

**ECONOMICS AND NATIONAL ECONOMY
MANAGEMENT**

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**Transport complex of Siberia and the Far
East of Russia: condition and problems**

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Annotation. *The study is devoted to the development of the transport system of Siberia and the Far East of Russia. Renovation of railways, the laying of a new network of highways and the modernization of airports is the most important condition for the functioning of the state, its economic connectedness. Taking into account the territorial conditions of Russia — first of all, its length and spatial disproportionality — the problems of the transport and logistics infrastructure are of particular importance. The article describes the main trends in the development of the modern transport complex of Siberia and the Far East, identifies key problem areas of its operation and suggests practical measures to improve the development of transport infrastructure in the context of the tasks of spatial development of Russia. The findings of the study can be used both in strategic planning at the level of federal districts, and in further research at the national and interregional levels.*

CONTENTS AND INFORMATION ABOUT THE AUTHORS

Keywords: spatial development, spatial planning, macro-region, federal district, airfield infrastructure, railway network, federal highway, regional highway.

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Fintech startup as a new leverage of digital corporation value growth

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Annotation. *The research results of finding solutions to achieve the goal of the modern corporation's value maximizing on the basis of interaction with start-up in the digital and financial technologies implementation. The hypothesis is proved that the interaction of corporations with start-up as opposed to their own research becomes a new factor and a new leverage of large corporation's value growth, taking into account the digitalization impact of the structure and quality of operational and business processes. 7 forms of interaction between corporations and fintech start-up, ensuring the business value indicators growth, including the startup purchasing a and its transformation to corporation structural unit, cooperation with accelerators, pilot projects development, cooperation with start-up for the individual functions implementation, open digital platform creation.*

Keywords: fintech, startup, investment, digital corporation, business value, corporate governance, competitive strategy, open digital platform, pilot project.

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Formation of the paradigm of digital transformation of the Russian economy within the priorities of economic security

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Annotation. Object. *The article deals with the problems of increasing the economic security of Russia in the conditions of building a digital economy. **Purpose of work.** The purpose of this article is to study the problems of improving the economic security of Russia by eliminating the scientific, technical and industrial dependence of our country on supplies from abroad of hardware and software components for the infrastructure of the digital economy and the restoration of national scientific, technical and industrial sovereignty of Russia in the field of digital technologies. **Methodology of the work.** In the process of research the methods of evolutionary-institutional theory, econometric modeling and analytical evaluation were used. **Result of work.** Generated conceptual approaches to define an appropriate organizational-Noah model innovation-digital transformation of the business management system on the basis of the supporting digital infrastructure. **Summary.** It is concluded that the most important factor determining the possibility of replacing the supply of high-tech products from abroad is the information and organizational mechanism for the restoration of the new technological level of key strategic competencies in the field of production of electronic equipment. **Scope of the results.** The results of the study can be used by the authorities of Russia and other EAEU countries to eliminate existing problems in the system of digital technologies and in the implementation of structural reforms. The developed proposals and mechanisms for improving the level of economic security of Russia in the conditions of building a digital economy may be in demand to preserve and strengthen the competitive advantages of the national economies and the EAEU as a whole.*

Keywords: formation of digital transformation paradigm, evolutionary and institutional approach, Russian economy, technological development, econometric modeling, economic security, information and communication technologies, digital economy.

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Impact of macroeconomic factors on strategic choice of companies health and beauty industry

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Annotation. *The purpose of the article is to analyze the industry indicators of health and beauty in terms of macroeconomic parameters. Arguments are made using macroeconomic indicators Franchising benchmarking applies the widespread globalization of the industry. The article details the factors that have a strong influence on the development of the health and beauty industry, provides calculations of the main macroeconomic indicators characterizing the state of the industry. The calculation of the capacity of the markets was carried out using the examples of Moscow and Cherepovets, which characterize the total volume of goods and services of the health and beauty industry in these regions The novelty lies in the fact that the author for the first time says that the consumption of goods and services in the fitness industry has shifted to essential goods (there is a change in preferences in the standard of consumption) and explains this with the help of macroeconomic indicators, and also presents for the first time a calculation of market capacity for Cherepovets, Vologda region.*

Keywords: inflation rate, retail price index, unemployment rate, GDP, real incomes of the population, average per capita cash income, federal budget revenues, exports, imports, market size, elasticity of supply and demand. price sensitivity.

