

НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ
ТОМСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ
Институт экономики и менеджмента

ЭКОНОМИКА ГЛАЗАМИ МОЛОДЫХ

**Материалы Международной конференции
студентов, аспирантов и молодых ученых**

Томск, 13–14 мая 2022 г.

Под общей редакцией
М.В. Чикова

Томск
Издательство Томского государственного университета
2022

they operate like conventional for-profit business, and thus may be ambiguously seen as pseudo-co-operatives.

Benefits. Entrepreneurship in many countries is mostly common in the informal sector. The challenge for policymakers is to regulate this, to recognise such activity can generate essential income in disadvantaged communities, but also to channel its dynamism towards the formal sector where it can be more easily supported. In Serbia, the project SWIFT (Sustainable Waste Management Initiative for a Healthier Tomorrow) illustrated an innovative path for assisting disadvantaged Roma in the informal sector. It received substantial international and national support to develop a recycling centre and co-operative (at the end of 2010) to provide work and training for disadvantaged workers, through recycling and waste management. and it is also linked with the Belgrade waste management system. SWIFT's overall objective is to convert current informal waste "scavenging" into an effective source of income. a secondary objective is to increase access of their workers from vulnerable populations and communities to health, education and social services. and indirectly enable better access to public services and integration in civil society in general. It has yet to achieve sustainability, but indicates the kind of innovation which is needed to improve the position of disadvantaged informal sector workers [6].

In conclusion, I would like to state that despite some cultural barriers in Serbia, social entrepreneurship could make an important contribution to many areas of an economy, as it has in many other countries in Europe, through work integration for employment and social inclusion, through more socially cohesive welfare services, rural development and through its contributions to civil society by building trust and social capital. If well supported, especially by the government, social entrepreneurship could be more useful in pre-conditions, infrastructure, governance in policy, finance, skills, and access to markets.

References

1. Lobanova A.D. Social entrepreneurship as a tool for solving social problems // Lomonosov Readings in Altai: Fundamental Problems of Science and Technology : Collection of Scientific Articles of the International Conference / ed. E.D. Rodionova. Barnaul, 2018. P. 2156–2158.
2. Social entrepreneurship and enterprises in the republic of Serbia. URL: https://www.oecd-ilibrary.org/industry-and-services/boosting-social-entrepreneurship-and-social-enterprise-creation-in-the-republic-of-serbia_5k3xz6lswcwl-en
3. Andryushchenko O.E. et al. Social entrepreneurship: textbook / ed. by N.A. Skobelina. Volgograd : Volgograd State University Publishing House, 2018.
4. Krivtsova Yu.A. Social entrepreneurship: sources, problems // Human Capital as the Most Important Factor of the Post-Industrial Economy : Collection of Articles Following the Results of the International Scientific and Practical Conference. Kazan, 2018. P. 29–31.
5. Prokhorko T.N. Social entrepreneurship as a way to overcome problems in the field of social services for the population // Penitentiary System and Society: the Experience of Interaction : Collection of Materials of the VIII International Scientific and Practical Conference. Perm, 2021. P. 121–123.
6. Seema B., Shekar B. Proceedings of the International Conference on Industrial Engineering & Operations Management. 2021. P. 625–631.

Comparative analysis of logistic solutions for the largest marketplaces in Russia

E.V. Filimonova, masters' student, 2nd year, IEM TSU

Supervisor: PhD in Economics, Associate Professor I.A. Pavlova
E-mail: filimonova_2009@mail.ru

The recent decades are characterized by active development of digital technologies which currently are present within every aspect of our life It is impossible to deny that the results of this process are clear and obvious: there is a constant transformation of business standards, the introduction of innovative solutions, the development of improved business models. The e-commerce sector is an integral part of the Russian economy: having begun to develop after the emergence of large international trading platforms, it now includes local marketplaces and small niche companies. The size of this market sector is steadily increasing: according to M.A. Research, in 2021, the turnover of the e-commerce (including foreign platforms) has grown to 4.2 trillion rubles (compared to 2020 + 32% in growth) [14].

Scientific literature has established the types of e-commerce systems differentiated by subject composition, the most common are B2C, B2B, C2C [15]. Let us take a closer look at the situation in the B2C segment: within its framework, commercial transactions are carried out between an organization and an individual who is the final consumer of the purchased product or service. According to Data Insight, the B2C structure

in Russia is represented by such segments as e-Grocery, e-Pharma, universal marketplaces and other online stores [5].

