CONTENTS

INNOVATIONS MANAGEMENT

L. S. Mazelis, A. A. Krasko, E. V. Krasnova
Distribution of financial resources by areas of investments
in the human capital of the region.......................................................... 4

LABOR AND DEMOGRAPHIC ECONOMICS

Tatiana L. Shabanova
Relationship between emotional intelligence and self-actualization
in managers of a trading company..................................................... 17

BUSINESS ECONOMICS

Roman I. Ostapenko
Strategies for attracting foreign authors to a new journal............... 26

Evgeniya G. Radygina
Marketing relations in online advertising......................................... 33

MANAGEMENT IN EDUCATION, HEALTH AND WELFARE

Ijaz Uddin
Impact of Benazir Income Support Program (BISP) on consumption,
health and education................................................................. 42
Distribution of financial resources by areas of investments in the human capital of the region

**ABSTRACT**

Introduction. The study has been conducted within the framework of the urgent scientific and practical task of accumulation and development of human capital of Russian regions. Under the conditions of risks and limited resources, the regional management faces the task of optimal distribution of financial resources invested in the development of human capital and improvement of the quality of life. The study aims to build and test the dynamic optimization model of financial resources distribution by areas of investment in human capital through the example of the Primorye Territory (Russian Federation).

Materials and methods. The multi-period economic and mathematical model describes the influence of the volumes and structure of public and private investments on the regional human capital in the form of recurrent dependencies. The target function of the model is an integrated index of achieving the objectives for the development of human capital in the region. The model is a mathematical programming problem, the optimization variables are the shares of investment resources distributed by investment areas and years.

Results. In a practical sense, the proposed model is a management tool for searching the optimal structure of investments in human capital by areas of investment and periods. Based on the annual results of modeling and numerical calculations through the example of the Primorye Territory (Russian Federation), the structure of the investments that allow advancing in the achievement of target values of strategic indicators in the field of human capital development is offered.

Conclusion. In the long term, the achievement of target indicators will be facilitated by a more even structure of investments in the following areas: along with education and health care, it is advisable to increase investments in other areas, first of all, in the issues of national importance, national security, public order, and social policy.

INTRODUCTION

Human capital is a productive factor in the socio-economic development of countries and regions. Numerous studies within the framework of the human capital theory substantiate the leading role of investments in education, health, and quality of life in the promotion and development of intellectual and innovative potential. The very notion of human capital is interpreted by the classics of this theory as a set of investments in the education and professional skills of a person, increasing his/her ability to work [1; 2]. In particular, Becker compares human capital with physical capital and shows that investments in human capital (IHC) are equivalent to investments in physical capital and can bring no less or even more profit in the future [3].

The questions connected with processes of optimization of financial resources structure by areas of IHC have huge practical value for the Russian national and regional management, which aspires to increase the labor and innovative potential of territories according to the current priorities of development of the country*. In this process, regional authorities rely on programs of strategic importance, which outline the targets of socio-economic growth. In particular, the "Strategy of Socio-Economic Development of the Far East and the Baikal Region for the Period up to 2025" is referred to (approved by the Russian Federation Government Decree No. 2094-r dated December 28, 2009), as well as the new program document of national importance – "Strategy of Spatial Development of the Russian Federation until 2025" (approved by the Russian Federation Government decree of February 13, 2019, No. 207-r). Given the existence of a clear scenario of territorial development of Russia and its regions for the next five years, improving the local structure of investment spending will make state support measures more targeted and effective, and target benchmarks more achievable.

The final effect of IHC for regions is expressed in the increase in competitiveness of the territorial economy in the national and international arenas, growth of the gross regional product, and reduction of inter-regional socio-economic differentiation by steadily improving the quality of life of the population. The obvious scarcity of financial resources permanently increases the relevance of the problem of their optimal distribution by the areas of investment funds.

At present, the most priority areas for IHC in Russia are education and health care, as these very spheres determine the basic level of the population's viability. The importance of these spheres both on the part of the state and private investments is also explained by obtaining in them a rather high rate of profit. However, the changes over time in the volume of investments and their economic effect in the regional context do not correspond to the required indicators of innovation and human capital development, which indicates the low efficiency of the ongoing investments. Traditionally, housing and communal services, environmental protection, culture and sports, urban and rural infrastructure, social support, and other areas

of financing remain underinvested and weak in terms of efficiency. Those are called "socially responsible investments" in Western literature [4].

