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## *PHILOSOPHICAL SCIENCES*

### **PERCEPTION OF TIME IN VIRTUAL REALITY ENVIRONMENT: EXISTENTIAL, SEMIOTIC AND ONTOLOGICAL ASPECTS**

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***Abstract.** The article discusses the current issues of time perception, when immersing in a virtual reality environment. The formation of the effect of immersion in the user in an artificially created environment contributes to the loss of control over real time. The analysis of user behavior in a virtual environment, the development, and application of methods aimed at holding the user's attention, allows you to implement a system for managing the depth of user immersion in a virtual environment in modern applications. Understanding the basic principles of human existence in an immersive environment can provide a rational distribution of the user's time to work in real and virtual environments.*

***Keywords:** immersive reality; augmented reality; virtual reality; time philosophy; digital twin; immersivity effect*

### **NATURALISM AS A RESEARCH PROGRAM:**

### **THE ESSENCE AND POSSIBLE FORMATS OF EXISTENCE**

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***Abstract.** The work studies naturalism as a research program in epistemology. Considering the history of the formation and development of this philosophical direction, the author focuses on (1) the epistemological features of this program, (2) its relationship with biology as a fundamental natural science prerequisite and (3) the implementation of this program in the evolutionary philosophy of science. The author pays special attention to understanding the worldview and methodological originality of naturalism as a research program.*

***Keywords:** epistemology; naturalism; methodology of science; evolutionary philosophy of science; paradigm; research program; philosophy*

## **PROTO-SCIENCE PHENOMENON:**

### **THE ORIGINALITY OF THE KNOWLEDGE COMPLEX**

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***Abstract.** The article studies the practical and cognitive aspects of sacral-cognitive complexes, which are characteristics of the archaic type of culture. Based on the extensive material of the history of culture, the author demonstrates, how a transformation occurs in the structure of sacred-cognitive complexes, associated with the displacement of sacred knowledge by knowledge of empirical and rational. Particular attention is paid to the demarcation of science and magic - mainly in terms of justifying the type of knowledge developed in these spiritual*

*practices: knowledge - what (science) and knowledge - how (magic). The corpus of positive and reliable knowledge that took shape in the archaic period of history is qualified by the authors as proto-science.*

**Keywords:** *science; type of rationality; knowledge; magic; mythology; proto-science; philosophy*

## PHILOSOPHICAL POETRY OF THE HOUSE

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**Abstract.** *The article tries to represent the anthropological significance of the house (home), outside the relation to civilization. In this case, the “view” factor will come to the first place. The house has historically emerged as a shelter not from climatic factors or predators, but as a shelter from others' views. The ontology of view in the article pays considerable attention, including thanks to the “fundamental ontology” of M. Heidegger.*

**Keywords:** *philosophical poetry; house, road, hearth, ontology of view, sympathy, synergy, joy, cheerfulness, Heidegger*

## SOCIAL “COORDINATE AXIS”: THE CURVE OF “THE PRICE OF STATE SUCCESS” AND “THE VOLUME OF DEMAND FOR FREEDOM” AND ITS ROLE IN THE INTERPRETATION OF CURRENT SOCIO-PHILOSOPHICAL PROBLEMS

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**Abstract.** *The article considers the possibility of graphical representation and expansion of options for socio-philosophical research on the example of matrix-axial analysis. According to this approach, the abstract object under study is to a certain extent embodied by the structure of the model, and the ideas considered in the context of its deployment and presentation make it possible to expand the range of conceptual analysis expressed by the traditional classical linear conceptual description of the object, and conclusions are formed more by the models themselves than by linear conceptual philosophical discourse. Of particular interest is the overlay of graphical models from various fields of knowledge and obtaining counterintuitive conclusions.*

*The work fills a gap in the field of visual representation of knowledge, arguments and ways of thinking on the example of a number of key issues of social sciences: the success of the state,*

freedom, social choice, "ideal democracy", society and power, freedom and coercion, stability of the social system, the quality of social dynamics, social change and social development, global forecasts.

