilities. After analyzing, we found out that a significant part (87%) voted for teachers to constantly improve their skills, because the development of both professional and personal skills, as well as the ability to handle new technologies in education, will positively affect the provision of new material by the SMART-teacher to students.

Is it important for the SMART-teachers to always develop their abilities?



The world is changing, children are changing, which, in turn, puts forward new requirements for the qualification of a teacher.

The standard puts forward requirements for the personal qualities of a teacher that are inseparable from his professional competencies, such as the willingness to teach all children without exception, regardless of their inclinations, abilities, developmental characteristics, and limited opportunities.

A modern SMART-teacher not only has to teach children, but is also able to learn from his pupils. After all, a teacher is a person who stands between science and a small person. He is erudite and educated, knows his subject: only a large amount of knowledge gives the right to teach others.

Thus, it can be concluded that at the present stage of development of society, a modern pupil needs a modern teacher, because pupils are now fast, agile, creative and competent children.

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SECTION 6. WEB TECHNOLOGIES

UDC 69

Melitonyan E.Y., Kolonitskaya V.M., Solenkova E.P., Borisova A.S., Komkov E.A. Opportunities and perspectives for the development of ChatGPT, an artificial intelligence chatbot

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***Abstract.** Our article is dedicated to the rapidly gaining popularity, chatbot with artificial intelligence, ChatGPT. This neural network was created by OpenAI, a company specializing in the development of technologies based on machine learning. Since the company was founded, there have been many promising projects, the most successful of which was ChatGPT (GPT - 3.5), released in 2022. This neural network, originally created to create fake news in 2019, has made such tremendous strides in syntax and text problem solving that people have begun to seriously consider further replacing human work with the intervention of artificial intelligence. How well this chatbot can cope with highly specialized problems, and whether the user's trust can be fully justified, we will examine in this article.*

***Keywords:** Artificial intelligence, ChatGPT, user, OpenAI, GPT, text, creation, neural network, language modeling*

Open AI was founded back in 2015 by Ilon Mask and Sam Altman, and in 2019 it already presented the first version of the GPT (Generative Pretrained Transformer). "The first GPT" knew how to create fake news, but this version of the project never saw the light of day. Since the creation of the company Open AI has released many innovative products such as OpenAI Gym - a simulator for AI training, DALL-E and DALL-E 2 - a system capable of creating quite realistic and stylistically consistent images, guided only by a verbal description, as well as three generations of GPT - Generative Pretrained Transformers. In 2022 was released the most famous project of the company, ChatGPT - "smart" chat-bot works based on the version of GPT-3.5, and in 2023 planned to release a full-fledged GPT-4. The uniqueness of this project is that the bot can do almost anything related to writing, and its responses are indistinguishable from the real human. ChatGPT, which we decided to test, is a large language model, which is used to create a text that mimics the human-made set of statistical tools that allow you to correctly use syntax. Simply put, by following the user's instructions,

the machine is able to predict the next of a series of words based on learning from a huge amount of data taken from various Internet resources, from an e-book to a Reddit forum. Due to the fact that the amount of data on which this neural network was trained is more than 570 gigabytes of text, the model was able to not only complete, but to exceed the tasks received from the user, to which it was not even originally programmed. This neural network is not only superior to specially trained models for this purpose, but also a way to improve itself without third-party intervention from developers. The success this chatbot is showing is so phenomenal that people are beginning to believe in its ability to replace human participation. Many believe that ChatGPT is able not only to give an answer to a household question, but also to determine a medical diagnosis or give legal advice. In our article we want to check if ChatGPT can replace a professional and help to cope with a complex task.

To begin with, let's define how this neural network manages to fully replicate the human language style and create unique texts.

1. How the GPT works

As we already mentioned, the GPT is a language model that can predict the next word in a series, following instructions from the user. In simple terms, it works on the principle of auto-substitution, but its scope is much wider and it learns more than just previous user requests. That is, in order for phone auto-replacement to be able to generate the response that has the highest probability, it must first collect data from which it will search for the dependencies we are interested in. Based on the dataset it collects, a pre-programmed mathematical model is 'trained' to look for a pattern within that data. ChatGPT operates on a similar principle, but the mathematical models it uses are far more complex, involving matrices. These models have a very large number of parameters, and in the field of artificial intelligence are appropriately named Large Language Models. Moreover, neural network training is based not only on user queries, but also on various Internet resources, ranging from a legal e-library catalogue to a Reddit discussion forum.