At the same time, the improvement of the distribution of regional financial resources allocated for socially responsible investment will contribute to the formation of synergies between the financed spheres of economic management to obtain the highest benefit in the form of improved quality of life, development of social and economic environment and, consequently, the preservation of human capital in the territories. In this case, the use of optimization models as one of the problems of mathematical programming allows finding the best shares of the distribution of the financial resources by the areas. The purpose of this study is to build and test a dynamic optimization model of the distribution of financial resources by the areas of IHC by the example of the Primorye Territory. The results of this study are aimed at identifying ways to maximize the development of human capital in the regions and thereby contribute to solving several important scientific and practical problems of Russian society related to the population, quality of life, and innovation potential of the territories.

DEGREE OF THE SCIENTIFIC PROBLEM DEVELOPMENT

Much credit for the formation of views on the significance and role of human capital investments belongs to classic authors of human capital theory – Schulz, Becker, Blaug, Mintzer, Thurow, and others. Their work was continued by a galaxy of modern scientists, who provided conclusions and recommendations on the problems of increasing the efficiency of socially responsible investments based on their studies. It is possible to distinguish several research areas on the given theme in the scientific literature.

1. Assessment of the role of human capital and IHC in the overall socio-economic development of countries and regions. The subject of research here is the place of human capital in the modern socio-productive process, the relationship between human capital and the key parameters of economic growth, as well as the specifics of transformation of human capital into specific parameters of improving the quality of life, improving the business environment and accelerating economic growth on this basis. Thus, the Russian academician Aganbegyan substantiates the role of human capital and the knowledge economy as the main source of economic growth. He considers the low degree of integration of investments in fixed and human capital as the main reason for a series of depressions and stagnations in the Russian economy in the 2010s [5]. At the same time, recessive features are especially pronounced at the regional level [6]. The study [7] reveals that in the 1960–2011 period, IHC and the changes in productive specialization were the decisive factors of economic growth for developed countries. Analysis of data on OPEC countries in the late twentieth and early twenty-first centuries shows that the development of human capital has become a decisive factor in long-term economic growth, while significantly affecting poverty reduction in these countries [8]. Analysis of data on the United States for the 1949–2014 period reflects the
positive impact of investments made by the country's defense sector in human capital on human capital accumulation and the economic growth of the country as a whole [9].

2. Optimization of the structure of investments in the regional human capital from the reduction of territorial socio-economic differentiation perspective. Despite differences in initial conditions and rich country specificity, studies from several countries show the essential influence of human capital investments on smoothing of social inequality, reduction of inter-regional economic differentiation [10]. Having studied the results of research on Chinese provinces for different periods of the 20th and 21st centuries, the conclusion that the weaker the territory is developed, the stronger the impact of human capital on the socio-economic development of the region [11; 12] seems to be significant for practice.

3. Determination of the key (most effective) areas of IHC. Most studies traditionally assign the main role to educational and professional components and justify the growth of the share of these spheres in national investment expenditures. In particular, the studies [13; 14] link the socio-economic development of the Russian Federation subjects (and their differentiation) with the generalizing indicators of education. The article [15] analyzes the regional experience of IHC through the changes of investments in education and healthcare. The work [16] considers the impact of human capital on regional economic growth through investments in education and R&D. The article [17] considers the impact through health and professional competencies. However, some authors reasonably believe that investments only in education and health are not enough, and propose to expand the areas of investments in such areas as culture [18], well-being (infrastructure provision), R&D [19], recreation, entertainment, and sports organizations activities [20], as well as in the environment [21; 22]. In the work [23], a new comprehensive measure of IHC was developed as an alternative to the traditional system of evaluation based on education.