The role and position of marketplaces in the e-commerce of the Russian Federation is undeniable. A marketplace is a “business model that brings together sellers and buyers who make transactions through an online platform that offers a wide range of product categories and services from the moment an order is placed to its receipt” [7]. Marketplaces, as a rule, only provide traffic and marketing promotion for sellers placing offers in the catalog, and do not have ownership of the goods and services sold. This format of trading services is gaining popularity largely due to an increase in the number of sellers who want to present goods online, but do not want to bear the risks and costs of creating and promoting their own online store [17]. The largest marketplaces of the Russian Federation (AliExpress Russia, Ozon, Wildberries, Yandex.Market, SberMegaMarket [13]) are universal.

By providing sellers with the technical basis for doing business, marketplaces seek to provide customers with a logistics structure. Competition and customer focus are forcing companies to develop flexible systems for receiving goods and their logistics, express-delivery services. The problem of logistics is critical for the Russian market: given the general stability of the situation and the well-established infrastructure in the European part of the Russian Federation, the delivery of items to the regions is problematic and carries significant costs. Among the factors influencing the situation are: low population density, remoteness of settlements, seasonal factors, insufficient development of the domestic aviation network, the need for air delivery through Moscow, the impossibility of daily land routes to regional settlements [3]. These problems are extremely relevant for the e-commerce of the Russian Federation, and each market player finds his own solutions.

In general, the logistics of online trading can be divided into 4 processes: warehouse operations, the fulfillment process (order assembling), delivering to the consumer, and organizing returns from customers [3]. Warehouse activities can be either carried out by the company independently or be entrusted to logistics partners. The fulfillment process is divided into the selection of goods from the shelf, sorting by orders, packaging, preparation of documents. Delivery and return of the order can be carried out both by the delivery service organized by the enterprise, and by local and federal courier services, by Russian Post.

At first, let us consider the logistics of AliExpress Russia. At the moment, the company offers two logistics models: FBS (Fulfillment By Seller) and FBA (Fulfillment By AliExpress) [6]. In the first case, the goods are stored in the client's warehouse, and delivered by AliExpress using the services of logistics partners - Russian Post or Cainiao. orders can be brought to the nearest post office or sorting center, and parcels can also be picked up by a courier. In the second case, the client's goods are shipped to the Cainiao warehouse, from where they are sent to pick-up points, post offices, or from where they are picked up by a courier. It is also possible to carry out the client's own logistics without using AliExpress services (FBS: Seller's Logistics). It is possible to combine models. In addition, AliExpress Russia offers sellers the opportunity to choose the “free delivery to the point of issue” option: for the buyer, this means that there is no need to pay for delivery to the pick-up point, and the seller has the opportunity to include the cost of delivery in the cost of goods. In the AliExpress system, the shipping cost for each product is added separately by default. It is also possible to add your own shipping discounts and specify shipping for the entire basket when buying from a certain amount. In addition, the possibility of insuring goods with the following limits is offered: when sent using the “AliExpress + Russian Post” scheme it costs 300 thousand rubles. when sent using the "Cainiao" scheme it costs 5000 rubles. Shipping cost is calculated from Moscow by default. The service of picking up goods from warehouses not located in Moscow and the Moscow Region is currently not available.

Secondly, let us consider the logistics infrastructure of Wildberries. The company offers two logistics models: FBW (Fulfillment By Wildberries) and FBS [8]. The seller needs to send the goods to one of the Wildberries warehouses located throughout the country, however, the client is limited in his choice: there are certain conditions and limits on delivery, depending on the type of goods sold and the turnover of the seller. Wildberries delivers in two formats: mono-cargo (boxes or pallets with one product) and mix-cargo (boxes with different products), and the decision on the format is made by the marketplace, not the seller [9]. It is possible to send the goods to the required warehouse through the transit warehouse. in this case, the delivery is transported by the marketplace from the moment it arrives at the transit warehouse. Wildberries also provides the ability to ship small deliveries directly to pickup points. There are fixed commissions on Wildberries - different for each category of goods. in addition, payments for logistics are necessary. There is an additional payment item, which is paid storage (for goods with poor turnover).

Thirdly, let's consider the logistical solutions of Ozone. Ozon offers two models of work: FBS and FBO (Fulfillment By Ozon). Combining models is possible. The cost of payments for logistics when using the FBO model is from 35 rubles up to 75 rubles depending on the weight of goods. When using the FBS

model, the cost of logistics is 75 rubles, regardless of the volume of goods. Logistics of bulky goods in any case is 400 rubles per unit with a weight of 25 kg. There are fixed commissions on Ozon, different for each category of goods. There is also a paid storage option for goods with a low turnover. When using the FBO model, the seller can transport goods to any of the central or regional warehouses located in Moscow, Tver, St. Petersburg, Voronezh, Yekaterinburg, Kazan, Krasnodar, Novosibirsk. When using FBS, completed orders must be delivered to the nearest pickup point or sorting center. Also in 2021, the company created the Ozon Rocket express delivery service: sellers working on the FBS model can use its services. The service is available in 88 cities of the Russian Federation, more than 19,000 pickup points are currently open [11].

