

UNIVERZITET „UNION – NIKOLA TESLA“, BEOGRAD
Fakultet za poslovne studije i pravo, Beograd
Fakultet za informacione tehnologije i inženjerstvo, Beograd

Sedma međunarodna konferencija

PRAVO, EKONOMIJA I MENADŽMENT U
SAVREMENIM USLOVIMA
LEMiMA 2021

Zbornik radova

Knjiga III

Urednik
Prof. emeritus dr Života Radosavljević

Beograd, 2021.

UNIVERSITY „UNION – NIKOLA TESLA“, BELGRADE
Faculty of Business Studies and Law, Belgrade
Faculty of Information Technology and Engineering, Belgrade

7th International Conference

LAW, ECONOMY AND MANAGEMENT IN
MODERN AMBIENCE
LEMiMA 2021

Proceedings

Volume III

Editor
Professor Emeritus dr Zivota Radosavljevic

Belgrade, Serbia, 2021

Izdavač

Fakultet za poslovne studije i pravo, Beograd, Srbija
Fakultet za informacione tehnologije i inženjerstvo, Beograd, Srbija
Univerziteta „Union – Nikola Tesla”, Beograd, Srbija

Za izdavača

Milan Radosavljević, dekan, Fakultet za poslovne studije i pravo,
Univerzitet „Union – Nikola Tesla”, Beograd, Srbija

Odgovorni urednici

Nevena Krasulja, Fakultet za poslovne studije i pravo,
Univerzitet „Union – Nikola Tesla”, Beograd, Srbija
Balša Kaščelan, Fakultet za poslovne studije i pravo,
Univerzitet „Union – Nikola Tesla”, Beograd, Srbija
Jurij Dorošenko, Fakultet za ekonomiju i menadžment, Belgorodski državni tehnološki
univerzitet Šuhov, Belgorod, Ruska Federacija
Natalija Kirejenko, Beloruski državni agrarno-tehnički univerzitet, Minsk, Belorusija
Iztok Podbregar, Fakultet organizacionih nauka, Univerzitet u Mariboru, Kranj, Slovenia

Odobrava

Nastavno-naučno veće Fakulteta za poslovne studije i pravo

Tehnički urednik

Zoran Bojanić

Dizajn korica

Milan Jakovljević

Tiraž

200

Redakcija

Fakultet za poslovne studije i pravo u Beogradu
11070 Beograd, Staro sajmište 29, Jurija Gagarina 149a, Srbija

Tel: (381)(11) 31-31-246

Sajt: www.fpsp.edu.rs

Mejl: lemima@fpsp.edu.rs

Štampa

NNK Internacional, Beograd

ISBN 978-86-81088-95-1

* Sedmu međunarodnu naučnu konferenciju „Pravo, ekonomija i menadžment u savremenim uslovima“ podržava Ministarstvo prosvete, nauke i tehnološkog razvoja Republike Srbije.

Publishers

Faculty for business studies and law, Belgrade, Serbia
Faculty of information technology and engineering, Belgrade, Serbia
University „Union – Nikola Tesla”, Belgrade, Serbia

For publisher

Milan Radosavljevic, Dean, Faculty for business studies and law, Belgrade, Serbia

Reviewers

Nevena Krasulja, Faculty for business studies and law, University „Union-Nikola Tesla“, Belgrade, Serbia
Balsa Kascelan, Faculty for business studies and law, University „Union-Nikola Tesla“, Belgrade, Serbia
Yuriy Doroshenko, The institute of economic and management, Belgorod state technological university named after V.G. Shukhov, Belgorod, Russian Federation
Natallia Kireyenka, Belarusian State Agrarian Technical University, Minsk, Belarus
Iztok Podbregar, Faculty of Organizational Sciences, University of Maribor, Kranj, Slovenia

Admitted from

Education Council of Faculty of Business Studies and Law in Belgrade

Technical editor

Zoran Bojanic

Design

Milan Jakovljevic

Circulation

200

Editorial office and administration

Faculty for business studies and law in Belgrade
11070 Belgrade, Staro Sajmiste 29, Juriija Gagarina 149a, Serbia
Tel: (381)(11) 31-31-246
Website: www.fpsp.edu.rs
E-mail: lemima@fpsp.edu.rs

Printed by

NNK Internacional, Belgrade

ISBN 978-86-81088-95-1

* Seventh international scientific conference „Law, Economy and Management in Modern Ambience“ is supported by Ministry of education, science and technological development of Republic of Serbia.