At the same time, it should be recognized that there is still a lack of experience in research of the influence of the whole complex of different areas of IHC with their synergy effect being considered in the scientific literature. The authors, of course, adhere to the ideas about the significant positive role of IHC in the development of regions, but today they consider it more relevant to reorient research from the channel of positive analysis to a normative one, namely – to improve the structure of IHC for the maximum achievement of the life quality parameters (target benchmarks) set by the abovementioned Development Strategies by regions. To do this, the authors have previously developed a conceptual model, which presents the general logic of the dynamic process of development of regional human capital by investing financial resources from various sources in different areas in it. According to this logic, each area of investment leads to the development (growth) of the region's human capital to a greater or lesser extent by changing the components describing it [24]. At the same time, some areas of investment influence human capital directly, and some – indirectly, through the improvement of the quality of life. The existence of links between groups of parameters describing human capital, socio-economic development of territories, demographic dynamics, and quality of life was reflected by the results of econometric modeling in [25].
MODELING THE OPTIMAL STRUCTURE OF INVESTMENTS IN REGIONAL HUMAN CAPITAL AND QUALITY OF LIFE

Within the framework of the set goal of the research, the problem of choosing the optimal structure of distribution of IHC and quality of life by areas of investment and years with a planning horizon T to achieve the highest possible level of human capital in the region is considered. At each moment of time t, where t = 0, 1, …, T, financial resources are invested in the development of regional human capital.

Regional human capital as an integral system consists of certain components. In [26], six basic groups of components are distinguished, namely: levels of professionalism, education, scientific and innovative development, health and culture, and 24 indicators for assessing regional human capital are proposed. A vector function is assigned to each region:

\[ Z_n^t = (z_{1n}^t, z_{2n}^t, \ldots, z_{Mn}^t), \quad n = 1, \ldots, N, \]  

where \( z_{mn}^t \) is the level of the m-th characteristic of the human capital of the n-th region at the t time; M is the number of characteristics describing regional human capital; N is the number of regions.

IHC at the regional level is understood as public and private investments directed both to the development of human capital and to the improvement of the quality of life of the region's population. All public (variables \( x_1, \ldots, x_{12} \)) and private (variables \( x_{13}, x_{14}, x_{15} \)) investments influencing the development of human capital, directly and indirectly, are considered as investments in the region's human capital in the following areas:

- national issues (\( x_1 \));
- national defense (\( x_2 \)); and
- national security and law enforcement (\( x_3 \));
- national economy (\( x_4 \));
- housing and public utilities (\( x_5 \));
- environmental protection (\( x_6 \));
- education, state (\( x_7 \));
- culture, cinematography (\( x_8 \));
- health care, state (\( x_9 \));
- social policy (\( x_{10} \));
- physical culture and sports, state (\( x_{11} \));
- mass media (\( x_{12} \));
- education, private (\( x_{13} \));
- health care, private (\( x_{14} \));
- physical culture and sports, private (\( x_{15} \)).
Econometric dependencies were constructed to functionally describe the impact of investment on the level of human capital:

\[ \begin{align*}
  z_{mn}^{(t+1)} &= f_m (z_{mn}^{(t)}, x_{1n}^{(t)}, \ldots, x_{In}^{(t)}, x_{1n}^{(t-1)}, \ldots, x_{In}^{(t-1)}, \ldots, x_{In}^{(t-2)}, \ldots, x_{In}^{(t-2)}), \quad t = 0, 1, \ldots, T,
\end{align*} \tag{2} \]

where \( x_{in}^{(t)} \) is the amount of investment at the time \( t \) in the \( i \)-th area of investment; \( z_{mn}^{(t)} \) is the value of the \( m \)-th human capital indicator of the \( n \)-th region at the time \( t \).

Strategies and programs of socio-economic development of the region within the framework of strategic goals and objectives set the target values of the resulting human capital indicators on the planning horizon under consideration. These target values are denoted by \( z_{mn} \).

The degree of achievement of the \( m \)-th goal for the \( n \)-th region at the time \( t \):

\[ K_{mn}^t = \frac{z_{mn}^t}{\bar{z}_{mn}}, \quad t = 0, 1, \ldots, T. \tag{3} \]

The integrated index of the achievement of human capital development goals of the region:

\[ \text{IHC}_n^t = \sum_{m=1}^{M} w_m(t) \cdot K_{mn}^t = \sum_{m=1}^{M} w_m(t), \quad \sum_{m=1}^{M} w_m(t) = 1, \tag{4} \]

where \( w_m(t) \) is the weight number characterizing the importance of the \( m \)-th characteristic of human capital at the time \( t \).