In fact, in our mathematical patterns, language models try to predict not so much the specific next word, but rather the probabilities of different words with which a given text can be continued. In fact, when generating each next word, such models select it 'at random', as if they were rolling a die. But not just any way, but in such a way that the probabilities of "falling out" of different words roughly correspond to the probabilities that the equations sewn into it tell the model (obtained by training the model on a huge array of different texts). That is, the same model, even for absolutely identical queries, can give completely different answers - just like a real person. Thanks to this capability, the chatbot is able to instantly create large texts whose structure will be identical to that of a human, and the meaning will not lose its logical consistency.

2. Evolution of the GPT system.

GPT-1 appeared in 2018 and proved that a Transformer architecture can be used for text generation by a neural network, with much greater scalability and efficiency. GPT stands for

Generative Pre-trained Transformer, or "transformer trained to generate text". Transformer is the name of a neural network architecture invented by Google researchers back in 2017. This architecture is capable of taking one set of sequences (data) as input and giving the user a different set of sequences, but transformed according to an algorithm set by the developers. This has created a huge head start on the future possibilities of increasing the size and complexity of the language models.

GPT-2 was released in 2019, and it surpassed its predecessor in both the volume of training text data and the size of the model itself (number of parameters) by a factor of 10. This quantitative growth led to the model suddenly learning qualitatively new skills, from composing long essays with coherent meaning, to solving tricky problems requiring the rudiments of world picture building.

The 2020 GPT-3 was 100 times larger than its predecessor in terms of number of parameters, and 10 times larger in terms of training text data. Again, the increase in quantity led to a sudden jump in quality: the model learned translation from other languages, arithmetic, basic programming, step-by-step reasoning, and much more.

The GPT-3.5 (also known as InstructGPT) appeared in early 2022, and its main feature was additional pre-learning based on feedback from live people. It turns out that this model is not formally smarter, but learned to generate their responses so that people see them as a reflection of the human mind and communicate with the artificial intelligence as with a normal person.

ChatGPT was released in November 2022 and technically there were no major innovations. But it did have a user-friendly interaction interface and open public access - which incredibly increased the number of its users.

3. ChatGPT specifics

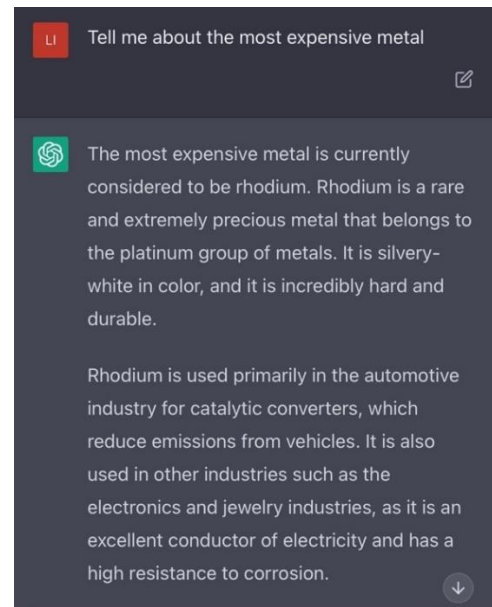
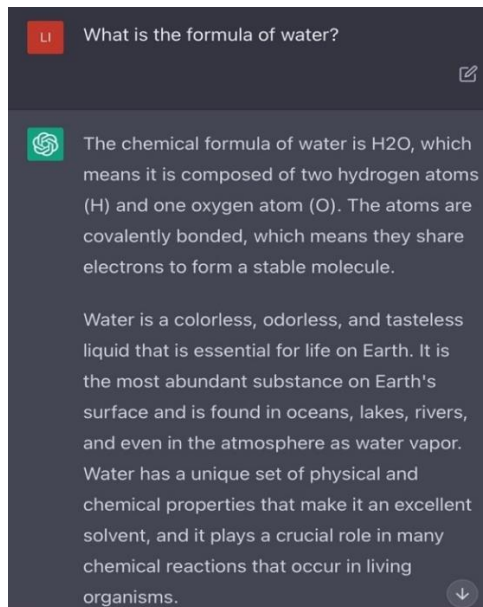
Although ChatGPT, released in November 2022, is not structurally different from another version of the 2022 InstructGPT, it is the version which has made a colossal splash in the Internet arena. The secret of success, however, is simple ease of access and user-friendliness of the interface. If the same InstructGPT could only be accessed through a special API, ChatGPT was seated in a familiar "dialog box" interface, visually transforming it into a familiar messenger. In addition, open and free access instantly brought a huge flow of users, which, according to one of the creators of OpenAI, Sam Altman, no one could have expected.