ORGANIZACIONI ODBOR

ORGANIZING COMMITTEE

1. Vladana Lilic, Faculty for business studies and law, University „Union-Nikola Tesla“, Belgrade, Serbia
2. Bojan Zdravkovic, Faculty for business studies and law, University „Union-Nikola Tesla“, Belgrade, Serbia
3. Aleksandar Andjelkovic, Faculty for business studies and law, University „Union-Nikola Tesla“, Belgrade, Serbia
4. Milan Jakovljevic, Faculty for business studies and law, University „Union-Nikola Tesla“, Belgrade, Serbia
5. Dragana Kukic, Faculty of information technology and engineering, University „Union-Nikola Tesla“, Belgrade, Serbia

NAUČNI ODBOR**SCIENTIFIC COMMITTEE**

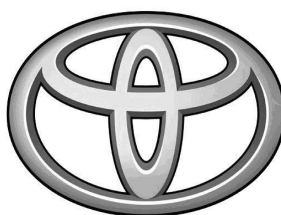
1. Zivota Radosavljevic, Faculty for business studies and law, University „Union-Nikola Tesla“, Belgrade, Serbia
2. Milan Radosavljevic, Faculty for business studies and law, University „Union-Nikola Tesla“, Belgrade, Serbia
3. Maja Andjelkovic, Faculty of information technology and engineering, University „Union-Nikola Tesla“, Belgrade, Serbia
4. Olja Arsenijevic, Faculty for business studies and law, University „Union-Nikola Tesla“, Belgrade, Serbia
5. Branko Tesanovic, Faculty for business studies and law, University „Union-Nikola Tesla“, Belgrade, Serbia
6. Milan Milosevic, Faculty for business studies and law, University „Union-Nikola Tesla“, Belgrade, Serbia
7. Bozidar Forca, Faculty for business studies and law, University „Union-Nikola Tesla“, Belgrade, Serbia
8. Dragan Tancic, Institute for Serbian culture, Prishtina, Serbia
9. Polona Sprajc, Faculty of Organizational Sciences, University of Maribor, Kranj, Slovenia
10. Svetlana Terescenko, Faculty for economy and management, Saint Petersburg state forest technical university, Saint Petersburg, Russian Federation

11. Alexios Panagopoulos, International Slavic Academy of Sciences, Education, Arts & Culture, Moscow, Russian Federation; The Neapolis University Paphos (NUP), Paphos, Cyprus
12. Sergey Glagolev, Belgorod state technological university named after V.G. Shukhov, Belgorod, Russian Federation
13. Sergey Kupriyanov, The institute of economic and management, Belgorod state technological university named after V.G. Shukhov, Belgorod, Russian Federation
14. Irina Somina, The institute of economic and management, Belgorod state technological university named after V.G. Shukhov, Belgorod, Russian Federation
15. Cvetko Smilevski, Business Academy Smilevski - BAS, Bitola, Republic of North Macedonia
16. Daniela Karadakov, Business Academy Smilevski - BAS, Bitola, Republic of North Macedonia
17. Aleksandra Karceva, Saint-Petersburg State Agrarian University, Saint-Petersburg, Russian Federation
18. Viktor Fauzer, Institute of Socio-Economic and Energy Problems of the North Komi Science Centre, Ural Branch, RAS, Syktyvkar, Komi Republic, Russian Federation
19. Valeriy Chesnokov, Ukhta State Technical University, Syktyvkar, Komi Republic, Russian Federation
20. Anna Charina, The Komi republic academy of state service and administration, Syktyvkar, Komi Republic, Russian Federation
21. Karl Schopf, Faculty of security and diplomacy, Vienna, Austria
22. Viacheslav Soloviov, Dobrov center for scientific and technological potential and history studies at the National Academy of Sciences of Ukraine, Kiyv, Ukraine

23. Volodymyr Denysyuk, Dobrov center for scientific and technological potential and history studies at the National Academy of Sciences of Ukraine, Kiyv, Ukraine
24. Tetiana Sobolieva, Faculty for economics and management, Kyiv national economic university named after Vadym Hetman, Kyiv, Ukraine
25. Sead Dizdarevic, Faculty of law, University of Travnik, Travnik, Bosnia and Herzegovina
26. Primož Dolenc, Faculty of Management, University of Koper, Koper, Slovenia
27. Rok Strasek, Faculty of Management, University of Koper, Koper, Slovenia
28. Matjaz Novak, Faculty of Management, University of Koper, Koper, Slovenia
29. Vitaly Teplov, Autonomous nonprofit organization of higher education «Belgorod University of Cooperation, Economics and Law», Belgorod, Russian Federation
30. Elena Isaenko, Autonomous nonprofit organization of higher education «Belgorod University of Cooperation, Economics and Law», Belgorod, Russian Federation
31. Elizaveta Tarasova, Autonomous nonprofit organization of higher education «Belgorod University of Cooperation, Economics and Law», Belgorod, Russian Federation
32. Arkady Rusakov, Saint - Petersburg state institute of culture, Saint-Petersburg, Russian Federation

