

Opening remarks

Dear readers!

We are proud to bring to your attention the first 2021 issue of the Electronic Journal of the Faculty of Economics of Lomonosov Moscow State University.

This issue includes articles on such important topics as rethinking sustainable development goals in the context of the global COVID-19 pandemic and the recession of the world economy, identifying the relationship between social capital and pro-ecological behavior of individuals, analysis of factors in the development of hybrid institutional agreements in traditional societies, and the impact of the crisis caused by the COVID-19 pandemic on the economy of Russian cities. The journal continues the good tradition of publishing articles not only from renowned scientists, but also from talented beginning re-searchers who analyze the features of mass consciousness in the context of the transition to the digital economy.

The article "The Influence of Social Capital on Pro-environmental Behavior of Individuals" examines the relationship between social capital and pro-environmental behavior of individuals. To assess such influence, data for the United States from the 2011 World Values Survey (WVS) were used in models estimated using the method of least squares (OLS). The authors show that generalized trust, trust in neighbors and the global identity of the individual have a significant positive impact on participation in environmental demonstrations, donations to environmental organizations, and on the overall assessment of the pro-environmental behavior of individuals.

The article "In search of the contours of the post-COVID Sustainable Development Goals: The case of BRICS" (translation of an article published in the BRICS Journal of Economics) focuses on rethinking the Sustainable Development Goals (SDGs) from three perspectives: SDGs as a victim of the 2020 recession; SDGs as an opportunity for better coordination on the way out of the recession and SDGs as an object of modernization to better adapt to the realities "on the world stage". The BRICS countries are interested in the development and implementation of the SDGs on a global scale as a way to catch up. The authors propose a "pandemic protocol", as well as changes in the methodology for including indicators in the SDGs: the introduction of new indicators important for sustainability and the incorporation of cross-cutting headline indicators for the SDGs, both new and existing.

The article "Factors of Development of Hybrid Institutional Agreements in Traditional Societies" reveals the reasons why hybrid institutional agreements arise in some traditional communities, and not in others. To achieve this goal, a field study was carried out in three Dagestan villages, in which there are different dynamics of the development of cooperation between local entrepreneurs. From the data obtained, it follows that the main factors in the development of hybrid institutional agreements are the presence of closed social capital, informal regulators within the community, demand for community products in foreign markets, as well as the ability of local entrepreneurs to borrow know-how from outside the community. In addition, barriers to the development of hybrids were identified - the low quality of the institutional environment, differences in the approaches to doing business among community residents and depopulation of villages.

Review of the 148th meeting of the Dispute club “Economic Policy Knots” of the Association of the Russian Economic Think Tanks on the Topic “How does the economy of Russian cities go through the crisis?” presents the discussion of a number of issues related to the impact of the crisis caused by the COVID-19 pandemic on the economy of Russian cities. The participants in the dispute concluded that the economic situation, which has developed under the influence of the pandemic, differs from city to city, as well as the factors that influence this situation in different cities. It was noted that a qualitative analysis of the ongoing processes is necessary for the formation of an effective anti-crisis policy that helps to eliminate the negative effects of the pandemic and stimulates the economic development of cities, regions and the entire country as a whole.

Section "Works by Young Scientists" contains an article "Properties of Mass Consciousness in the Digital Economy", prepared by talented young researchers who are starting their career in science. This paper analyzes the phenomenon of mass consciousness and its features during the transition to the digital economy. The authors show that Big Data technologies, personalization and targeting, feedback, Internet, omnichannel, artificial intelligence make it possible to more effectively influence the mass consciousness of people and manipulate their behavior. The results of studying the impact of digitalization on mass consciousness at the present stage have not only theoretical, but also practical applications for readers who have already encountered the manifestations of digitalization in the context of the COVID-19 pandemic.

We are looking forward to your feedback on the articles published in this issue and welcome possible future cooperation and contributions.

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