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Reimagining Socioeconomic Development of Russia

New Directions, Theory, and Practice

Marina L. Alpidovskaya, Financial University; Ludmila A. Karaseva, Tver State University; Elena G. Popkova, MGIMO University

2023. Paperback 979-8-88730-101-3 \$72.99. Hardcover 979-8-88730-102-0 \$104.99. eBook 979-8-88730-103-7 \$85.

The consequences of current experiments in socio-economic global transformation are not favorable for Russia. At the same time, the optimum development trajectory of the country has not been clearly delineated by either theorists or practitioners either in political or socio-economic terms. The paradigm of the market economy has become outdated and is now an object of exploitation by global transnational corporations. There is a need for interdisciplinary consolidation, which can become the basis for understanding the role of the political and economic components of knowledge about the economy and society, the necessity and possibility for its improvement, and its application for the benefit of the country and the world, not excluding departure from obsolete stereotypes while maintaining the basic principles of logic and morality.

It is time to redirect the apparatus of economic science to achieve real national and global welfare by eliminating irrational practices characteristic of both government intervention and private entrepreneurship, aimed at the realization of bureaucratic and oligarchic interests.

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The Transformation of Social Relationships in Industry 4.0 Economic Security and Legal Prevention

Agnessa O. Inshakova, Volgograd State University; Evgenia E. Frolova, Peoples' friendship University of Russia

2022. Paperback 978-1-64802-684-3 \$72.99. Hardcover 978-1-64802-685-0 \$104.99. eBook 978-1-64802-686-7 \$85.

The dynamics of scientific and technological development of modern society is characterized by high growth rates, accompanied by the algorithmization of the digital economy raises new and transformation of existing social relations in which the boundaries between physical, digital and biological worlds are disappearing, giving rise to an objective need for a comprehensive socioeconomic and institutional transformations in society require an appropriate legal base.

In modern scientific literature, the term "fourth industrial revolution" - Industry 4.0 - is used to refer to a radical change in traditional methods and forms of management associated with the introduction of innovative technologies, such as artificial intelligence, the Internet of things, unmanned vehicles, robotic systems, big data, etc. A study on the establishment of the legal concept of neo-industrial modernization, including directions and mechanisms of development of technologies of Industry 4.0, as well as preventive measures to prevent collisions through the use of all types of convergent technologies,

is of great scientific and practical value because it provides additional opportunities for economic development and the formation of a fundamentally new legislative approaches to solving fundamental and applied problems in this area for the next 10 years.

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Meta-Scientific Study of Artificial Intelligence

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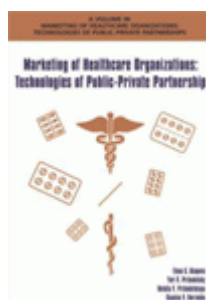
2021. Paperback 978-1-64802-515-0 \$72.99. Hardcover 978-1-64802-516-7 \$114.99. eBook 978-1-64802-517-4 \$85.

The book studies artificial intelligence as a new reality and a perspective direction for the modern economy's development, as well as its future technological basis. The book forms a meta-scientific approach to studying AI, which allows uniting the efforts of scholars from different spheres of science for formation of a comprehensive idea of AI. The book reflects the meta-scientific approach to the balanced use of human and artificial intelligence and the features of successful development of the information economy under the conditions of technological progress based on artificial intelligence. It describes the implementation of the subject approach in psychology and pedagogy based on artificial intelligence and reflects the political and legal aspects of creating, implementing and developing artificial intelligence. The impact of artificial intelligence on the economy and financial services is considered, and modernization of management of production and distribution processes and systems based on AI are studied. The target audience of the book includes scholars from different spheres of science who study AI, companies interested in implementation of AI, and government that regulates the issues of development and use of AI.

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Marketing of Healthcare Organizations Technologies of Public-Private Partnership

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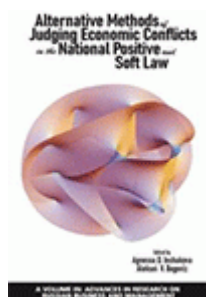
2020. Paperback 978-1-64113-576-4 \$52.99. Hardcover 978-1-64113-577-1 \$94.99. eBook 978-1-64113-578-8 \$85.

