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REGIONAL AND SECTORAL ECONOMY

COMPARATIVE ANALYSIS OF SOFTWARE FOR INCREASING THE EFFICIENCY OF FINANCIAL PLANNING

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The article explores the importance of financial planning for business, the factors that must be considered to optimize the budgeting and forecasting process. A new approach to planning is described, which implies the interaction of departments and decision-making based on a qualitative and rapid analysis of information. A number of technical solutions for the implementation of financial planning, their advantages and disadvantages are considered.

Keywords: *financial planning, Connected Planning, SAP, Oracle, Anaplan, Optimacros, Knowledge Space.*

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THE ROLE OF REGIONAL DEVELOPMENT INSTITUTIONS IN THE DEVELOPMENT OF THE RUSSIAN ECONOMY ON THE EXAMPLE OF THE SAMARA REGION

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The article examines the features of the formation and functioning of development institutions in the Russian Federation, and their role in the process of socio-economic development of both individual regions and the country as a whole.

The authors in this article, based on the study of the activities of regional development institutions of the Samara region, analyzed the key typical problems of the functioning of these structures, the solution of which will create the necessary conditions and prerequisites for the successful and effective functioning of development institutions.

Special attention is paid by the authors to the methodology of assessing the activities of the RIR, the existing approaches to assessing the investment potential and investment attractiveness of the subjects of the Russian Federation. The directions of the reform of development institutions launched in the country are outlined, allowing them to combine their efforts and create an integrated business support system focused more on achieving priority long-term goals.

Keywords: *development institutions, economy, problems of regional development institutions, investment projects, investment attractiveness, investment climate.*

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THE METHODOLOGY AND METHODIC OF ECONOMIC ANALYSIS IN STAKEHOLDERS CONTEXT

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There is a need to streamline methodological approaches and methods of conducting economic analysis in different economic entities in order to meet the requirements of stakeholders. The process of ordering is based on the study of the system of requirements of stakeholders and determining on this basis the content of the methodology of economic analysis and a set of tools. The analysis of stakeholders and their requirements for economic analysis information is based on a stakeholder approach. Stakeholder analysis solves the problem of determining the system of requirements of stakeholders common to all their representatives, as well as specific requirements, the satisfaction of which is associated with the conduct of thematic types of economic analysis. The result of the process of streamlining methodological approaches and methods of economic analysis is the development of standard methods of economic analysis that provide solutions to the main business tasks.

Keywords: *economic analysis, methodology of economic analysis, stakeholders, stakeholders' requirements system, business analysis, business analysis methodology, standardization of economic analysis, standard of economic analysis.*

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ORGANIZATIONAL AND METHODOLOGICAL APPROACHES TO THE DEVELOPMENT OF A SYSTEM OF CONTINUOUS IDENTIFICATION AND JUSTIFICATION OF THE SOLUTION OF THE BUSINESS PROBLEM OF THE ORGANIZATION

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The article discusses the business problems faced by organizations in the process of carrying out financial and economic activities. The reasons for the appearance of such problems and their consequences for the company as a whole are revealed. The article also considered ways to constantly identify such problems and substantiate their solutions.

Keywords: *business analysis, business problems, business activity analysis, system of continuous identification of business problems, lack of funds, income instability, investment policy.*

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COMPUTATIONAL THINKING OF STUDENTS STUDYING IN THE HUMANITIES AND SOCIO-ECONOMIC SPECIALTIES

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The article discusses the role of computational thinking in shaping the ability of students of humanities and socio-economic specialties to effectively interact with modern information and analytical systems. Possession of this competence will help university graduates in solving complexly structured problems. The author gave a definition of the concept of “computational thinking” and proposed a description of the necessary skills for its formation.

Keywords: *computational thinking, competence model, information systems.*

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FEATURES OF THE DEVELOPMENT OF RENEWABLE ENERGY SOURCES

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the paper considers the main approaches to defining the essence of the concept of “renewable energy” in the context of a green economy. The main types of renewable energy sources and their advantages for the “green” economy are highlighted.

Keywords: *alternative energy, renewable energy, green economy, energy sources.*

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PRACTICAL ASPECTS OF INTRODUCING SOFTWARE FOR CONNECTED PLANNING IN INTERNATIONAL COMPANIES

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The transition of the domestic economy to an innovative development path sets the task of building a single business information space, which requires a different, integrated approach to building planning, analysis and management systems. *Connected Planning* software, one of which is the Anaplan platform, meet these conditions. The article discusses several cases on the implementation of Anaplan in foreign companies, which allow us to form practical recommendations for using this software product to improve the efficiency of strategic planning in Russian business entities.

Keywords: *connected planning, strategic management, information technology, international business.*

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THE IMPACT OF THE RUSSIAN ECONOMY DIGITALIZATION TO THE STRUCTURE OF POPULATION EMPLOYMENT: A REGIONAL ASPECT

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In modern conditions, considerable scientific and practical interest is an adequate assessment of the impact of the processes of development and dissemination of digital technologies on the quantitative and qualitative indicators of the labor market both at the level of the national economy as a whole and at the level of regions.

The purpose of the study is to quantify the impact of the digitalization processes of the Russian economy on the structure of employment of the population and to identify the features and trends inherent in this process. To achieve this goal, the authors have identified a system of indicators reflecting the prevalence of ICT in the Russian regions. Using the methods of statistical analysis, an assessment of the differentiation of regions in terms of the level of digitalization and the structure of employment is given. The information base was official statistics, as well as the results of Russian specialists papers.