The purpose of the article is to demonstrate the possibilities of graphical modeling in socio-philosophical research. The research method consists in synthesizing graphical models and deducing new socio-philosophical consequences from the synthesized results.

**Keywords:** matrix; coordinate axis; graphical modeling; strategy; freedom; state success; social philosophy

## **“SCIENTIFIC PRECARIAT”: IS IT EASY TO BE A GENIUS ON A “ROADSIDE” OF SCIENCE? (NOTES DURING ONE DISCUSSION)**

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**Abstract.** The paper is devoted to the problem of “scientific precariat” and how questions on precariat and on strategy of scientific research can be connected between themselves. The author supposes that these questions in any way are not connected with each other. Naturally, scientific precariat exists but its role and significance should not be overstate. This question in some degree the status of a scientific precari influences on his scientific creativity is a false question. The strategy of scientific research is indifferent to those who – scientific precari or scientist with status – realize it. Applied or fundamental empiric investigations, as a rule, require a large scientific infrastructure, so precari here can do nothing. Another case – theoretical investigations (mathematics or social-humanitarian sciences), – here the scientific precariat is able to show its worth together to other scientists. For instance, Russian mathematician Grigoriji Perelman, who has solved the “Poincare task” in mathematics. In social epistemology one of “scientific breakthroughs” can be constructing a fourth epistemological program, competing with Bloor, Fuller, and Goldman programs. And not any meaning of who realizes this breakthrough: scientific precari or academician of the Russian Academy of Sciences.

**Keywords:** precariat; scientific precariat; social-humanitarian sciences; strategy of scientific research; “scientific breakthrough”; “weak-point”; social epistemology; G. Perelman; G. Standing; I. T. Kasavin

# HOMO DIGITAL: CONTINUATION OF PHILOSOPHICAL DISCOURSE

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***Abstract.** This article reviews some of the main challenges that individuals and society face in the early days of digital societies and the digital economy, meaning a world fully connected to the Internet.*

*Author presents the scientific understanding of the term “digital person” (Homo Digital) of Russian and foreign scientists that are relevant for the current state of scientific thought due to the aggressive promotion of information and digital technologies.*

*The next of many challenges to be addressed in a digital society is a growing fragmented way of life, including in the process of work, leading to loss of productivity and loss of self-reflection. This issue has highlighted the critical importance of closely examining the effects of information and digital technologies on the human brain and psyche in order to identify possible unintended side effects from their use.*

*The work was carried out with the use of general scientific methods, which gave the opportunity to analyze the different definitions of “digital person” (Homo Digital), to indicate contradictions and essential properties of the issue.*

*It is concluded that there is an urgent need to continue the philosophical discourse on the systemic cognition of the phenomenon of the “digital person” (Homo Digital) for the subsequent creation of the socio-humanitarian strategy of digitalization.*

***Keywords:** digital person; digital philosophy; digitalization; information and digital technologies; productivity; flow state; homo digital*

## THE ORIGINS OF THE ANCIENT SKEPTICISM, THE PHILOSOPHY OF EPICURUS AND STOICISM IN THE AGE OF EMPIRES

**Abstract.** *Classical periods in history are relatively short. Like any rise or peak, they take only decades, centuries at most. The “valleys” between these peaks are much longer: the Middle Ages lasted for 1000 years; Hellenism, according to various estimates, from 300 to 800 years. The main philosophical directions of the Hellenistic era were five: Cynicism, Epicureanism, Skepticism, Stoicism and Neoplatonism. All of them, except for the cynicism that arose somewhat earlier, developed as a psychological and, more broadly, ideological reaction to the economic, social and spiritual changes that occurred as a result of the transition from a democratic city-state to an imperial method of government.*

