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ECONOMIC THEORY

Comparative analysis of the application of corporate goals as a means of legal regulation: global and russian experience

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The article establishes the concept of a corporate purpose, highlights different approaches to its definition, the role of the board of directors in its definition, and evaluates the ability of a corporate purpose to influence the solution of global problems. A comparative analysis of the practice of applying corporate purpose in Russian and foreign legal systems is carried out. The authors identify the elements of a corporate purpose that make it possible to fully unleash its regulatory potential.

Keywords: *corporate purpose, statutory purpose, corporate code, freedom of action of directors.*

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Theoretical basis of the institute of reorganization of legal entities

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Freedom of entrepreneurial activity, which is an integral part of the law belonging to subjects of civil law relations, is ensured, among other things, by the institution of reorganization of legal entities, which allows, through the necessary transformations, to ensure the safety of enterprises, the efficiency of their work. The procedure accompanying the process of reorganization of a legal entity is a set of complex legal relations, the ultimate goal of which is a new legal entity with new qualitative characteristics. New forms of consolidation arising in practice require legislative registration.

Keywords: *legal entity, reorganization, termination of legal entity, takeover.*

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Financial science in the era of global change

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Since financial legal relations have an economic basis, it is advisable to develop an approach to understanding the essence of modern financial law through the prism of categories developed in economic science, which serve as a tool for analyzing economic processes and have been developed in the financial and legal doctrine. Such categories include the financial and credit mechanism, the study of which has recently attracted the attention of representatives of financial and legal science. The author comes to the conclusion that the main goal of financial and legal science is to study the essence of the financial and credit mechanism, which ensures the filling of the economy with money in an amount sufficient for balanced economic growth, as well as the feasibility of further development of the legal structure of the financial and credit mechanism as a normative and legal model that ensures the systemic and structural construction of legal material, facilitating the interaction of monetary, budgetary, fiscal policy.

Keywords: *financial law, science, financial and credit mechanism, economy, money issue, taxes, budget, financing, lending.*

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REGIONAL AND SECTORAL ECONOMY

Strategies for improving staff performance in sports commercial organizations: a practical approach

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The article considers strategies for improving the performance of staff in sports commercial organizations, which are becoming more competitive in the modern market. Practical approaches to human resource management are analysed, with emphasis on the importance of motivation, training and development of staff. The article presents successful cases from the practice of famous sports clubs and enterprises, where the introduction of methods of performance management has led to significant improvements in the results of activities. Special attention is given to leadership, team building and personal initiative at all levels of the workforce. Based on concrete examples, the author emphasizes the importance of innovative HR-processes and methods to increase staff involvement, proposing recommendations for effective implementation of the above strategies in the wide practice of sports organizations.

Keywords: *personnel management, efficiency, commercial organization, optimization strategy, factor analysis, management technology, efficiency improvement.*

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Hotel franchising in domestic tourism in Russia

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In this scientific work, the author briefly analyzes the features of the application of hotel franchising in the sphere of domestic tourism of the modern Russian economy. The author examines the statistical indicators of the functioning of the hotel business in the entire tourism industry as a whole, provides the latest data on the issue. Further, the author directly examines the features of the development of the domestic hotel franchising network, including using specific examples. In conclusion of the study, the author notes that in the current external and internal conditions of development of the tourism industry, further improvement of hotel franchising is expected, expansion of networks due to qualitative and quantitative indicators. The object of the study is the features of the application of hotel franchising in the sphere of domestic tourism of the modern Russian economy. The purpose of the study is a comprehensive, consistent analysis of the features of the application of hotel franchising in the sphere of domestic tourism of the modern Russian economy. Research methods: comparative, comparative analysis, dialectical, statistical, mathematical, generalization, specification, systematization, deduction, and other methods of theoretical and practical levels of scientific knowledge. The scientific novelty of the study lies in the preparation of a comprehensive study, the formation of the author's conclusions regarding the features of the application of hotel franchising in the sphere of domestic tourism of the modern Russian economy. This scientific article, therefore, will be useful to theorists, practitioners, students and faculty of humanitarian and other areas of training, as well as a wider range of readers interested in the issues of the application of hotel franchising in the sphere of domestic tourism of the modern Russian economy as a whole.

Keywords: *franchising, franchise, domestic tourism of Russia, hotel business, hotel sector, hotel franchising, current state.*

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The effectiveness of the personnel management system in existing organizations: analysis of changing factors and development of strategies to optimize human resources

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This article examines the effectiveness of HR management systems in modern organizations, analyzing the changing factors affecting HR management and developing strategies to optimize the human resources potential of companies. The article discusses various aspects of personnel management, such as recruiting, employee training and development, motivation and retention. The results of the study will allow organizations to develop more effective HR management strategies and increase their competitiveness in the market.

