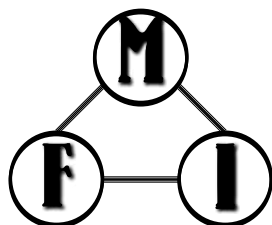


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FOREIGN EXPERIENCE IN FORMING UMBRELLA BRANDS AND THE POSSIBILITY OF its use in RUSSIAN practice

Abstract

The article deals with the foreign experience of creating a national umbrella brand that is recognized abroad and testifies to the competitiveness of products of the national industry and services. The experience of such major foreign trade powers as the United States and China is considered, and recommendations for Russia are given.

Keywords: foreign trade policy, national umbrella brand, state export support, export support institutions, national export support programs, the competitiveness of the national economy.

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INDICATORS OF THE IMPACT OF INTERNATIONAL FINANCE ON NATIONAL ECONOMIES

Abstract

Based on the analysis of the dynamics of the most important macroeconomic indicators, some problems of the influence of international finance on the development of national economies are considered in the article, the features of such impact for the markets of developing countries are established, a conclusion about the role of international financial relations as a factor in the formation of national macroeconomic policies are formulated.

Keywords: international finance, national economies, macroeconomic indicators, exchange rate, inflation, foreign exchange reserves.

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HEDGING OF POLITICAL RISKS BY THE EXAMPLE OF DIVERSIFICATION OF GOLD AND FOREIGN EXCHANGE RESERVES

Abstract

The article is analyzed the current significance of gold not only as a monetary asset, but also as a tool for hedging political risks. The author gives examples of the negative dependence of various countries on the US dollar and draws conclusions about the importance of gold in modern geopolitical conditions.

Keywords: gold, international political risks, foreign exchange reserves, central bank, sanctions, world reserve currencies.

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REGULATORY INNOVATIONS IN THE RUSSIAN CROWDFUNDING MARKET

Abstract

The article discusses the innovations introduced in the field of crowdfunding financing in connection with the entry into force of the new Federal law "on attracting investments using investment platforms and on amendments to certain legislative acts of the Russian Federation" dated August 2, 2019, No. 259-FZ. The authors analyze its main provisions, new terms introduced into the practice of crowdfunding, as well as the completeness of coverage within the new law of issues related to attracting investment.

Keywords: crowdfunding, collective investment, investment platform, investment platform operator, utilitarian digital rights, digital certificate, financing methods, alternative financing.

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INSTITUTE OF CREDIT GUARANTEES FOR SMALL AND MEDIUM ENTERPRISES: EUROPEAN EXPERIENCE

Abstract

The article examines the current trends in the development of credit guarantee systems for small and medium-sized businesses in Europe. The dynamics of their main operational parameters and institutional structure are analyzed, the role of credit guarantees in supporting small and medium-sized businesses in comparison with the parameters of the development of the national guarantee system in Russia is outlined.

Keywords: credit, small and medium enterprises, credit guarantees, guarantee institutions.

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AN INTEGRATED APPROACH TO MARKET RISKS ASSESSMENT IN A CREDIT INSTITUTION

Abstract

In the conditions of macroeconomic instability, the market risk accepted by the banking sector is very significant: its share in the total risk level is 37.8% [1]. This article proposes an author's methodology for the banking market risk assessment, including a trading portfolio and a banking book. The author has developed approaches to assess a risk exposure taking into account the type of portfolios, as well as methods and indicators of risk assessment. The scientific novelty also lies in the creation of a model for evaluating the MosPrime Rate as an indicator for assessing the interest rate risk of a bank book.

Keywords: banking sector, market risks, risk assessment, position at risk.