The following vector function will be understood as the structure of the investments:

\[ \vec{d}_n^t = (d_{1n}^t, \ldots, d_{In}^t), \quad \vec{d}_n^t = \frac{x_{in}^t}{R_n^t}, \tag{5} \]

where \( R_n^t \) is the total amount of investment in the quality of life and human capital of the \( n \)-th region at the time \( t \).

Several assumptions concerning the process of human capital development are made to create a model:

1) the annual volume of investment in each area has the bottom constraints \( \alpha = (\alpha_1, \alpha_2, \ldots, \alpha_M) \) and \( \beta = (\beta_1, \beta_2, \ldots, \beta_M) \) top constraints;
2) if one period in the model is equal to a year, then each indicator of human capital for the period cannot change significantly, i.e. the relative growth of the indicator is limited from above and below;
3) the degrees of achievement of the target values at the end of the planning horizon, i.e. at the moment of time \( T \), should not differ significantly from the target values.

Thus, the formation of the optimal structure of investments in the development of regional human capital is proposed to be carried out using the following model:

\[
\begin{align*}
\text{IHC}_n^T &= \sum_{m=1}^{M} w_m(T) \cdot K_{mn}^T \rightarrow \max \\
K_{mn}^T &= \frac{\bar{z}_{mn}}{\bar{z}_{mn}}, \\
z_{mn}^{T+1} &= f_m (z_{mn}^T, x_{1n}^T, \ldots, x_{In}^T, x_{1n}^{T-1}, \ldots, x_{In}^{T-1}, x_{1n}^{T-2}, \ldots, x_{In}^{T-2}), \\
x_{in}^T &= \vec{d}_n^T \cdot R_n^T, \\
\sum_{i=1}^{N} d_{in}^T &\leq 1, \\
\alpha_i \leq d_{in}^T \leq \beta_i, n = 1, \ldots, N \\
-\delta_m \leq \frac{z_{mn}^{T+1} - z_{mn}^T}{z_{mn}^T} \leq \gamma_m, n = 1, \ldots, N \\
p_m \leq K_{mn}^T \leq q_m, n = 1, \ldots, N.
\end{align*}
\tag{6} \]
where $\bar{\alpha} = (\alpha_1, \ldots, \alpha_M)$, $\bar{\beta} = (\beta_1, \ldots, \beta_M)$ – bottom and top restrictions on the amount of investment in each area; $\bar{\gamma} = (\gamma_1, \ldots, \gamma_M)$, $\bar{\delta} = (\delta_1, \ldots, \delta_M)$ – bottom and top restrictions on the relative change in each human capital indicator over one time period; $\bar{p} = (p_1, \ldots, p_M)$, $\bar{q} = (q_1, \ldots, q_M)$ – bottom and top restrictions on the degree of achievement of the target value of each human capital indicator.

The variables of the model, for which the optimization is carried out, are the annual shares of investments in separate investment areas $d_{1t}, \ldots, d_{12t}$, $t = 0, 1, \ldots, T$.

**TESTING OF THE PROPOSED MODEL FOR THE PRIMORYE TERRITORY**

The model described above can be applied in real conditions. An example of forming the optimal structure of investments in the development of human capital and improvement of the quality of life in the Primorye Territory is considered.

The indicators of human capital development and the volume of investments by area for the Primorye Territory for 2011–2017 were taken as input data. The authors conducted a clustering of the regions of the Russian Federation by human capital indicators, which resulted in five clusters named "Scientific", "Environmental", "Industrial", "Resource" and "Small" in accordance with the types of leading and lagging industries [26]. The Primorye Territory was included in the "Small" cluster, which includes regions with no obvious sectoral affiliation, with the dominance of small and medium businesses and indicators of regional human capital development at the average level. The econometric dependence of human capital indicators on investment of the form (2) constructed in [27] is used for further analysis.

The optimization of the structure of the investments with a planning horizon of three years ($T = 3$) is considered. The target values of human capital development indicators are set as follows:

$$z_{mn} = 1.15 \cdot z_{mn}^0,$$

where $z_{mn}^0$ is the value of the $m$-th indicator for the Primorye Territory in 2017.

The vectors of restrictions used in the model (formula (6)) are set as follows.