The work of this chatbot is so promising that many celebrities fear its future impact on humanity. Even one of the creators, Ilon Musk, has publicly expressed fears about the future power of artificial intelligence. Alphabet fears that the chatbot will soon replace Google's search engine, which is likely in light of OpenAI's collaboration with Microsoft, which promptly struck a deal with OpenAI to invest a dozen billion dollars in them, so management has said it is working on its own chatbot, Bard.

4. Research activities

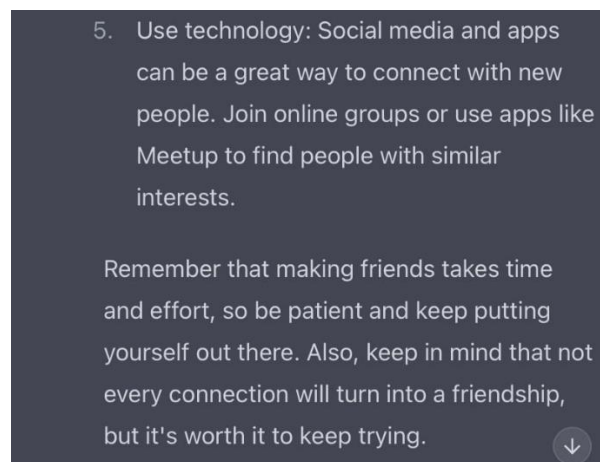
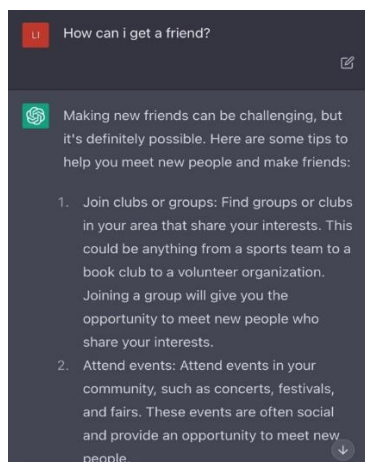
Let's talk more about the capabilities of a smart chatbot:

- ChatGPT can answer a question in almost any field, excluding toxic and unsafe content. We asked a neural network to tell us about the most expensive metal and write the formula for water.



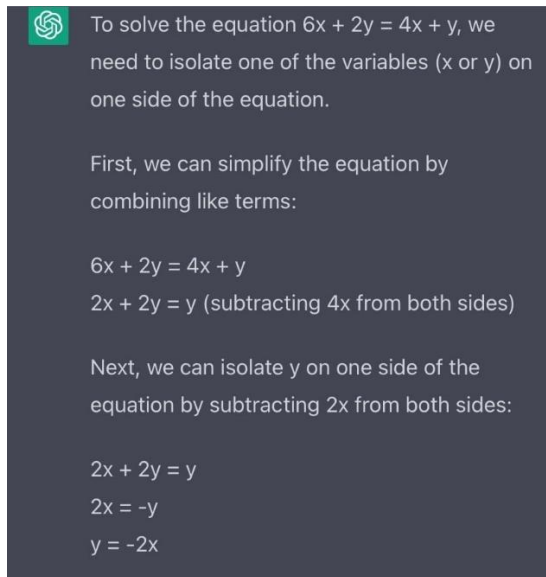
The formula for water and a story about the most expensive metal from ChatGPT

- The chatbot generates content and gives advice. It can write an essay, a poem, a song, a universal response to an email, a cooking recipe, set up a workout programme, talk about the year's highlights and even give advice on how to make friends;



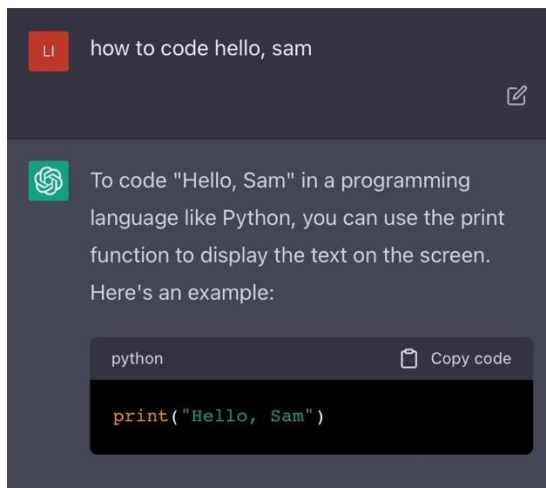
ChatGPT advice on how to find friends

- A neural network solves various mathematical examples and equations, physics and chemistry problems with detailed step-by-step explanations;



