

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 a diverse range of topics. They reveal the problems of the scientific and technological revolution in the twentieth century and outline the general features of an economic model that can bring our country to the forefront of scientific and technological progress. Authors propose approaches to new forms of interaction between market subjects and consider opportunities and risks associated with the use of artificial intelligence in business. The Journal presents the results of a study of competition in various markets (healthy food and server equipment) in Russia. The articles also touch upon the scientific and methodological issues of economic education.

The article "Scientific and Technological Revolution in the XXth Century" analyzes the course and main results of the scientific and technological revolution in the middle and (partially) second half of the 20th century. It is noted that the period of 1940 - 1980s was most typical for fundamental innovations in nuclear energy, microelectronics, in the fields of industrial automation, space exploration, creation of polymers with predetermined properties, and the "green revolution". The author emphasizes the areas of scientific and technological revolution in which our country had an advantage. The author also discusses the reasons for the scientific and technical backwardness of the USSR since the mid-1970s. In conclusion, the general features of the economic model capable of bringing our country to the forefront of scientific and technological progress are outlined.

The author of the article "New Forms of Interaction between Suppliers and Consumers in the Digital Market Environment" offers a systematic view of omnichannel as a new form of interaction between market entities. The article considers the features of the client-oriented concept of marketing and points out the contradictions that are observed between the increasingly complex consumer behavior, while revealing the traditional strategies and technologies of the company's interaction with its customers. Omnichannel is analyzed as a solution that is designed not only to optimize these interactions, but actually creates a new technological basis for them. The article discusses the basic principles, stages and features of the development of omnichannel systems. Based on an empirical study, the author identifies the actual results of the development of new forms of digitalization in managing the interaction of Russian companies with their consumers, as well as the barriers that organizations face in their implementation.

The article "Digital Ethics of the Application of Artificial Intelligence in Business: Awareness of New Opportunities and Risks" discusses the current philosophical and methodological aspects of the analysis of the processes of digitalization of markets and the introduction of digital technologies in business management, related to digital ethics. The empirical study conducted by the author is aimed at identifying modern trends in the introduction of artificial intelligence in marketing, the attitude of company management to the implementation of these processes, awareness of ethical aspects and problems of interaction with consumers. The purpose of the work is to advance in the issues of defining the attributes of digital ethics for the use of artificial intelligence in business.

The article "Healthy Food Products: Competition of Manufacturers in the Russian Market" is devoted to the assessment of competition in segments of the Russian market of healthy food products and the market as a whole for 2012–2021. The data taken are the volumes of retail sales (in million

rubles) of both domestic and foreign companies operating in the territory of the Russian Federation. The main research tools are the Herfindahl-Hirschman index (HHI), the Lind index (IL), the concentration ratio (CRSV), a modified version of the Hall-Tideman index (HTSV) and the SV matrix. The results show that, in general, the Russian market of healthy products is characterized by free competition. “The Free From” segment was the fastest growing, the “Better for You” segment was the most oligopolized, the “Fortified/Functional” segment was the most stable, the “Naturally Healthy” segment was the most competitive, and the “Organic” segment was the most monopolized.

The article "Server Hardware Market in Russia: Analysis of Competition before the Events of 2022" presents the results of the analysis of the server hardware market based on data collected by the analytical company IDC on the number of servers sold by each of the vendors from 2018 to 2020. As the main tool, the SV (strength/variety) matrix was used to assess the level of dominance in the industry, which is based on concentration indices, Lind index and the modified Hall-Tideman coefficient. The analysis of individual quadrants of the SV matrix showed that since 2018 and 2019 the Russian server equipment market has moved from the Red Ocean quadrant, which indicated that companies were competing for market shares, to the B4 quadrant. Thus, the industry became highly concentrated - a natural oligopoly was observed in the server hardware market. With the departure of foreign companies from 2022, the distribution of the players' shares has been significantly changed, which makes it interesting to study competition in the server equipment market in the future period.

The article “Analysis of ‘Graduation Qualification Work’ Defense at the Faculty of Economics of Lomonosov Moscow State University”, presents the results of a quantitative analysis of the defenses of final qualification works in the direction "Economics" of the Faculty of Economics of Moscow State University named after M.V. Lomonosov, as well as a list of contradictions that arise during the Graduation Qualification Work defense procedure. The main factors that determine the scores received by the student are identified and a proxy variable of abilities is compiled, which explains the largest share of the spread in the scores received.

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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