Keywords: *Personnel management, Efficiency, Human resources potential, Optimization strategies, Factor analysis, management technologies.*

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Digital Transformation of Public Administration: Assessing Digital Maturity and Development Directions

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This study introduces a novel paradigm for the analysis of technological innovations within the context of public administration, grounded in a four-dimensional vector model. This methodology enables the deconstruction of complex processes of digital transformation into discrete components, determining their impact on practical transformations within the public administration system. Within the proposed conceptual framework, the verification of implemented technological deployments, the assessment of the dynamics of digital maturity, and the forecasting of prospective trajectories of evolutionary development are carried out.

Keywords: *digital transformation, public administration, innovative technologies, vector approach, artificial intelligence (AI), geospatial data, digital platform.*

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Experience in applying quality management tools in small and medium enterprises in the USA and European countries

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In this scientific work, the author briefly analyzes the experience of using quality management tools in small and medium-sized businesses in the USA and European countries. To do this, the author briefly examines the essence of quality management and the characteristics of this system, then proceeds directly to the analysis of American and European experience. The author highlights the advantages and disadvantages of the presented models and draws attention to their real applicability in other economic conditions. At the conclusion of the study, the author also mentions some other quality management models - for example, Japanese and Russian, which also have their own distinctive features. The object of this scientific research is the experience of using quality management tools in small and medium-sized businesses in the USA and European countries. The purpose of this scientific research is a comprehensive, consistent analysis of the experience of using quality management tools in small and medium-sized businesses in the USA and European countries. Methods of this scientific research: formal legal, comparative analysis, dialectical, statistical, mathematical, generalization, specification, systematization, deduction, other methods of theoretical and practical levels of scientific knowledge. The scientific novelty of this scientific research lies in the preparation of a comprehensive study, the formation of the author's conclusions regarding the experience of using quality management tools in small and medium-sized businesses in the USA and European countries. This scientific article will be useful to theorists, practitioners, students and teaching staff, as well as a wide range of readers interested in the problems of implementing quality management mechanisms in foreign management practice.

Keywords: *quality management, current state, foreign experience, sustainable development, small business, medium business, entrepreneurship, quality management.*

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MANAGEMENT

Product line renewal strategy

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The purpose of the article is to identify the main paradigms that should guide the entrepreneur in managing the life cycle of both the enterprise and the products. As the main tool for managing the life cycle of an enterprise, it is proposed to use a product strategy, which consists in timely updating the product line. At the same time, it is assumed that the implementation of the product strategy is part of the innovative and investment policy of the enterprise. Moreover, the update of the product line should be synchronized with the adaptation of the entire architecture of the enterprise due to the introduction of new technology, which entails the necessary changes that accompany the organization of the release of new products by removing the production of the non-popular nomenclature. As a mechanism for managing the life cycle of an enterprise, it is proposed to use a graphical model for updating the product line and a mathematical model – the Verhulst equation.

Keywords: *life cycle of enterprise, of product and of good, product strategy of enterprise, stages of product life cycle, model of stages of product life cycle.*

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Principles of implementation management of film industry projects using media franchise

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In this scientific work, the author briefly analyzes the features of the application of principles of project management in the film industry using media franchises as an example. To do this, the author, first of all, considers the general characteristics of the domestic film industry at the present stage, including statistical indicators. Then the author of the study moves on to the consideration of media franchises directly, analyzes specific examples, and studies the principles of management. In the conclusion of the scientific article, the author also notes the obvious prospects of this area for all modern Russian film production as a whole, its significant potential for the future of the film industry. The object of the study is the features of the application of principles of project management in the film industry using media franchises as an example. The purpose of the study is a comprehensive, consistent analysis of the features of the application of principles of project management in the film industry using media franchises as an example. Research methods: comparative, comparative analysis, dialectical, statistical, mathematical, generalization, specification, systematization, deduction, and other methods of theoretical and practical levels of scientific knowledge. The scientific novelty of the study lies in the preparation of a comprehensive study, the formation of the author's conclusions regarding the features of the application of the principles of managing the implementation of film industry projects using media franchises as an example. This scientific article will thus be useful to theorists, practitioners, students and faculty of humanitarian and other areas of training, as well as a wider range of readers interested in the application of the principles of managing the implementation of film industry projects using media franchises as an example in general.

Keywords: *film industry, project management, media franchises, franchise, current state, management principles, general characteristics.*

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