The book is devoted to substantiating the necessity for starting and supporting the high level of marketing activity of modern healthcare organizations that function in the market conditions under the influence of the competition mechanism. The authors substantiate that state-funded healthcare organizations in Russia, which are the basis of the Russian market of medical services, face the deficit of financial resources and do not have sufficient flexibility for high marketing activity and supporting their competitiveness, which leads to growth of dissatisfaction of society with the healthcare sphere on the whole and increase of demand for services of private organizations of healthcare.

The authors show that a perspective solution to this problem is usage of technologies of public-private partnership, which allow conducting deregulation and attracting private investments into development of state organizations of healthcare, thus creating favorable conditions and stimuli for activation of their marketing activities. Recommendations for application of the mechanism of public-private partnership to development of marketing of healthcare organizations in modern Russia are offered.

CONTENTS: Introduction. **SECTION I: FOUNDATIONS OF STUDYING THE THEORY OF MARKETING OF NONPROFIT ORGANIZATIONS AND THE MECHANISM OF PUBLIC-PRIVATE PARTNERSHIP** CHAPTER 1: The Conceptual Provisions of the Theory of Marketing of Healthcare Organizations. CHAPTER 2: Marketing of Nonprofit Organizations in Business-Oriented Economy: New Challenges and Priorities. CHAPTER 3: Public-Private Partnership as a Mechanism of Increase of Effectiveness of Marketing Activities. **SECTION II: THE MODERN RUSSIAN PRACTICE OF MARKETING OF HEALTHCARE ORGANIZATIONS AND THE EFFECT OF THE SYSTEM OF PUBLIC-PRIVATE PARTNERSHIP** CHAPTER 4: Tendencies and Problems of Development of Marketing of Healthcare Organizations in Modern Russia. CHAPTER 5: Preconditions and Perspectives of Development of Marketing of Healthcare Organizations in Modern Russia. CHAPTER 6: Peculiarities of Functioning of the System of Public-Private Partnership in Modern Russia. **SECTION III: POSSIBILITIES AND RECOMMENDATIONS FOR APPLICATION OF THE MECHANISM OF PUBLIC-PRIVATE PARTNERSHIP TO DEVELOPMENT OF MARKETING OF HEALTHCARE ORGANIZATIONS IN**

MODERN RUSSIA CHAPTER 7: Current Tendencies of Development of Marketing of Healthcare Organizations With the help of Public-Private Partnership in Modern Russia. CHAPTER 8: The Mechanism of Development of Marketing of Healthcare Organizations With the Help of Public-Private Partnership. CHAPTER 9: The Algorithm of Applying the Mechanism of Development of Marketing of Healthcare Organizations With the Help of Public-Private Partnership in Modern Russia. Conclusions. About the Authors.



Alternative Methods of Judging Economic Conflicts in the National Positive and Soft Law

Agnessa O. Inshakova, Volgograd State University; Aleksei V. Bogoviz, National Research University "Higher School of Economics", Moscow, Russia

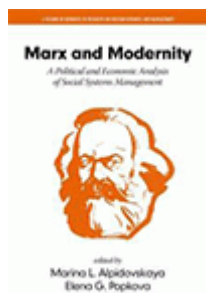
2020. Paperback 978-1-64113-987-8 \$52.99. Hardcover 978-1-64113-988-5 \$94.99. eBook 978-1-64113-989-2 \$85.

The monograph explores general provisions, theoretical economic and legal bases and all practical tools for alternative methods of judging economic conflicts. The dynamics of modern business at the new stage of economic development in the 21st century is accompanied by the emergence of various kinds of economic conflicts between business entities, and this is the reason for the need to resolve them. Inclusion of a number of alternative methods in the Russian legislation and economic practice is very actual and occurs with the perception of the positive experience of foreign countries. These methods of judging economic conflicts penetrated the Russian business environment in the process of interaction between subjects of the Russian business community with foreign investors and businessmen.