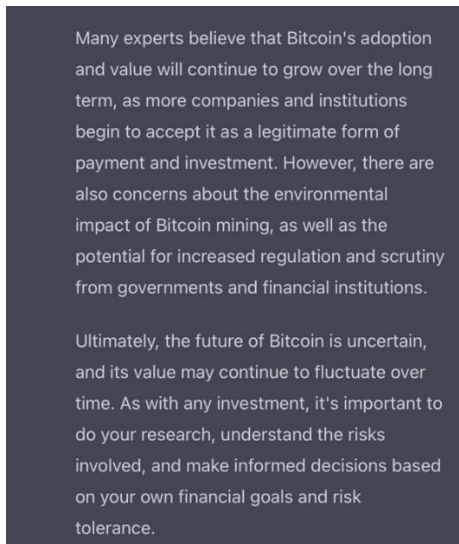
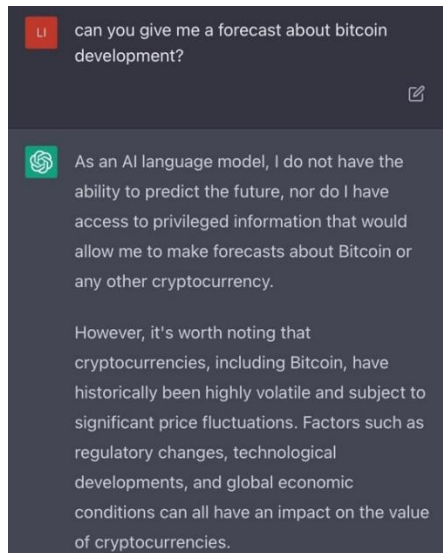
Solving an equation with a detailed explanation

- ChatGPT can write code using different programming languages



Code from ChatGPT

- The chatbot can generate analytics, calculations and forecasts. For example, the top most expensive deals or predictions on bitcoin.



ChatGPT on the prospects for Bitcoin

We can see how well the neural network handles domestic issues. Indeed, the range of knowledge and operation of this chatbot is very broad. However, how well it can cope with a highly specialised area of the issue. Can it replace a legal adviser? Based on our specialisation, we decided to test whether the neural network could answer professional questions on the legal spectrum.

At first we decided to check whether the Neuronet has a good understanding of Russian law, and whether it has a good understanding at all.

Human: how to register child after birth in an apartment in Russia?

AI: In order to register a child born in Russia for an apartment, you will need to show the birth certificate and other documents that prove the identity. Depending on the location, you may also be required to present marriage, employment, or residence certificates. Additionally, you may need to register the child with the local government or submit paperwork to the school.

Human: How to register child in an apartment?

AI: To register a child in an apartment, you will first need to check with the landlord or management company to see if they have any specific requirements. Most often, landlords will require proof of age, a parent or guardian's information, and a valid form of identification. Additionally, depending on where you live, you may need to register your child with the local government or submit paperwork to the school.

When I asked about registering a child in an apartment regarding both US and Russian law, the neural network answered:

- How to register a child in a flat in the US immediately after birth?
- Along with the child's birth certificate, you have to submit proof of residence in the flat.

But I was asking about a newborn child. In the US, it is not necessary to register the baby at the place of residence immediately after birth. That's why the neuronet couldn't answer the question.

- How does one register a child in a flat in Russia immediately after birth?

- You have to submit the child's birth certificate and other documents to the registry office.

This is a wrong answer. The documents should be submitted not to the registry office, but to the Ministry of Internal Affairs or the MFC, i.e. the neural network is not familiar with the Russian legislation.

ChatGPT answered the second question about scammers:

Human: how to return the money transferred to the scammers?

AI: Unfortunately, once you have sent money to scammers, it is very difficult to return the money. It is recommended that you contact your local police or consumer protection agency to report the fraud and explain the situation in detail. They may be able to offer advice on how to proceed with recovering your funds. Additionally, you can also contact your bank or credit card company to see if they can help you dispute the charge and recover any losses.

- How do I get back money handed over to fraudsters?

ChatGPT advises you to contact your bank. And in the US, also the police or a consumer protection agency. In both cases the answer to the question is exhaustive as it is not legally regulated.

The third question about obtaining an employment history in America was answered exhaustively by ChatGPT, which gives us reason to think that this chatbot does navigate American law



If you are referring to a work record or work history, this typically refers to a record of your past employment, including the names of the companies you worked for, the dates of employment, and the positions you held.

You can obtain a work record by reaching out to your previous employers and requesting a copy of your employment records or a reference letter. Some employers may have an HR department or records office that can provide this information.

If you are unable to obtain a work record from your previous employers, you can also try to gather documentation that supports your employment, such as pay stubs, W-2 forms, or tax returns. You may also consider using online services that help verify and document employment history, such as The Work Number or Equifax Verification Services.

