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## **IMPORT SUBSTITUTION IN RUSSIAN FEDERATION: THEORY AND PUBLIC OPINION**

### **Импортозамещение в России: теория и общественное мнение**

**Abstract.** The import substitution policy (ISP) is an economic policy aimed to the replacement of foreign imports with domestic production. Since 2014, ISP becomes more and more popular in Russian Federation because of international sanctions, which have been imposed by number of countries and companies and which caused some serious consequences, such as economic damage and deficit of certain products and materials. This study contains a short review of an impact on the internal market of Russian Federation caused by sanctions in 2014–2022 and focuses on the independent research of a public opinion about the ISP in Russian Federation.

**Theory.** The problem of the ISP became one of the main topics of Russian economy since 1990s, right after the dissolution of the Soviet Union, which resulted to the collapse of a socialist economic model and led to a number of crises. The decline of production, the policy of privatization and liberalization of an international trade made the economy of Russian Federation dependent on foreign goods and services. According to contemporaries, it was time of «Bush legs», «Pizza Hut», «Coca-Cola» and «McDonald's» — it was the beginning of globalization of the Russian economy. So, for the first time the weak and young Russian market model drew strength from foreign capital and based on foreign companies. And it was a problem — there always was a probability of an outflow of a foreign capital... It finally happened twice: in 2014, when the Russian government introduced an embargo regime, and in 2022, when a number of foreign companies supported international sanctions, stopped any business operations in Russian Federation and left our country without certain goods and services. Now there are no «Bush legs», «Pizza Hut», «Coca-Cola» and «McDonald's» — their time has passed. But there are also no certain medicaments, home appliances and brands of clothes. There are no certain kinds of raw materials and chemicals (for example, no whitening agent for paper products).

**Research of public opinion.** I attempted to conduct a public opinion survey aimed to determination of strengths and weaknesses of the ISP in Russian Federation. Main respondents of this survey were Russian young people (83.3 %), including participants of Student Council at Ministry of Science and Higher Education of the Russian Federation. Most respondents are employed (76.6 %). 73.3 % of respondents considered the impact of changes caused by international sanctions negative or sharply negative, but 60 % of

respondents supported the ISP. 76.6 % of respondents admitted that this policy meets their needs. According to respondents, main strengths are the development of domestic production (83.3 %), the job creation (80 %) and the economic self-sufficiency of a state (60 %). However, there are also some weak points. According to respondents of this survey, main weaknesses are the lack of technologies required in order to produce certain goods (60 %), the drop in quality of consumer goods (60 %) and the increase in the prices of goods (56.7 %). Respondents criticized the quality of Russian domestic analogues of foreign food (43.3 % of criticism against 33.3 % of support), medicaments (50 % of criticism against 13.3 % of support), home appliances (63.3 % of criticism against 13.4 % of support), cosmetic (33.3 % of criticism against 23.3 % of support) and components for home appliances and vehicles (50 % of criticism against 16.7 % of support). Despite that fact, respondents supported the quality of Russian domestic clothes (50 % of support against 36.7 % of criticism). By the way, respondents admitted that prices for different kinds of domestic analogues are lower than prices for foreign products or are on par with them.

Conclusion. The ISP in Russian Federation has some serious strengths and weaknesses, but it's a long way which is primarily supported by Russian citizens and meets their basic needs.

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## **THE ROLE OF YOUNG ENTREPRENEURS IN DEVELOPMENT OF COMPETITION**

### **Роль молодых предпринимателей в развитии конкуренции**

Purpose of this study: To explore the concept of 'youth entrepreneurship' and to investigate the role of young entrepreneurs in the development of competition in the current context.

At the present stage of development of the Russian Federation young people, the most active and mobile part of the population, are considered to be the society with the most creative and adaptive thinking, which has special strategic and innovative potential. That is why, at this point in time, the state has prioritised the development of youth entrepreneurship.

According to a sociological survey, the percentage of young people who want to start their own business and develop it is several times higher than that of those who already have