**KONFERENCIJU PODRŽALI
SPONSORSHIP ORGANIZATION**

**MINISTRY OF EDUCATION AND SCIENCE
REPUBLIC SERBIA**



TOYOTA

SADRŽAJ

PREDGOVOR	11
FOREWORD	14
ПРЕДИСЛОВИЕ	17
УГРОЗЫ ЭКОНОМИЧЕСКОЙ БЕЗОПАСНОСТИ И ЦИФРОВАЯ ТРАНСФОРМАЦИЯ ЭКОНОМИКИ	25
Евгения Никифорова, Вера Шилькова	
ЭКОНОМИЧЕСКАЯ КОНЪЮНКТУРА РАЗВИТИЯ ПРЕДПРИНИМАТЕЛЬСКИХ ЭКОСИСТЕМ	37
Анна Овчинникова	
EMPLOYER BRANDING – ZALOG ZA BUDUĆNOST KOMPANIJE	49
Aleksandra Pavićević	
МНОГОФАКТОРНЫЙ АНАЛИЗ ФУНКЦИОНИРОВАНИЯ РЕГИОНАЛЬНОЙ ИННОВАЦИОННОЙ ИНФРАСТРУКТУРЫ В УСЛОВИЯХ НЕОИНДУСТРИАЛЬНЫХ ВЫЗОВОВ	69
Ирина Павлова	
„НЕО-НЕО” СИНТЕЗА У ТЕОРИЈИ МЕЂУНАРОДНИХ ОДНОСА И ПОЛИТИЧКЕ ИМПЛИКАЦИЈЕ ПО СРБИЈУ	85
Зоран Р. Пешић	
SISTEM MENADŽMENTA KVALITETOM U VISOKOŠKOLSKIM USTANOVAMA	107
Ivana Petrevska, Ljupka Petrevska	
TIME AS AN IMPORTANT MANAGEMENT RESOURCE	121
Hana Qananah, Halima Onall, Najat Ahllab	
UNAPREĐENJE EFIKASNOSTI POSLOVANJA JAVNOG SEKTORA REPUBLIKE SRBIJE	133
Miodrag Radivojević, Branko Tešanović, Marija Majstorović	
ETIKA I DRUŠTVENA ODGOVORNOST ZAPOSLENIH U ORGANIZACIJAMA	149
Milan Radosavljević, Dragana Radosavljević, Aleksandar Anđelković	

POVERENJE IZMEĐU MENADŽERA I ZAPOSLENIH U MODELIMA RADA ZA VREME PANDEMIJE COVID-19	163
Dragana Radosavljević, Milan Radosavljević, Nevena Krasulja	
DEVELOPING ENTREPRENEURSHIP COMPETENCIES AMONG LEARNERS AS A STRATEGIC FACTOR FOR CREATING AN INNOVATIVE NATIONAL ECONOMY	177
Svetlana Radygina	
SLUŽBENIČKI SISTEM U BOSNI I HERCEGOVINI	191
Jovan Šarac, Slaviša Bjelogrić, Ljiljana Stanković	
PRIMENA STANDARDA GEOPROSTORNIH PODATAKA U UPRAVLJANJU RIZIKA OD KATASTROFA	205
Dragoljub Sekulović, Miloš Basarić	
ИССЛЕДОВАНИЕ ТЕНДЕНЦИЙ И ПЕРСПЕКТИВ ЦИФРОВОЙ ТРАНСФОРМАЦИИ ХОЗЯЙСТВУЮЩИХ СУБЪЕКТОВ РАЗЛИЧНЫХ ИЕРАРХИЧЕСКИХ УРОВНЕЙ	225
Юрий Селиверстов, Елена Никитина	
PROBLEMS, PRINCIPLES AND CONDITIONS FOR MANAGING INNOVATIVE PROCESSES OF HIGHER EDUCATION INSTITUTIONS	245
Catherina Shchetinina, Tatyana Dubrovina, Artyom Berlizev	
FILANTROPIJA DIJASPORA SRBIJE I REGIONA SA OSVRTOM NA PANDEMIJU VIRUSA COVID-19	269
Miodrag Simić	
КЛИЕНТОЦЕНТРИЗМ В УПРАВЛЕНИИ КОНКУРЕНТОСПОСОБНОСТЬЮ ОРГАНИЗАЦИИ	283
Татьяна Соболева, Анастасия Гук	
FINANSIJSKO TRŽIŠTE I PANDEMIJA COVID19: ISKUSTVA IZABRANIH ZEMALJA (BOSNA I HERCEGOVINA, SRBIJA, HRVATSKA, NJEMAČKA, ITALIJA I VELIKA BRITANIJA)	297
Tijana Šoja	
ANALIZA ISPLATIVOSTI TROŠKOVA KOD PERSONALIZOVANE MEDICINE	313
Ivica Stanković	
STRATEGIC DIMENSION OF ORGANIZATIONAL COMMITMENT AND JOB SATISFACTION IN CONDITIONS OF A PANDEMIC	325
Lidija Stefanovska, Biljana Galovska	
ОРГАНИЗАЦИОННО-ПСИХОЛОГИЧЕСКОЕ СОПРОВОЖДЕНИЕ ПОВЫШЕНИЯ ПСИХОЛОГИЧЕСКОЙ ГОТОВНОСТИ РУКОВОДИТЕЛЕЙ ОБРАЗОВАТЕЛЬНЫХ ОРГАНИЗАЦИЙ К УПРАВЛЕНЧЕСКОМУ ОБЩЕНИЮ	343
Ирина Сингаевская, Александра Брюховецкая, Владана Лилич	