A new scientific result is the classification developed by the authors of methods for judging economic conflicts. Classification is based on the principle of dichotomy, based on the criterion of legislative fixation of methods for judging economic conflicts, and forms two "branches". The first branch - methods of judging economic conflicts, regulated by a positive law: mediation, arbitration court, international commercial arbitration, claim procedure. The second branch is non-jurisdictional methods, regulated by soft law: "med-arb", "mini court", judge "for hire", financial ombudsman, discussion. This classification predetermined the need for a consistent examination of the nature of each type of alternative methods of judging economic conflicts, based on its attribution to a specific group of jurisdictional and alternative mechanisms.

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Marx and Modernity A Political and Economic Analysis of Social Systems Management

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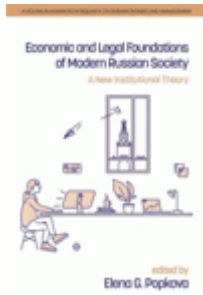
2019. Paperback 978-1-64113-749-2 \$72.99. Hardcover 978-1-64113-750-8 \$104.99. eBook 978-1-64113-751-5 \$85.

May 5, 2018 marked the 200th anniversary of the birth of Karl Heinrich Marx, German scientist, philosopher, economist, and sociologist. His creative genius created a system-functional model of contemporary society, defined its socio-economic character, and formulated scientific and philosophical approaches for its cognition. Marx also developed methodological clues for identifying and substantiating the economic nature of phenomena, processes and the socio-economic relations that mediate them, which are of critical relevance today. Before Marx, political economy was an eclectic combination of separate theories and concepts espoused by various philosophers. Marx was able to transform the field into a coherent science with a single systemic approach.

Today, the generally recognized economic mainstream has no way of explaining in detail the causes of the ongoing global economic crisis. However, it is generally accepted that modern Marxist legacy researchers have advantages in their analyses. They believe that at the start of the 21st century capitalism does not tend to self-destruct. However, its failings are more and more clearly manifested. They believe that the capitalist system has not outlived its weaknesses, and the old bourgeois financiers have not been replaced, as was necessary, by a generation of new leaders armed with new methods of management and capable of coming up with solutions to current problems. The philosophical underpinnings of the capitalist economic system have laid a time bomb under the whole ideology of capitalism. Capitalism as a development system ceases to exist. The truth, which was found in the past writings of Marx, cannot be completely rejected, nor should it be venerated as a museum exhibit.

This book is aimed at reactivating fundamental political and economic studies on the rules and functioning of the global geo-economic system from the point of view of a modern interpretation of Karl Marx's concept of objective processes in the conditions of the current systemic crisis of capitalism.

CONTENTS: Introduction. PART I: THE RELEVANCE OF THE MARXIST METHODOLOGY. PART II: THE DIALECTICS OF THE MODERN MARXIST STUDIES. PART III: FROM CRISIS TO THE ECONOMY OF THE FUTURE. PART IV: THE SOCIO-ECONOMIC DEVELOPMENT AND MANAGEMENT OF MODERN ECONOMIC SYSTEMS.



Economic and Legal Foundations of Modern Russian Society A New Institutional Theory

Elena G. Popkova, Plekhanov Russian University of Economics, Moscow, Russia

2017. Paperback 9781641131254 \$52.99. Hardcover 9781641131261 \$94.99. eBook 9781641131278 \$85.

Modern societies develop very quickly. However, along with rapid economic growth, comes risk to the economic system. That is why there is a need for study of the institutional base on which modern society is built to enable more effective management and better forecasting for further development.

Existing studies and publications on the economic and legal foundations of modern society do not take into account the institutional aspects of its development and thus do not fully reflect its sense and content. This book aims to fill this gap in scientific knowledge.

This book views the economic and legal foundations of modern society through the lens of a new institutional theory in relation to Russia. The author focuses on Russia – a unique economic system with a developing market, involved in the processes of international economic globalization and integration. The author analyzes actual problems and perspectives of the development of the modern Russian economy through the prism of a new institutional theory.

Institutional theory allows for determination and analyzing foundation of society functioning, and “rules of the game”. Without understanding the institutional foundations, consideration of applied issues of development of economy will be fragmentary, as it would be impossible to understand the logic of existing status quo and perspectives of its change in future. This book should fill this gap in modern scientific knowledge.

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