

REQUIREMENTS TO THE ARTICLE

1. Technical requirements.

The article is submitted via online form in docx. format. The article is 4-5 pages, including the title, abstract, keywords, and references. Page margins: top and bottom - 2 cm, left - 3 cm, right - 1.5 cm. The file with the scientific work must be named, indicating the names of all authors without spaces and commas: IvanovII_article.docx

UDC: Times New Roman font (hereinafter referred to as TNR), 14 font size, bold "B", left alignment. Article title (Russian / English version): TNR font, 14 font size, bold "B", center alignment. Author's last name, name of organization / place of study (Russian / English version): TNR font, 14 font size, bold "B", justified alignment. Scientific supervision (required for students and postgraduates) (Russian / English version): TNR font, 12 font size, italic font "I", left alignment. Abstract and keywords (Russian / English version): TNR font, 12 font size, element name "Abstract", "Keywords" italic font "I", the actual text of the abstract and keywords without bold and italic, justified alignment. Main text: TNR font, 14 font size, justified alignment, indent line 1.25 cm. List of sources: TNR font, 12 font size, heading name "List of sources" bold font "B", center alignment, bibliographic references TNR font, 12 font size, without bold and italic, with automatic numbering, justified alignment. The line spacing throughout the article text is 1.0 pt. The "Add space after paragraph" option must be disabled throughout the document. The automatic hyphenation function is not allowed. A sample of article formatting is provided below in the text.

The Universal Decimal Classification (UDC) code of the article can be found on the electronic resource: <http://teacode.com/online/udc/>

2. Design (structure, etc.).

UDC: the code corresponding to the subject area of the specialty / title of the article - is indicated. Title of the article: must correspond to the subject area. Surname, First Name and Patronymic of the author and name of the organization / place of study: filled in completely "Surname", "First Name" and "Patronymic" only initials, the organization / place of study is indicated in brackets in full, without indicating the organizational and legal form (Federal State Budgetary Educational Institution of Higher Education, National Research University, etc.). Scientific supervision (for students and postgraduates): the academic degree, academic title, First Name and Last Name of the supervisor are indicated (please follow the example from the sample for abbreviating the degree and title of the scientific supervisor). Abstract: a concise description of the article, the recommended size of the abstract is no more than 500 characters with spaces, i.e. 4-5 sentences. The abstract briefly covers the scientific problem, objectives, scientific novelty and the main author's conclusions without highlighting them in the sections "Scientific Problem", "Objective", etc.

Keywords: search keywords to the article, keywords can reflect the main provisions, results and terms (5-7 keywords, keyword = no more than two words in a pair).

Tables and figures: should be located immediately after the text in which they are mentioned for the first time, or on the next page, if this is not possible, then a reference to the table in parentheses must be made (Table 1 / Table 1). All tables and figures are numbered. The table title is located at the top, the figure - at the bottom. There is no period at the end of the table / figure title, alignment is in the middle of the page, without a new line. If the table or figure is not the author's, then it is necessary to indicate the source at the end of the title, in square brackets, if the author's - after the title, you should indicate your own authorship in parentheses: (compiled by the author).

Formulas: are placed without special symbols, aligned in the middle, indented with a blank line at the top and bottom, and numbered along the right edge.

References: references is mandatory and is formatted in accordance with GOST R 7.0.5 – 2008 in alphabetical order and taking into account the source hierarchy: Russian-language (printed, electronic resources), foreign sources (printed, electronic resources). References to sources in the text of the article should be given in square brackets in accordance with the numbering in the references' list. The references is formed from the number of publications referenced in the text. The article must use at least four sources.

If the supervisor requires a certificate of participation, he/she must be listed as a co-author of the scientific work.

Articles containing incorrect borrowings and having an originality of the text less than 70% cannot be accepted for publication. Anti-plagiarism (report is attached to the articles). The organizing committee reserves the right to reject an article that is not formatted in accordance with the presented requirements.

Template – 1

УДК 338.46

Механизм взаимодействия крупных и средних предприятий как элемент экономической модели России

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Аннотация. Статья посвящена рассмотрению роли и значения механизма взаимодействия крупного и среднего бизнеса как элемента новой модели национальной экономики с учетом требований экономии на масштабах, организационной гибкости и контроля транзакционных издержек. Конкретизируется понятие «область экономической эффективности бизнеса различных размеров» и на этой основе предлагается типология малых и средних предприятий.

Ключевые слова: средние предприятия, экономия на масштабах, механизм кооперации, инновационное развитие.

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Arrangement for large and medium-sized enterprises interaction as a part of the Russian economic model

(line skip)

Platonov V.I. (St. Petersburg State University of Economics), Kruglov A.P. (Moscow State University)

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Abstract. This article considers the role and significance of organizational arrangement for large and medium-sized enterprises interaction as a part of the national economic model that takes into account the necessity of achieving the economies of scale, the maintaining organizational flexibility as well as the need for control of transaction costs. The authors propose typology of small and medium-sized enterprises based on «the scope of economic efficiency of different-sized enterprises».

Keywords: medium-sized enterprises, economies of scale, cooperation arrangement, innovation-driven development.

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Text. Text [2, p. 29].

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References

1. О развитии малого и среднего предпринимательства в Российской Федерации: федеральный закон № 209-ФЗ от 24.07.2007 г. Российская газета. 2007. № 164.
2. Карлик, А. Аналитическая структура ресурсно-ориентированного подхода / А. Карлик, В. Платонов // Проблемы теории и практики управления. – 2013. – № 6. – С. 26-37.
3. Малое предпринимательство в России. 2013: Стат. сб. / Росстат. – М., 2013 – 124 с.
4. “Digital Economy of the Russian Federation” program, order of the Government of the Russian Federation dated July 28, 2017. No. 1632-r. Website of the Government of the Russian Federation, 2018 [Electronic

resource]. – URL: <http://static.government.ru/media/files/9gFM4FHj4PsB79I5v7yLVuPgu4bvR7M0.pdf> (date of access: February 12, 2018).

Template – 2

УДК 659.4

Корпоративное издание в формировании бренда компании (line skip)

Локтионова П.А. (Санкт-Петербургский государственный экономический университет)

Науч. рук. канд. филос. наук, доц. А.В. Пряхина

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Аннотация. Статья представляет собой обобщение идей и суждений об особенностях корпоративного издания как элемента брендинга компании на российском современном рынке. Наиболее важную часть работы составляет описание и анализ корпоративного издания компании ПАО «Аэрофлот».

Ключевые слова: издание, брендинг, элемент брендинга компании.

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Corporate publication in the formation of the company's brand

(line skip)

Loktionova P.A. (Saint-Petersburg State University of Economics)

Sc. supervisor Cand. of Philos., Assoc.Prof. A.V. Pryakhina

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Abstract. The article is a generalization of ideas and judgments about the features of a corporate publication as an element of a company's branding in Russian modern market. The most important part of the work is the description and analysis of the corporate publication of the «Aeroflot» company.

Keywords: corporate publication, branding, branding element of the company.

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Text. Text [1, p. 112].

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References

1. Кривонос, А.Д. Корпоративное издание в свете теории науки о связях с общественностью / А. Д. Кривонос // Петербургская школа PR: от теории к практике : Сб. статей / под ред. А. Д. Кривоносова. – СПб.: Роза мира, 2004. – С. 106–116.