MANAGING THE PROJECT TEAM IN THE PROCESS OF PROJECT’S EVALUATION	359
Gordana Tasevska, Toni Soklevski, Jasmina Vasilevska	
PORESKA OLAKŠICA PRILIKOM ZAPOŠLJAVANJA LICA SA INVALIDITETOM U REPUBLICI SRBIJI	375
Ena Todorović	
INTEGRATION OF CORPORATE CULTURE AND INTERNAL CONTROL SYSTEMS AS A BASIS OF EFFECTIVE MANAGEMENT	391
Pavel Tupikin	
ENGLISH CLASSROOM MANAGEMENT	407
Biljana Vasev, Doloris Bešić-Vukašinić	
BEST PRACTICE IN THE DEVELOPMENT OF MEDIUM-SIZED ENTERPRISES IN EU CANDIDATE COUNTRIES: INDICATORS OF SERBIAN MACROECONOMIC EXPERIENCE 2010-2018	423
Milan Vemić	
POSLOVNI ENGLJSKI JEZIK U OKVIRU CELOŽIVOTNOG OBRAZOVANJA	447
Marija Vučić, Slađana Mutavdžić, Violeta Babić	
FAKTORI KONKURENTNOSTI MALIH I SREDNJIH PREDUZEĆA U BOSNI I HERCEGOVINI	461
Svjetlana Vulić	
KEY TRENDS OF GLOBAL TRADING SYSTEM PARTICIPANTS’ TRADE POLICIES	479
Olha Yatsenko, Tetiana Tananaiko	
REFLEKSIJE SISTEMSKE KRIZE IZAZVANE PANDEMIJOM COVID-19 NA OPERATIVNI ODGOVOR KORPORATIVNE BEZBEDNOSTI	493
Cvijetin Živanović, Miodrag Komarčević	

DEVELOPING ENTREPRENEURSHIP COMPETENCIES AMONG LEARNERS AS A STRATEGIC FACTOR FOR CREATING AN INNOVATIVE NATIONAL ECONOMY

Svetlana Radygina

Udmurt State University, Izhevsk, Russian Federation, rsv_prepod@mail.ru

Abstract: *The article reveals the role of small and medium-sized enterprises in the formation of a modern innovative economy in Russia, emphasizes the relevance of the development of youth entrepreneurship among persons under the age of 35 years. The topic is revealed that the formation and development of the entrepreneurial culture of society at all levels of education becomes one of the main tasks of the state, and its solution is possible only if the necessary conditions are created for the formation of entrepreneurial competencies of school students and students. The results of the conducted study on identification of the complex of the most significant organizational and methodological conditions of formation of entrepreneurial competencies of trainees are given. This article considers such aspects as the essence and content of entrepreneurial competence and the pedagogical process of forming entrepreneurial competencies of students and high school students on the basis of an analysis of the activities of the Department of Economic Theory and Entrepreneurship of Udmurt State University. During the study, specific competencies that the entrepreneur should have were considered and identified: targeting; perseverance in achieving the goal; proactivity; responsibility for one's life and future; leadership in the team; flexibility and adaptability; financial literacy; preparedness for conscious entrepreneurial risk; expertise in field and constant personal growth. For the formation and development of design and entrepreneurial competencies among students, teachers of the department conduct a number of events. Of greatest importance is participation in the "WorldskillsRussia" movement, which is implemented in the form of team competitions (in each team two participants) in the field of entrepreneurship and business development, focused on real living conditions and environment. Participants develop companies (projects) on the basis of a previously developed business plan and submit developments for expert evaluation by the jury of the competition. Throughout the competition, solving various problems every day, students manage the development of projects. He is characterized by the experience of creating the Boiling*

Point in a higher educational institution - a space of collective, joint work on projects of the future. Here everyone can organize an independent and free educational event or take part in it. The article describes the main approaches and principles used in the formation of a meaningful content of the program of work Boiling points, a description of the financial and legal scheme of its organization and the construction of its current work. Summing up the analysis, it can be stated that the dissemination of the practice of teaching entrepreneurship and at the same time the development of entrepreneurial thinking and skills of students will give the right guidelines to novice entrepreneurs, significantly increase the demand of graduates in the labor market, as well as properly prepare students and school students for successful entrepreneurial activity.