1) Vectors $\bar{\alpha} = (\alpha_1, \alpha_2, \ldots, \alpha_M)$ and $\bar{\beta} = (\beta_1, \beta_2, \ldots, \beta_M)$, representing the bottom and top restrictions on the volume of investment by area are presented in Table 1.

Limits indicated in Table 1 are calculated based on the sample mean $x_{\text{mean}}$ and sample standard deviations $\sigma$, found based on statistical data for the Primorye Territory for 2011–2017:

$$\alpha_i = x_{\text{mean}} - 3\sigma, \beta_i = x_{\text{mean}} + 3\sigma.$$

2) The lower and upper limits of the relative changes in the indicators of regional human capital for one period of time are set as follows: a) for indicators of the "professionalism", "education", "scientific development", "health", "culture" groups, $\gamma_i$ and $\delta_i$ are equal to 0.7; b)
for indicators of the "innovative development" group, they are equal to 1.5. The difference for the "innovation development" group is connected with a possibility of more considerable change of indicators for a year in connection with essentially less inertia of these indicators.

Table 1

<table>
<thead>
<tr>
<th>Investment volumes variables</th>
<th>Lower limit</th>
<th>Upper limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>x_1</td>
<td>950</td>
<td>2774</td>
</tr>
<tr>
<td>x_2</td>
<td>9.74</td>
<td>18.25</td>
</tr>
<tr>
<td>x_3</td>
<td>549</td>
<td>4063</td>
</tr>
<tr>
<td>x_4</td>
<td>3807</td>
<td>16,428</td>
</tr>
<tr>
<td>x_5</td>
<td>2619</td>
<td>10,379</td>
</tr>
<tr>
<td>x_6</td>
<td>21</td>
<td>94</td>
</tr>
<tr>
<td>x_7</td>
<td>1456</td>
<td>18,061</td>
</tr>
<tr>
<td>x_8</td>
<td>31</td>
<td>2223</td>
</tr>
<tr>
<td>x_9</td>
<td>3246</td>
<td>15,020</td>
</tr>
<tr>
<td>x_10</td>
<td>4470</td>
<td>16,651</td>
</tr>
<tr>
<td>x_11</td>
<td>407</td>
<td>2589</td>
</tr>
<tr>
<td>x_12</td>
<td>72</td>
<td>295</td>
</tr>
</tbody>
</table>

Source: compiled by the authors.

3) Proceeding from what the degrees of achievement of human capital indicators at the time \( t = 0 \) are equal to, the lower limit on the degree of achievement of the target value of each indicator is set to 0.75 for all groups; the upper limit for indicators of the "innovation development" group is set to 3, and for all other indicators – to 1.5. This is due to the consideration that a not very significant spread in the degrees of achievement of target values is desirable.

Below are the results of the optimization of the structure of the financial resources according to the proposed model of the development of regional human capital with the above-mentioned restrictions on the \( T = 3 \) planning horizon. Two scenarios are considered: a) inertial, in which at all time moments \( t = 0, ..., T - 1 \), the investment structure that was at the time \( t = -1 \) is preserved; b) optimization, in which the optimal investment structure calculated by the model is used. The volume of investments for both scenarios each year increases by 5%.

Figure 1 shows the integrated index of achievement of the objectives for the development of human capital of the region \( IHC_n \) and the degree of achievement of similar integrated indices for all basic groups of human capital components under the inertial and optimization scenarios at time \( T = 3 \).

At the endpoint of time \( T = 3 \), the integral index of the degree of goal achievement \( IHC_n \) under optimization equals 1.01, while under the inertial scenario, only a 0.83 value can be achieved. At the time \( t = 0 \), the level of goal achievement is 0.77. Achievement of target values of indices is not evenly distributed in groups both under optimization and inertial scenario.
Figure 1 Integrated indices of the degree of goal achievement under the inertial and optimization scenarios at the endpoint of the planning horizon (in general and for the basic groups of indicators) 

Source: compiled by the authors

It is worth noting that during optimization, the structure of investments changes by years. Figure 2 compares the structure of investments for the optimization scenario (at time moments t = 0, t = 1, and t = 2) with the structure of investments under the inertial scenario.