For citation:

Parushev A.V. Impact of Macroeconomic Factors on Strategic Choice of Companies Health and Beauty Industry. *Segodnya i zavtra rossiyskoy ekonomiki [Today and tomorrow of the Russian economy]*. 2019. No. 93–94. P. 41–51. DOI: 10.26653/ 1993-4947-2019-93-94-04 (in Russ.).

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TAX POLICY ISSUES

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Professional income tax — new special tax regime in Russia as an experiment

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Annotation. *In this article features of the application which is put into operation in several regions of the Russian Federation as an experiment of special tax regime «Professional income tax» are considered. Possibilities of application of special tax regime are analyzed, taxes which are replaced by professional income tax are opened, ways of transition to this mode are listed. Features of calculation and payment of a tax on professional income are revealed. Positive sides of this mode are revealed, prospects of this mode are considered*

Keywords: tax, special tax regime, Professional income tax, natural person, tax administration.

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WORLD ECONOMY

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**Development of the Asian-Pacific region
and its impact on strategic stability
in the world**

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Annotation.. *At the present stage, the Asia-Pacific region is one of the most powerful global economic centers. Now for the Asia-Pacific countries is characterized by dynamic development in all areas. The Asia-Pacific region has one of the fastest growing markets and the largest population in the world, but many of its economies remain underdeveloped, but there are two world powers in this region: China and the United States — the confrontation between these states is one of the main problems of the region; confrontation for the leadership role creates conflicts between other countries in the region. The article also discusses the role of other countries and how they affect the balance of power in the region.*

In this article, the Asia-Pacific region is considered as one of the most significant regions in the world, as there are countries with the most serious nuclear potential. In this region are the most developing countries in the world, both in terms of economic growth and in terms of the development of the armed forces. According to the Stockholm International SIPRI Institute for Peace Studies, which tracks military spending trends, one can see that almost all the APR countries have recently increased their military spending even during periods of global economic crisis. These factors make the countries of the Asia-Pacific region a popular market for arms suppliers. On the one side, in the Asia-Pacific countries most of the world weapons production is concentrated, only Western and Central Europe can compete in the sale of weapons to the Asia-Pacific countries.

Keywords: Asia-Pacific region, the rivalry for the role of the leader of the United States and China, Cooperation of Japan and the USA, the role of China in the region, the role of Russia, the role of the USA, the nuclear missile potential of countries, the military-political situation in the APR.

For citation:

Burchakova M.A., Volkhonin V.A. Development of the Asian-Pacific region and its impact on strategic stability in the world. *Segodnya i zavtra rossiyskoy ekonomiki [Today and tomorrow of the Russian economy]*. 2019. No. 93–94. P. 60–68. DOI: 10.26653/ 1993-4947-2019-93-94-06 (in Russ.).

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ANALYTICAL REVIEWS

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**Formation of competences
of managers of enterprises
of pharmaceutical industry of the Russian
Federation**

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Annotation.. *In recent years, the problem of stimulating the growth of efficiency of the real sector of the economy, first of all, enterprises of the pharmaceutical complex, which is not only a way to improve competitiveness in the external and domestic markets of individual economic entities, but also becomes an important factor in the survival of the Russian Federation in the global world system, is urgent. Adaptation of the enterprise to environmental influences involves a significant number of changes in the activities of the enterprise. The number, nature, scale of changes and resources required to support these changes, with a significant intensity of environmental factors, can be very diverse. In this case, the determination of the nature of all changes made to the company, their localization, relationship and, most importantly, the organization of control over the changes turn into a cumbersome and time-consuming work. Adaptation of the enterprise becomes uncontrolled and therefore not manageable. The omission of even minor, at first glance, changes in the internal systems and divisions of the enterprise can reduce the effectiveness of the adaptation process.*

Keywords: adaptation company, adaptive management, strategic management, the competence of the managers of pharmaceutical companies, innovations, innovative solutions, generating innovative ideas, the development of new pharmaceutical drugs, pharmaceutical substances of domestic production, the management of innovative pharmaceutical company complex.

For citation:

Klunko N.S. Formation of competences of managers of enterprises of pharmaceutical industry of the Russian Federation. *Segodnya i zavtra rossiyskoy ekonomiki [Today and tomorrow of the Russian economy]*. 2019. No. 93–94. P. 69–80. DOI: 10.26653/ 1993-4947-2019-93-94-07 (in Russ.).

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