Keywords: *entrepreneurship, youth entrepreneurship, entrepreneurial competencies, educational programs, project activities.*

1. Introduction

Small business in Russia is of strategic importance in the development of the national economy. The task of accelerating the development of small businesses and increasing the number of entrepreneurs is of particular relevance and importance for industrial regions, where the largest share in the economy has historically been occupied by the military-industrial complex. These regions include the Udmurt Republic.

2. Entrepreneurship competencies - strategic factor for creating an innovative national economy

On the basis of the national economy, the main task of entrepreneurship is expressed in the operational satisfaction of the dynamically changing demand for goods and services by producing and selling the required goods in order to profit. At the same time, the entrepreneur himself can organize production or act as an intermediary. And in that and in another case, he promotes the development of the national economy, acts as an active market agent, which creates new jobs, develops production and establishes market links between business entities on their own commercial risk.

Functions implemented by small business in the modern domestic economy (Radigina, 2020, p. 680):

1. Economic functions:

- Small business ensures the adaptability and flexibility of the market system in the conditions of a dynamic external environment;

- forms a competitive market for goods and services, stimulating large enterprises to improve their production;

- provides constant optimization and increasing the rationality of the use of material, financial and labor resources;

- Small business organizations are the main subject of the transfestation of innovative technologies, the introduction of scientific and technical innovations;

- Small business provides an increase in tax revenues. Although the share of tax revenues in general in the structure of budget revenues of all levels is insignificant, but it is through the creation and development of small businesses that the sources of formation of budget system budgets of the Russian Federation are diversifying.

For example, the proportion of tax revenues to the budget of the city of Izhevsk from the activities of small and medium-sized businesses in 2017 amounted to 11.4% of the total tax revenue of the budget of the city of Izhevsk. Tax receipts from small and medium-sized businesses to the budget of the city of Izhevsk in 2017 amounted to more than 397 million rubles.

2. Social functions:

- Small business provides an increase in employment, creates new jobs, and in some cases, forms new professions;

- reduces social tensions;

- increases the level of activity and self-consciousness of the population.

As of January 1, 2020, according to the data of the Ministry of Economy of the Udmurt Republic in the region, 58306 small business organizations and 32749 individual entrepreneurs (56.17% of the total number of small businesses in Udmurtia) were operating in the region. The number of people employed at minor and medium-sized businesses in Udmurtia as of January 1, 2020 amounted to 201 470 people, of which 86.05% fall on the organization of small businesses (Ministry of Economy of the Udmurt Republic, 2021).

At the same time, when compared with foreign countries, it becomes obvious that the existing level of development of entrepreneurship in Russia is at a relatively low level. According to the study of the Institute of Growth Economics. Stolypin

P.A., the share of SMEs in the GDP of developed countries is 50-60% (Institute of Economic Economics. Stolypina P.V., 2018). Whereas for 2018 in Russia this figure was only 20.2%.

Comparison of the results proves the need to support and develop small and medium-sized businesses, the necessary strategic resource of which is youth entrepreneurship. The formation and development of the entrepreneurial culture of society at all levels of education becomes one of the main tasks of the state, and its decision is possible only when creating the necessary conditions for the formation of entrepreneurial competencies of schoolchildren and students.

Young people can be denoted as the main generator of new fresh ideas, due to its high innovative activity. Young people are considered the most active part of society, which is capable of response to respond and adapt to new conditions, and also effectively perceive and use the beneficial sides of the specific situation. In this regard, it should be noted that this age group has the greatest potential and abilities for entrepreneurial activities.

According to the legislation of Russia, youth entrepreneurship is the entrepreneurial activity of citizens under the age of 30, as well as legal entities (small and medium-sized entrepreneurship entities), the average age of full-time employees, and the age of the manager does not exceed 30 years or in the authorized (share) capital of which The share of deposits of persons is not over 30 years old exceeds 75% (on approval of the foundations of the State Youth Policy of the Russian Federation for the period up to 2025, 2014).

Udmurt State University (Izhevsk) has created a center for the development of entrepreneurial competencies, the team of which is implementing a targeted program for creating a start-up platform.