Table 1. Comparative characteristics of the logistics solutions of AliExpress Russia, Ozon and Wildberries

	AliExpress Russia	Ozon	Wildberries
Logistics models available	FBS, FBA, FBS: Seller's Logistics	FBO, FBS	FBW, FBS
Possibility to combine logistics models	Possible to combine	Possible to combine	Possible to combine
Existent logistics partners	Russian Post, Cainiao	Ozon Rocket, Russian Post, SDEK, Delovye Liniyi	Adopted the microformat of partner logistics centers [2]
Location of warehouses	Moscow and MO	Tver, Khorugvino (MO), St. Petersburg, Kazan, Rostov-on-Don, Yekaterinburg, Novosibirsk, Khabarovsk [12]	Astrakhan, Barnaul, Ivanovo, Kirov, Novokuznetsk, Omsk, Orenburg, Tomsk, Ulyanovsk, Yekaterinburg, Kazan, Koledino, Krasnodar, Novosibirsk, Podolsk, St. Petersburg, Khabarovsk, Elektrostal [16]
Pick-up Points	4 pickup points within the Russian Post offices, more than 2000 Cainiao parcel terminals [1]	More than 4500 pickup points, more than 7500 parcel terminals	More than 8500 pickup points [4]
Fixed shipping rates	FBA from AliExpress warehouse: from 35 rub up to 400 rub. FBA from the Cainiao warehouse: from 89 rub up to 399 rub. FBS: from 69 rub up to 359 rub [18]	FBO: from 4% to 6% of the price of the goods (from 31 rub to 900 rub, depending on the weight). FBS: from 4% to 8% of the price of the goods (from 41 rub to 1400 rub, depending on the weight) [10]	From 30 rub up to 90 rub per unit of goods (depending on the category of goods) [9]
Goods insurance for sellers	Available	Not available	Not available

Analyzing the data above, we can conclude that currently the largest Russian B2C marketplaces are striving to provide greater flexibility in the logistics process: customers are given a choice in the logistics model used and the ability to combine them, which reduces the cost of storage and delivery of goods with low turnover. The format of express delivery is actively developing. Cooperation with courier services and Russian Post has been established.

The current problem is the lack of well-established, fragmented logistics infrastructure in the regions. At the moment, the most profitable solution was found by Wildberries, which has been actively developing a regional network of warehouses and pickup points over the past few years. Ozon is competing with it actively: while expanding the network of pickup points, the company also opens parcel terminals throughout the Russian Federation. AliExpress Russia is in the least advantageous position: the company is focused on sellers located in Moscow and the Moscow Region, does not have regional warehouses, does not have a pick-up point network, and organizes delivery in the regions mainly through cooperation with Russian Post. In this case, a network of regional warehouses would allow both closer interaction with Russian sellers and faster ground delivery of goods from abroad.

References

1. "Cainiao" will increase the number of parcel terminals for the year by 4 times // Retail.ru. URL: <https://www.retail.ru/news/tsaynyao-velichit-chislo-postamatov-za-god-v-4-raza-14-maya-2021-205001/> (accessed: 23.04.2022).
2. Wildberries will sort partners // Kommersant. URL: <https://www.kommersant.ru/doc/5116300> (accessed: 23.04.2022).
3. Galimov K. Features of B2C logistics for online stores // Logistics. 2018. № 11 (144). P. 22–27.
4. Delivery of Wildberries // Wildberries. URL: <https://www.wildberries.ru/services/besplatnaya-dostavka> (accessed: 23.04.2022).
5. Internet trade in Russia 2021 // DataInsight. URL: https://datainsight.ru/eCommerce_2021 (accessed: 23.04.2022).
6. How is the logistics on AliExpress: what are FBS and FBA? // AliExpress Russia. URL: <https://business.aliexpress.ru/blog/post-faq-logistika> (accessed: 23.04.2022).
7. Kulikova O.M., Suvorova S.D. Marketplace: Business model of modern trade // Innovative Economy: Prospects for Development and Improvement. 2020. № 6 (48). P. 50–55.