Keywords: *employment, labor market, digitalization, information and communication technologies, differentiation of regions.*

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IS CIRCULAR (“GREEN”) ECONOMY – A THREAT TO ECONOMY OR ENSURING SECURITY?

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The article considers the initiatives of the regional “green” economy of the Republic of Karelia and foreign countries in the spheres that correspond to the economic directions of the region under consideration. The analysis is based on the regulatory framework aimed at developing a strategy for the development of a “green” economy and collecting statistical data.

Keywords: circular economy, “green” economy, Karelia, safety, ecology, damage, jobs, quality of life, indicators, indicators.

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PROBLEMS OF PLANNING INTERNATIONAL SETTLEMENTS

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Planning is one of the most urgent problems in a modern organization, regardless of the specialization of its activities. A properly formed mechanism for accounting and managing funds in the implementation of international settlements allows you to increase the financial effect of the company's activities. As the scale of the company increases, it becomes necessary to process a huge amount of data that is almost impossible to analyze using well-known methods.

Keywords: *international planning, calculations, funds, calculations.*

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PROBLEMS OF DEPRECIATION OF INTANGIBLE ASSETS AT THE BEGINNING WITH FSB 14/2022

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The article is devoted to the calculation of depreciation on intangible assets in accordance with the new FSB 14/2022 "Intangible Assets". A comparative description of the new and existing rules for calculating depreciation has been carried out. Certain aspects of adapting the accounting of intangible assets in the new conditions have been developed.

Keywords: *depreciation of intangible assets, decreasing balance method, depreciation elements, salvage value, linear method.*

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EXAMPLES OF THE IMPLEMENTATION OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT IN THE REGIONS OF THE NORTH-WESTERN FEDERAL DISTRICT*

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The aim of the paper is the problems of implementing the concept of sustainable development in Russia and, in particular, in the regions of the North-Western Federal District. It reveals the concept of the concept of sustainable development; describes the components necessary for its successful implementation and application. Based on the totality of these data, the problems of implementing the concept of sustainable development in the regions of the North-Western Federal District are identified. The hypothesis is that the introduction of a "green" economy in the regions is an important aspect in international relations with Western countries. The object of research is the "circular" ("green") economy. It is concluded that foreign European countries have their own strategies and standards

*The article was written based on the results of budgetary-supported research according to the state assignment carried out by the Financial University as part of the research project "Prospects for the development of the 'circular' ('green') economy on the example of the regions of the North-West". St. Petersburg Branch of the Financial University under the Government of the Russian Federation, St. Petersburg, Russia. (P)

for “greening” the economy in various spheres of economic activity, which is an important aspect in relations with the Russian Federation. Thus, the introduction of “green” initiatives in the North-Western Federal District, and in the future to other regions of the country, can improve the climate situation and establish fruitful economic international relations.

Keywords: *circular economy, ecology, damage, raw materials, new product, jobs, indicators, indicators.*

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EVOLUTION OF FAIR VALUE AS ASSESSMENT OF ACCOUNTING OBJECTS OF AN ECONOMIC SUBJECT

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This paper analyzes the concept of asset valuation at fair value and its place in accounting. The goals and objectives of its application are described, as well as a retrospective analysis of its formation and development is carried out.

Keywords: *accounting, assets, liabilities, valuation, fair value.*

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A SINGLE INFORMATION SPACE OF A BUSINESS: THEORETICAL ASPECTS OF CONSTRUCTION

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Construction of a single information space is a prerequisite for increasing the efficiency of cross-functional interaction in modern business structures. However, when solving this problem, it is not enough to simply combine information subsystems. During information exchange, participants of cross-functional business processes are faced with both the functional specialization of departments and the difference in local goals and ways to achieve them, which often becomes a barrier to the implementation of the organization's strategic goal. The article considers the possibilities of applying the theory of “boundary objects”, developed by American and French sociologists, to create tools that help to reconcile the interests of various actors in cross-functional interaction.

Keywords: *information space, barriers, cross-functional interaction, boundary objects.*

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APPLICATION OF THE MATRIX OF CONSEQUENCES AND PROBABILITIES IN THE DEVELOPMENT OF A COMPREHENSIVE SALES MANAGEMENT SOFTWARE SOLUTION BASED ON ARTIFICIAL INTELLIGENCE TECHNOLOGIES

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This paper presents a project of a system for collecting, storing, processing, analyzing, modeling and visualizing data based on Data Mining, Machine Learning and Business Intelligence technologies. As a result of the project implementation, a comprehensive software solution consisting of three logically interconnected modules will be created: "Database formation", "Data analysis and forecasting based on artificial intelligence", "Risk assessment and management based on artificial intelligence". A distinctive feature of the solution is a self-learning model (Machine Learning) of risk management, which is based on the algorithm developed by the author for constructing a risk matrix of probability and consequences of falling sales.

Keywords: sales, risks, management, forecasting, analysis, Data Mining, Machine Learning, Business Intelligence, algorithm, modeling, matrix.

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THE POTENTIAL FOR THE USE OF NEURAL NETWORKS BY INDUSTRIAL ENTERPRISES IN THE CONTEXT OF RUSSIAN REALITY

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The article presents the definition of neural networks, including taking into account the relationship of this concept with artificial intelligence. The potential for investment by the Russian industry in neurotechnologies and artificial intelligence until 2024 has been determined. In the course of the study, it was determined that neurotechnology not only has the ability to perform certain intellectual tasks, which is also characteristic of the concept of artificial intelligence in general, but also acts as an attempt to simulate the work of the nervous system within the framework of the applied technological solution.

Keywords: *artificial intelligence, neural networks, industry, industrial production*

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