*Reviewing these trends, we will dwell in some detail on three of them: skepticism, Epicureanism, and stoicism. Cynicism did not develop theoretical philosophy at all; the philosophy of Epicurus is best accessible to knowledge and it is born from sensationalism; Neoplatonism actually became the worldview basis for Christianity, which we are not to consider here. For their part, philosophical skepticism as the embodiment of distrust in the testimony of the sense organs and in the mind, and philosophical stoicism as a manifestation of complete trust in the existing world order reasonableness, deserve relatively deeper explanations.*

**Keywords:** *history of philosophical systems; contemporaneity; skepticism; Epicureanism; stoicism*

## **«CULTURE OF CONTROL»: SOCIAL AND PHILOSOPHICAL DIMENSION**

**Abstract.** *The article discusses application of the concept of “culture of control” for studying society from the point of view of the phenomenon which was defined as “society of control” by G. Deleuze. The thesis that the culture of control is not only a technological, but also a mental device as a significant property of any mental work and practice demanded by modernity is substantiated. The study uses the conceptual provisions of social theory, communication and management.*

**Keywords:** *sociality; culture; control; communication; digitalization; social philosophy*

## ***ECONOMIC SCIENCES***

# **THE DRIVERS OF ACHIEVING TECHNOLOGICAL SOVEREIGNTY OF RUSSIA IN MODERN CONDITIONS**

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***Abstract.** The article is devoted to determining the factors contributing to the activation of the processes of transition to technological sovereignty of our state. Taking into account the negative impact of sanctions imposed by unfriendly countries on the situation of our state, the issues of ensuring technological sovereignty are of particular relevance and need to be resolved in a short time. Based on the analysis of the work of researchers and practitioners, the "most popular" conditions and factors have been identified, the provision of which will contribute to the successful implementation of the concept of technological sovereignty in Russia, among which investments, the development of human capital, the creation of support institutions and infrastructure, the provision of domestic demand, the "reconfiguration" of transport and logistics chains" and a number of others have priority. At the same time, despite the undoubted importance of these aspects, the existing "bottlenecks" restrain the necessary dynamics of the transition to technological sovereignty. Such problems are identified as the lack of a common understanding of technological sovereignty, which has a negative impact on the achievement of goals, as well as uncertainty about the mechanisms through which the practical implementation of technological ideas should take place. According to the authors, the solution of these problems will act as drivers of our state's transition to technological sovereignty and ensure its "strong" position in the world market.*

***Keywords:** technological sovereignty; independence; technological sphere; state; drivers; security*

## INNOVATIVE DEVELOPMENT OF THE AUTOMOTIVE CLUSTER OF THE REGION IN THE CONDITIONS OF SANCTIONS RESTRICTIONS

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***Abstract.** The article examines the current state of the automotive cluster of the Samara region, its composition and structure. The article also studies the research experience of various authors, who have devoted their works to the analysis of the industry. The issues of the functioning and further development of the automotive cluster are noted. The article reveals the impact of sanctions restrictions on both the functioning of the cluster and the automotive industry, as a whole, as well as on the process and prospects for their further development. The role of state support and measures to regulate the cluster's activities is discussed as well as the impact of import substitution programs on the efficiency and performance of enterprises participating in the cluster. The conditions for the development of the domestic automotive industry are revealed. The most promising directions for the further development of the automotive cluster of the Samara region are proposed. Conclusions are made about the need to use innovations in the development of the automotive cluster, and the importance of implementing plans for the development of the automotive industry.*

***Keywords:** domestic automotive industry; innovative developments; innovative development; clusters of the Samara region; sanctions; the impact of sanctions restrictions; automotive cluster*

## PROBLEMS OF INCREASING THE LEVEL OF COMPETITIVENESS OF THE DOMESTIC RESTAURANT BUSINESS

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***Abstract.** The article presents dynamics of Russian restaurant market development from 2020 to the first quarter of 2023. It considers management of*



*restaurant business enterprises in difficult socio-economic conditions of recent years.*