5. Conclusion

Based on the questions we received, we can conclude that ChatGPT neural network can definitely help you to find answers to everyday questions that do not require special knowledge. ChatGPT is not very knowledgeable in legislation, at least in Russian. However, in some cases it can

work with U.S. users and sometimes give the right answer. It happens that a neural network may answer in a concise and incorrect manner. Moreover, the narrower the scope of the question asked, the worse the answer. It is good at chemistry, mathematics, physics, and finance. However, in the area directly related to communication and human interaction, it needs a more thorough and profound refinement. In such cases a neural network is not yet competent enough and cannot replace a professional.

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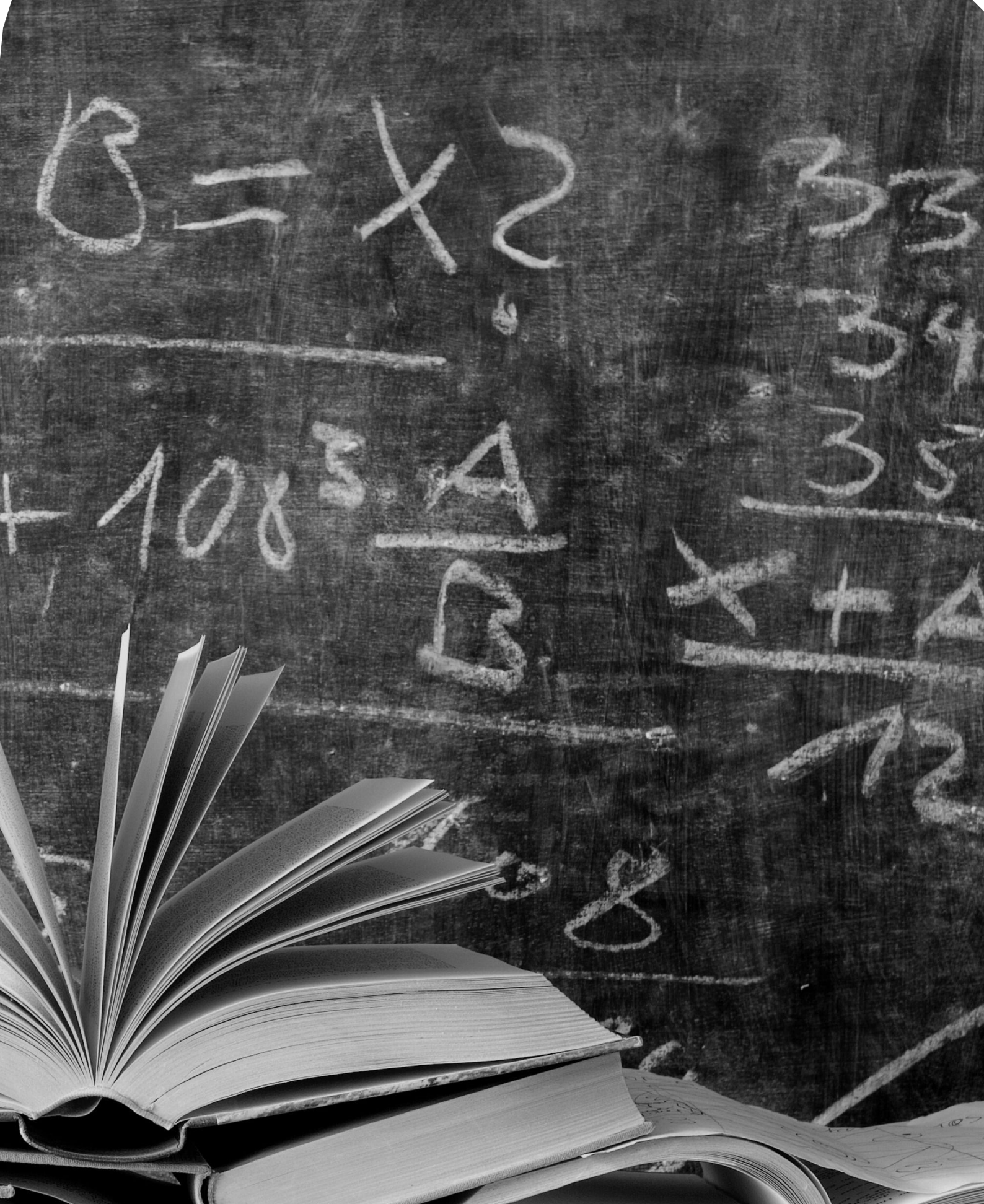
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