The study conducted by employees of the Center for Competences indicated that entrepreneurship is a combination of overafessional (universal) competencies. The results of the study showed that the ability to carry out successful entrepreneurial activities demonstrate not only students with economic education, but also students of other areas of vocational training (tourism, design, physics, mathematics, information technology, i.e. students of natural-scientific and humanitarian training profiles) .

Thus, the ability to carry out entrepreneurial activity is not a combination of knowledge in a certain subject area, but is a way of thinking and a complex of interdisciplinary competencies of the student.

In the process of the study, concrete competencies were considered and identified, which the entrepreneur must have:

goaling; perseverance in achieving the goal;

proactive;

Communicability; emotional intellect;

multivariate thinking; flexibility and adaptability;

readiness to take responsibility for your life and your future;

readiness for a conscious entrepreneurial risk;

Expert in his professional field;

readiness for permanent personal growth and self-education;

Teamwork skill and team leadership.

The Center for the Development Competence of the Udmurt State University (Izhevsk), created on the basis of the Department of Economic Theory and Entrepreneurship, applies a number of instruments for the formation of the necessary competencies in students.

Acquisition of competencies in the field of entrepreneurship with students of the higher educational institution involves the implementation of a multi-level approach to form a set of knowledge, skills and practical experience of using business planning skills and the foundations of entrepreneurial activities in solving tasks arising from the student in professional activities.

The basis of the program for creating conditions for the development of entrepreneurial competencies is the introduction of all directions for the preparation of the basic course “Basics of project activities and entrepreneurship” for students.

The purpose of developing the discipline “Basics of Project Activities and Entrepreneurship” is the formation of educational knowledge on the basics of economic culture, mastering at the elementary level of the skills of a comparative assessment of options for solving professional tasks and adopting a reasonable solution, the ability to organize command work when implementing professional tasks, acquiring

practical incarnation skills (Commercialization) Theoretical knowledge and application of leadership skills to exit complex communicative situations in professional activities.

The tasks of the development of the discipline “Fundamentals of project activities and entrepreneurship”:

study of the principles of project activities;

Acquaintance with the peculiarities of the entrepreneurial style of thinking, teaching the methods for generating entrepreneurial ideas, identify the possibilities of commercialization of theoretical knowledge;

Familiarization with the main provisions of the regulatory framework for the organization and maintenance of entrepreneurial activities, with organizational and legal forms of business, ways and procedures of the organization of their business;

teaching the knowledge and skills of the organization of teamwork in the implementation of professional tasks;

Training of team education skills, distribution of roles between team members.

This discipline “Basics of project activities and entrepreneurship” is taught in the first year to students of all areas of preparation, which allows you to increase the level of awareness of the basics of project and business activities of the entire student community and, the main result, to identify initiative students for further accompaniment to the Center for Entrepreneurial Competences. in the field of entrepreneurship. During the educational process, students are trained by the methods for generating entrepreneurial ideas and the basics of economic evaluation of the project’s effectiveness. Each student develops individually or in the team business project in its professional field and for obtaining certification on the subject prepares a presentation for the protection of the project. The educational process is based on the active use of *igropraktik*, interactive training techniques and dualistic forms of education.

Students who expressed the desire to continue working on a developed project, upon completion of training on discipline, within the framework of the basic educational process, are grouped into teams and become participants in the student business accelerator.

A student business accelerator is a practical-oriented mentoring program, when the teacher of the Center for Entrepreneurial Competences is enshrined for each student team, which teaches, sends and helps in the project implementation. Dur-

ing the student business accelerator, two control points for the implementation of the startup are distinguished: first, writing the student team of the Project Business Plan; Secondly, the registration of the MIP (small innovation enterprise) at the Udmurt State University and entering the practical implementation of the project. The implementation of the student business accelerator continues throughout the period of training of members of the student team in UDGU, i.e. For 3-4 years.

For stimulating and supporting the activities of the student team of a business project, the entrepreneurial competence is involved in students in the formats of internal support for the university (participation in scientific and practical conferences, grant support of the university) and participation in grant programs and competitions of the All-Russian and international level, including support and Help students in the preparation of applications for participation in the competition Melnik, presidential grants, grants of the Foundation. V.I. Vernadsky, WorldSkills Championship for the competence of “Entrepreneurship”.

For the formation of the competencies of the entrepreneur, the collaboration of the department with organizations of support for small and medium-sized businesses and organizations of small and medium businesses plays a special role in the educational process. Examples of organizing students of students with representatives of the entrepreneurial community are given.