8. Logistics on marketplaces: what a seller needs to know // Retail.ru. URL: https://www.retail.ru/tovar_na_polku/logistika-na-marketpleysakh-chto-nuzhno-znat-prodavtsu/ (accessed: 23.04.2022).
9. Overview of Wildberries: schemes of work, goods sold, and how to calculate FBO, FBS, DBS // Beta PRO. URL: <https://betapro.ru/blog/obzor-wildberries-schemy-raboty-prodavaemye-tovary-i-kak-rasschityvat-fbo-fbs-dbs-/> (accessed: 23.04.2022).
10. Full list of commissions and tariffs // Ozon Seller. URL: <https://seller-edu.ozon.ru/docs/commissions-tariffs/legal-information/full-actual-commissions.html> (accessed: 23.04.2022).
11. Why Ozon Rocket? // Ozon Rocket. URL: <https://rocket.ozon.ru/> (accessed: 23.04.2022).
12. Sale of goods in different regions // Ozon Seller. URL: <https://seller-edu.ozon.ru/docs/fbo/warehouses/products-in-different-regions.html> (accessed: 23.04.2022).
13. Rating of the top 100 largest online stores in Russia // DataInsight. URL: <https://www.top100.datainsight.ru/> (accessed: 23.04.2022).
14. The Russian e-commerce market grew by 34% in 2021 // Retail.ru. URL: <https://www.retail.ru/rbc/pressreleases/rossiyskiy-rynok-e-commerce-vyros-na-34-v-2021-godu/> (accessed: 23.04.2022).
15. Sedaya M.O. Electronic commerce in the Russian Federation: features, segments and role in the economy // Scientific Research and Innovation : Proc. of the VII Intern. Scientific-Practical. Conf. Saratov, 2021. P. 123–131.
16. Warehouses Wildberries // WB Help. URL: <https://wbhelp.ru/warehouses-wb> (accessed: 23.04.2022).
17. Tverdokhlebova M.D., Nikishin V.V. The role of marketplaces in the market of retail trade services // Practical Marketing. 2019. № 6 (268). P. 3–8.
18. Fixed rates // AliExpress Business. URL: <https://business.aliexpress.ru/help/article/fiksirovannii-tarifi> (accessed: 23.04.2022).

Development of entrepreneurial endeavors in the tourism industry (on the example of the Republic of Uzbekistan)

U. Nosirova, doctoral student, 1st year, International University of Tourism
and Cultural Heritage “Silk Road”

Supervisor: Prof., Doctor of Economics D.A. Nasimov
E-mail: umida.97.nosirova@gmail.com

Problem statement. Despite the fact that Uzbekistan boasts more than 7000 tourism-related resources, these resources are not being utilized to their maximum capacity. There are real great potential tourist resources in Uzbekistan, as well as a rich cultural-historical heritage, a medical-resort potential, and facilities that, taken individually and collectively, can generate active tourist interest among both domestic and international tourists [2]. In part, this is due to the country's rich historical history, the taste of its national culture, and its political stability, which are all key factors in the successful growth of this industry and the attraction of international investment.

Founded in 1995 on the initiative of the president of the Republic of Uzbekistan, the Tashkent International Tourism Fair "Tourism on the Silk Road" has been held annually in the country since then. It is one of a number of international exhibitions held with the support and under the auspices of the United Nations World Tourism Organization (UNWTO). It was arranged for the twenty-first time in early October 2016, after having established itself as an authoritative venue for discourse. Exposition and events attracted over 700 companies from around the world, including travel organizations and guest houses as well as hotels and hotel chains as well as airlines and insurance companies. At this fair, guests were given an overview of the tourism potential of all areas of the country, with the goal of concluding profitable contracts with them for the reception of international tourists in the Republic of Uzbekistan after learning about their destinations. In light of all of this, we can conclude that the growth of tourism in Uzbekistan is progressing at a faster rate than the development of other significant sectors of the economy [10].

New hotels, restaurants, and other tourist facilities are being built and reconstructed throughout the country, transportation infrastructure parks are being updated, new directions of familiarization routes are being improved and developed, and the overall quality of tourist products and services is improving. Because of these circumstances, the tourism services market requires a comprehensive integration of state authorities and the private sector, which includes the establishment of favorable conditions, the implementation of programs to assist tourism businesses, the improvement of relevant legislation, and the formulation of a regional tourism development strategy. In this context, [9]. With the goal of increasing tourism attractiveness in the country as well as further development of the country's roadside and tourist infrastructure, the Cabinet of Ministers of the Republic of Uzbekistan adopted a resolution on March 9, 2015, titled "On measures for the development of the country's roadside and tourist infrastructure" [6]. Measures to strengthen the procedures for granting land plots on the basis of a tender for economic operations, as well as the procedures for obtaining building licenses, were authorized by the Cabinet of Ministers of the Republic of Uzbekistan on October 7,