

## **Opening remarks**

*Dear readers!*

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

This issue includes articles on both theoretical and practical issues of modern economics, such as peculiarities of economic and market development in 2021; issues with introducing artificial intelligence into the practice of enterprise management; the role of the ideology of conscious consumption in the pro-motion of leading domestic and foreign clothing brands on the Russian market; analysis of international experience in the regulation of taxi services markets and identification of potential risks of implementing the policy of tariff regulation and quotas in this area in the Russian Federation, the problem of the development of agro-food exports and the main factors ensuring its positive dynamics.

The article "Conscious Consumption Ideology and Brand Values Perception" is a study of the emergence of new consumption views and their impact on human health and the natural environment. It is shown that adherence to the principles of a healthy lifestyle and a conscious attitude towards the world is becoming more popular. As a reflection of this process, the trend towards conscious, ethical consumption is actively developing. In response to the rapid development of digital communication of consumers and the formation of new parameters of demand, there are changes in the market positioning of company brands around the world, so it is important to understand the vectors of these changes and the intensity of their influence. The purpose of this article is to study the use of the conscious consumption ideology in the promotion of leading domestic and foreign brands represented on the Russian market using the example of clothing brands, as well as to test the perception of this ideology among young consumers. The study showed that the parameters of conscious consumption are important for the surveyed youth audience, but they affect their perception of brand value in different ways.

The article "International Practices for Russian Taxi Market Regulation" examines the international experience of tariff regulation and deregulation of the taxi services market, taking into account empirical studies of the effectiveness of the practice of tariff restrictions. Examples of the introduction of re-strictions on the number of permits required for passenger transportation by passenger taxis are given. Since the regulatory practice is not limited to these methods, the authors acquaint the reader with cases containing the introduction of additional requirements for the carrier's activities. In the conclusion of the article, a generalization of the cases under consideration is given and a list of potential risks of the implementation of the policy of tariff regulation and quotas in the field of taxi services in the Russian Federation is formed.

The article "Russian Agri-Food Export in the context of Pandemic Shock" is devoted to such an important direction of economic policy as the development of agri-food export of Russia. The paper considers the main factors that ensure its positive dynamics. In addition, the impact of the pandemic shock is assessed, including changes in migration processes, as well as export restrictions that were introduced in 2020 and remain in effect in the current period. The author thinks about how these factors can affect in the short and long term, and what alternative solutions exist.

Review of the 151th meeting of the Dispute club "Economic Policy Knots" of the Association of the Russian Economic Think Tanks on the Topic "What is the Twenty-First Year Preparing for Us?" pro-vides a summary of the discussion of economic and market development issues in 2021.

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The participants in the dispute noted that in the current conditions, the growth rate of the Russian economy does not allow to overcome the state of stagnation. To improve the situation, it is necessary to adjust the ongoing fiscal and monetary policy aimed at intensifying technological development and changing the situation on the labor market while pushing for the transition to new growth models and increasing investment activity. Positive changes will be possible if a dialogue between all stakeholders is organized. Then it will be possible to develop and implement in practice effective measures necessary to get out of stagnation and move to a trajectory of sustainable economic growth.

Another review is devoted to the main results of a regular research seminar on digital economy studies at the Faculty of Economics of Lomonosov Moscow State University dedicated to the use of artificial intelligence. The review includes a discussion on the very concept of artificial intelligence, an assessment of its impact on the labor market in terms of replacing natural intelligence, as well as a generalization of the actual and potential areas of use of artificial intelligence by Russian enterprises. Among these areas are, in particular, production, marketing, pricing, insurance, accounting and audit, security. The obstacles to the development of artificial intelligence in Russia are identified.

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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