For the formation and development of design and business competencies, students of the University of Udmurt University conduct a number of events. The greatest significance has to participate in the movement “WORLDSKILLSRUSSIA”, which is implemented in the form of team competitions (in each team two participants) in the field of business and business development oriented to real life conditions and environment. Participants develop companies (projects) on the basis of a previously developed business plan and present their developments for expert assessment of the jury of the competition. Throughout the competition, solving every day various tasks, students manage the development of projects.

Working with students and schoolchildren in the field of vocational guidance and popularization of entrepreneurship is actively conducted by teachers of the Department of Economic Theory and Entrepreneurship UDGU, employees of the Center for Entrepreneurial Competence within both local events and national projects.

Promising work formats with students and schoolchildren:

Participation in the WORLDSKILLSRUSSIA movement. In 2019, several representatives of Udmurtia took part in the final of the Interuniversity Stage WORLDSKILLS, and the junior team for the competence of Entrepreneurship took 3rd place of the championship.

This direction can be expanded by:

- Implementation of educational programs as part of the preparation of teams to the championship. The entrepreneurial competency center has experience in the 2019-2020 school year of the Program of Additional Education "Business-Haip", developed by teachers of the Department and Certified Ministry of Economic Development of the Russian Federation (IFPU "Synergy"). The content of the program complies with WORLDSKILLS standards for the competence of entrepreneurship. The program is implemented at the expense of the national project "Popularization of Entrepreneurship", training passed 200 students of Udmurtia.

- conducting selection stages at the school, municipal level. School stages can be held in the form of games and intellectual competitions, for example, communicative battles (tested in November 2018 within the program "You are entrepreneur"); Command Intelligent Games (Iropraktiks as part of the Forum "Business Cost!", September 2019).

- Implementation of training programs for teachers "Formation of entrepreneurial competencies and student projects" (16 hours) In order to involve student startups in projects.

Participation in the project "Future Ticket". In 2019, the Center for Entrepreneurial competencies took part in the project implementation, conducting practical events of introductory, involuntary and in-depth formats (master classes, lectures, igropraktiki) for competence of entrepreneurship. Currently, work is started in the implementation of this project in the future academic year, while the emphasis is shifted towards the activity of parents.

Conducting profile camp shifts. The team of the Center for Entrepreneurial Competence has extensive experience in organizing and holding camp shifts for students and schoolchildren on economic and business themes. So the team of the Center for Entrepreneurial Competence has developed a program of profile shifts on the entrepreneurship "Success in Your Hands", which are held for more than 10 years on the basis of Udmurtia Camps. Profile shifts include trainings, foresight

sessions, lectures, business and financial literacy lessons, business games, master classes of successful entrepreneurs and business competitions.

Circle motion. Currently, much attention is paid to the development of additional education in the form of circular motion and mentoring projects. Circle NTI Movement is the All-Russian Community of Technological Enthusiasts. The purpose of the circle movement is the formation of the next generation of entrepreneurs, engineers, scientists, managers who are able to conceive and implement projects, create new solutions and technological companies aimed at developing Russia and the whole world. To achieve this goal approved the roadmap of the National Technological Initiative “Circle Movement”. Among the initiatives of the circle movement - the first team engineering competitions for schoolchildren and students of Olympiad NTI, design schools and hakaton “practices of the future”, All-Russian action “Lesson NTI”, a system of mass learning, certification and employment of the Mentors of Youth Projects “Academy of Mentors”, festivals RUKAMI Ideas and Technologies, Digital Talent Management Platform, Program on Human Training Technologies and Artificial Intelligence “Centaur” and other projects.

Circle movement is aimed primarily for the search for technical solutions. However, it is not enough to invent the device, material or technology, you need to sell this idea. As a rule, the issue of commercialization is not solvable efficiently. Obviously, an entrepreneur is needed in the team, manager, kommersant. It is advisable to create together with additional education institutions (Cvanterium, the Kalashnikov Academy, the stations of young technicians) mugs that unite in the effective teams of high school students with different interests and talents.

Teachers of the Department of Economic Theory and Entrepreneurship of the Udmurt State University have such an experience: during the 2019-2020 school year, on the basis of several schools in Izhevsk, the project “Business classes” as a program of additional education, 80 hours. Classes took place in the form of trainings, lectures, strategic sessions, igropraktik, master classes of entrepreneurs, excursions to enterprises, public protection of projects. In addition, young entrepreneurs took part in the forums “Business Cost!” and “from the product to business”, specialized shifts, successfully performed on the federal competition competitions, including on the V Open Regional Championship “Young Professionals” (WorldSkills Russia) UR on the competence of the junior entrepreneurship in 2020, and other events of entrepreneurial subjects (“ Captains “,” Strat-AP “,” big change “, work on the techni-

cal part of projects in the Quantorium and the Kalashnikov Academy, promote their business.