*The main focus of the paper is on tools to increase the sustainability and competitiveness of restaurants through strategic planning and operational tactical measures, to optimize the reallocation of resources and motivate staff in an unstable market. The main hypotheses for the development of the restaurant business during the economic crisis and the decline in income of the population, caused by the harsh sanctions pressure on the domestic economy, able to support the stability of the industry and increase its competitiveness are presented.*

**Keywords:** *restaurant market; restaurant business; competitiveness; restaurant of the future; new trends in food service; food service; supply logistics; parallel import; restaurant management*

## **RELEVANT ISSUES OF CONSTRUCTION LOGISTICS AT THE PRESENT STAGE**

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**Abstract.** *The author proceeds from the hypothesis: modern socio-economic conditions with a constantly increasing level of competition become tougher, activity of Russian construction enterprises is impossible without creation of a flexible system of interaction with external environment and optimization of applied logistic processes.*

**The purpose** of this paper is to study and analyze the logistic processes that occur in the construction activity, to find the best ways of development of logistics in the domestic construction industry. The study used **methods** of comparison and analysis of existing approaches in the management of logistics systems in construction.

**Results.** *It has been revealed, according to the prevailing conditions that the construction logistics mission is the optimal combination of maximizing the profit of business entities and meeting the needs of consumers in the form of buildings and structures put into operation within the deadlines set by contracts.*

**Findings.** *The identified problems should be solved by integrating the internal and the external resources of participants in the construction industry, and a properly functioning logistics system should be the fundamental point.*

**Keywords:** *logistics of construction; logistics system; logistics chain; construction industry; logistics management; supply system in construction; investment and construction project*

## ENTERPRISE MANAGEMENT SYSTEM AS A FACTOR IN THE IMPLEMENTATION OF IMPORT SUBSTITUTION POLICY

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***Abstract.** The article is devoted to the substantiation of the role of the enterprise management system as the most important factor in the implementation of the import substitution strategy. Currently, the vector of state policy is aimed at ensuring the security and independence of our country from foreign suppliers, especially in the structural sectors of the national economy. Nevertheless, the achieved results of the implementation of import substitution projects indicate that the share of imports, including from unfriendly countries, is still high. Accordingly, at present it is necessary to search for those factors, the stimulation of which will contribute to a faster achievement of sovereignty. As the analysis has shown, basically, the identification of such factors is carried out in an external environment, in relation to economic entities. For example, innovations, investments, legislation, infrastructure and other factors are highlighted. According to the authors, it is necessary to turn to the internal environment and identify as such a factor a management system, on the level of development of which depends on not only the efficiency of the enterprise as a whole, but also the possibility of achieving the set strategic goals in the context of import substitution. Thus, ensuring compliance of existing management systems with existing requirements will undoubtedly allow to "improve" the results achieved in the field of import substitution.*

***Keywords:** sovereignty, import substitution, state, management system, industrial enterprises, economy security*

## FORMATION AND DEVELOPMENT OF TRANSPORT AND LOGISTICS SYSTEM OF INDUSTRIAL ENTERPRISE

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***Abstract.** The article is devoted to characterization of transport processes of enterprise, comparison of phases of movement of material flow in functional fields of enterprise logistics to performed logistic operations, description of various types of support, necessary for the formation and development of transport and logistics system of enterprise. In the result of the conducted studies the author's definition of the transport and logistics system is given as well as the description of the organizational, personnel, technological, technical, information support of the logistics system of industrial enterprise. The paper justifies a necessity of theoretical and methodological substantiation of complex development of the enterprise system related to performance of transport and warehouse operations of industrial enterprise. The study considers the peculiarities of historical development of logistic systems of domestic and foreign enterprises, is carried out with consideration of concepts of logistic management and geographical specificity of enterprises of industry, the need to develop the logistic processes of Russian enterprises for the development of import substitution programs.*

***Keywords:** logistics; transport; enterprise; logistics system; transport and logistics system; provision of transport and logistics system; logistics infrastructure*

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