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по материалам конференции

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«ТИНЧУРИНСКИЕ ЧТЕНИЯ – 2022
«ЭНЕРГЕТИКА И ЦИФРОВАЯ ТРАНСФОРМАЦИЯ»

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Международная молодежная научная конференция
(Казань, 27-29 апреля 2022 г.)

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В трех томах

ТОМ 3



**МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ
РОССИЙСКОЙ ФЕДЕРАЦИИ**

**Федеральное государственное бюджетное образовательное учреждение
высшего образования
«Казанский государственный энергетический университет»**

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*Под общей редакцией ректора КГЭУ
Э. Ю. Абдуллазянова*

Казань 2022

4. The communicative method. One of the most effective ways for a student to improve pronunciation and expand vocabulary is to communicate with a native speaker. It is not difficult to find an interesting interlocutor on the world Wide Web, because you can use special Internet resources to exchange knowledge and find friends in different countries of the world. Among such resources, ICQ, Skype, and various social networks can be designated. Such communication allows the student not only to make friends abroad, but also to minimize the language barrier when learning a foreign language, which, of course, does not affect the communication process in the best way. With this method, the student can not only improve their conversational skills, but also constantly practice a foreign language [1].

Thus, the use of Internet resources allows students to master lexical and grammatical skills, individualize and differentiate learning, increase motivation to learn a language, increase the volume of language training, and moreover, provides the opportunity for distance learning.

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RISK MANAGEMENT IN LOGISTICS SYSTEMS ON THE EXAMPLE OF A FOREIGN COMPANY

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Competent risk management determines the level of economic effect for all participants in the logistics chain. Therefore, in this article five stages of effective risk management at enterprises have been considered, risks have been identified and measures for their regulation have been suggested on the example of a specific logistics company.

Keywords: risk management, logistics companies, risks.

The activity of a logistics company is associated with risks, are often not comparable to those which arise in enterprises in other sectors. Awareness of the growing risks in logistics organizations, not only internationally, but also in the domestic freight market, as well as increased responsibility of top management that has led to the creation of risk management departments.

In foreign practice, these services are a tool for the effective function of all processes, as well as the sustainable development of logistics enterprises. Logistics managers engage risk analysis and assessment, implementation of which significantly reduces the level of risk and minimizes its negative consequences [1].

There are qualitative and quantitative methods of risk analysis and assessment. The essence of qualitative analysis in the activity is to determine the external and internal factors of risk occurrence. Quantitative analysis involves the determination of numerical values for certain types of enterprise risk [2].

There are five stages that contribute to effective risk management in logistics:

1. A risk analysis using the SWOT analysis method includes: definition of the main and ancillary material resources at the entrance, exit and within the company's logistics system; identification of the main supply chains and assessment of their technical condition; determination of logistics processes boundaries, analysis of "bottlenecks"; analysis of interaction in the supply chain; identification of strategic goals and objectives that determine the behavior of each of the counterparties, the quality of personnel at each level of management; tools and methods that determine the productivity and efficiency of each link in the supply chain; determination of market conditions, regulatory and legal restrictions and procedures related to the sphere of activity of the counterparty, economic, natural and climatic conditions of the region; analysis of the economic situation, foreign trade agreements, issues of political interaction, environmental restrictions.

2. Identification of the most significant risks using the expert method by ordering the evaluated objects of research in order of increasing or decreasing their qualities on the basis of special documents.

3. Ranking of risks using the risk assessment scale.

4. Selection of risk minimization tools.

According to the principle of effectiveness of the risk management system, the relevant tools should be applied not for any risks, but primarily for those whose negative consequences lead to the most noticeable impact on the activities of the enterprise.

5. Implementation and adjustment of the risk management system provides feedback in the researched system. This stage provides flexibility and adaptability of risk management [4].

As an example, the third-party logistics company «Yingli Solar» has been considered. It transported equipment from the Nantong oil plant to the port of Tangu Tianjin. In the process of transportation, several unforeseen situations occurred: risks of road events (blocking of the highway due to an accident, poor communication with the highway administration and the police); risks due to the unclear division of duties in the team (when goods were being distributed, project members communicated with warehouse managers to determine the time of loading, unloading, the necessary equipment, but no one talked to the workers carrying out loading, unloading, did not transmit safety rules and requirements for them); risks of payment by the customer and payment for work to contractors (the method of payment by the client was not indicated, rules regarding the procedure for financial closure were not introduced); risks associated with vehicles (3 cars were damaged, as the load on them was higher than acceptable).

In order to manage the identified risks, the following measures were proposed:

- compilation of a register of all responsible persons from the road services, a plan for operational interaction with these services during transportation, preparation of a proper response to road accidents;

- drawing up a responsibility matrix for its clear distribution and following it in emerging situations;

- determination of the procedure for payment with the client in a contract form;

- preparation of a register of contractors capable of replacing a broken car, indication of clear requirements for cars, devices, trailers in contracts with builders [5].

In addition, an important measure to improve risk management at the researched enterprise will be the introduction of a unified information system that will become a navigator for control services and provide them with reliable information on the movement of cargo from the moment of the start of movement to the destination, of all problems and contingencies in real time [3].

As a result, due to a competent risk management, a reduction in logistics risks is achieved, which in the future will lead to a decrease in the level of prices for logistics services, an increase competitiveness and profitability in general.

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ЗНАЧИМОСТЬ ИНОСТРАННОГО ЯЗЫКА ДЛЯ СТУДЕНТОВ НЕЯЗЫКОВЫХ ВУЗОВ (НА ПРИМЕРЕ АНГЛИЙСКОГО ЯЗЫКА)

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Рассматривается проблема значимости английского языка для студентов неязыковых ВУЗов, вследствие распространения английского языка по всему миру.

Ключевые слова: английский язык, иностранный язык, неязыковой ВУЗ, студент.

Невозможно не согласиться с тем, что актуальность английского языка растет с каждым днём. Даже автор статьи в интернет-форуме «Thinktanks.by» Виктор Беляев говорил: «Английский язык является наиболее часто используемым языком в интернете. Его употребляют 60,4 % страниц или около 6 млн из 10 млн веб-сайтов в мире (по состоянию на январь 2021 г.). Это неудивительно, ведь английский язык – самый распространенный язык в мире, на котором говорят более 1,13 млрд человек» [1].