Boiling point

In FGBOU, the boiling point in collaboration with the Agency of Strategic Initiatives is organized in FGBOU. The boiling point is the space of collective, collaboration on students' projects. Here everyone can organize an independent and free educational event or take part in it.

At the same time, youth entrepreneurship is a complex sector of the economy, requiring increased attention from the state in the person of its bodies. Competent and targeted support will allow its further improvement and development, which will lead to economic growth and increase the investment attractiveness of the country and its individual regions. However, it is necessary to take into account that there are certain difficulties in the creation and organization of youth enterprises:

1. Lack of practical experience of young people in the selected direction of activity and in the implementation of business projects;
2. The problem of forming the starting capital and attracting investments;
3. The lack of experience in making financial and managerial decisions;
4. Minor social experience in business interaction;
5. Study from the impact of bureaucratic structures;
6. Lack of business reputation, as well as connections and personal contacts in the field of business and in power management structures. (Radigina, 2021, p. 68)

Despite the listed problems, youth entrepreneurship in Russia is actively developing. According to the corporate director of the Agency of Strategic Initiatives (ASI), E. Mytnikova, more than 18 thousand minor guys have already registered as self-employed citizens and are payers of a professional income tax. Moreover, according to a sociological survey conducted by the Center for Youth Initiatives ASI, every fourth schoolboy is trying to implement his business project (TASS, 2020).

3. Conclusions

Summing up the analysis, it can be stated that the dissemination of the practice of teaching entrepreneurship and however, the development of entrepreneurial

thinking and skills of students will allow to give the right guidelines to novice entrepreneurs, significantly increase the demand for graduates in the labor market, as well as to properly prepare students and schoolchildren to successful entrepreneurial Activities. The development of competencies in the field of entrepreneurship is a comprehensive task for the implementation of a system for the preparation of highly qualified specialists of various specialties, competitive in the modern labor market.

Literature:

1. Radygina S.V. (2020). Small business in Udmurtia: history of formation and development, role in the regional economy at the present stage. *Bulletin of Udmurt university. Series Economics and law*, 30(5), 679-688. DOI: 10.35634/2412-9593-2020-30-5-679-688;
2. Ministry of Economy of the Udmurt Republic. (2021). Retrieved from <https://economy.udmurt.ru/>;
3. Institute for the Economy of Growth, Stolypin P.A. (2018). *Small and medium-sized business sector: Russia and the world*. Retrieved from <https://stolypin.institute/novosti/sector-malogo-i-srednego-predprinimatelstva-rossiya-i-mir>;
4. Federal State Statistics Service. (2019). *Small and medium-sized enterprises in Russia*. Retrieved from <https://rosstat.gov.ru/folder/210/document/13223?print=1>;
5. Government of the Russian Federation (2014). *On the approval of the Fundamentals of the State Youth Policy of the Russian Federation for the period up to 2025*. Retrieved from http://www.consultant.ru/document/cons_doc_LAW_171835/;
6. Radygina S.V. (2021). Youth entrepreneurship as a new trend in the development of the Russian economy. *IV International Scientific and Practical Conference «Modern Directions for the Development of Management, Economics and Education»*, 68.
7. TASS. (2020). *In Russia, more than 18 thousand teenagers aged 14 to 18 years were registered as self-employed*. Retrieved from <https://tass.ru/ekonomika/9893091>.

CIP - Каталогизација у публикацији
Народна библиотека Србије, Београд

330(082)
34(082)
005(082)

MEĐUNARODNA konferencija Pravo, ekonomija i menadžment u savremenim uslovima LEMiMA 2021 (7 ; 2021 ; Beograd)

Zbornik radova. Knj. 3 / Sedma međunarodna konferencija Pravo, ekonomija i menadžment u savremenim uslovima LEMiMA 2021, Beograd 2021. ; urednik Života Radosavljević. - Beograd : Fakultet za poslovne studije i pravo Univerziteta Union - Nikola Tesla : Fakultet za informacione tehnologije i inženjerstvo Univerziteta Union - Nikola Tesla, 2021 (Beograd : NNK Internacional). - 512 str. : tabele i graf. prikazi ; 24 cm

Tekstovi na srp., engl. i rus. jeziku. - Deo teksta uporedo na srp., engl. i rus. jeziku. - Tekstovi ćir. i lat. - Na spor. nasl. str.: Proceedings. - Tiraž 200. - Str. 11-20: Predgovor / Života Radosavljević. - Bibliografija uz svaki rad. - Rezimei na više jezika.

ISBN 978-86-81088-95-1 (FPSP)

1. Радосављевић, Живота, 1947- [уредник]

а) Економија -- Зборници б) Право -- Зборници в) Менаџмент -- Зборници

COBISS.SR-ID 40884233