As can be seen from Figure 2, the shares of investment areas in the total amount of investment (variables $d_i$, corresponding to the investment areas $x_i$) under the inertia scenario may or may not differ significantly from the structure of investment under the optimization scenario. At the same time, the structure of investments under the optimization scenario is not static and differs at each point of time $t$.

For example, the share of investment in the national economy ($d_4$) under the inertial scenario is equal to 0.19 and varies from 0.37 to 0.13 under the optimization scenario. Investment in education ($d_7$) accounts for 0.21 of total investment under the inertia scenario, and changes from 0.21 to 0.27 in the first year, and then decreases to 0.053 under the optimization scenario. The share of investments in health care ($d_9$) steadily increases from 0.075 to 0.118 by the third year.

Based on the model, it can be concluded that in the long term, the achievement of the target indicators will be facilitated by a more even structure of investment by area. In addition to education and health care, it is advisable to increase investment in other areas, primarily in issues of national importance (variable $x_1$), national security and public order ($x_3$), and social policy ($x_{10}$). The growth of the share of these areas in the total volume of investment is seen in Figure 2.
Conclusions

The conducted research allows drawing the following conclusions.

1. The need for serious progress in the development of human capital in the Russian regions objectively requires optimization of the investment distribution structure and increasing the efficiency of socially responsible investment. The formation of the optimal investment strategy in the field of human capital management will allow achieving timely strategic objectives set in the region both in the sphere of human capital preservation and in innovative development, ensuring economic growth of the regions, and improving the quality of life.

2. In the optimization model proposed by the authors, the target function is an integrated index, which characterizes the degree of achievement of the set strategic objectives for the development of human capital in the region. In a practical sense, the model is a tool to find the
optimal structure of the distribution of IHC by areas of investment and time periods.

3. In the inertial scenario, a significant share of investments in education and health care will remain in the total volume of investments. The optimization scenario shows an objective decrease in the share of spending on education with a simultaneous increase in the share of spending on health care, issues of national importance, national security and public order, and social policy. These spheres represent the key areas of further development of a civilized state. The offered mathematical model confirms the necessity of transition from representations about the expense of socially oriented investments and burdening of modern society by them to comprehension of high importance, reliability, and high social-economic return of IHC in long-term prospect.

REFERENCES


**INFORMATION ABOUT THE AUTHORS**

1. **Lev S. Mazelis** (Russia, Vladivostok) – Doctor of Economics, Professor. Head of the Mathematics and Modeling Department. Vladivostok State University of Economics and Service. E-mail: lev.mazelis@vvsu.ru. ORCID ID: 0000-0001-7346-3960. ResearcherID: W-2799-2017. Scopus ID: 55967322400

2. **Andrey A. Krasko** (Russia, Vladivostok) – Specialist of the Mathematics and Modeling Department. Vladivostok State University of Economics and Service. E-mail: andrey.krasko@vvsu.ru

3. **Elena V. Krasova** (Russia, Vladivostok) – PhD in Economics, Associate Professor, Associate Professor of the Economics and Management Department. Vladivostok State University of Economics and Service. E-mail: elena_krasova@rambler.ru. ORCID ID: 0000-0001-7847-0385. Scopus ID: 56872946800

Received: Mar 13, 2021 | Accepted: Aug 2, 2021 | Published: Dec 1, 2021
Editor: Viktor Tsvetkov, Moscow State Technical University of Radioengineering, Electronics and Automation, RUSSIA.
Copyright: © 2021 Mazelis, L. S. et al. This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.
Competing interests: The authors have declared that no competing interests exist.
Relationship between emotional intelligence and self-actualization in managers of a trading company

KEYWORDS
emotional intelligence;
emotional awareness;
self-motivation;
empathy;
emotion understanding;
self-actualization;
self-esteem

ABSTRACT

Introduction. The relevance of studying the emotions of employees in organizations is due to the economic and psychological crisis, as a result of which many managers are trying to cope with their stress at work and, in some cases, their job duties remotely.

The study aims to examine the relationship between emotional intelligence and individual characteristics of self-actualization in managers of a large trading company.

Materials and methods. Forty employees from various trade organizations took part in the study. The following methods were used: the emotional intelligence assessment technique (N. Hall) and the self-actualization test (SAT) (E. Sjostrom). Spearman rank correlation method was used.

Research results. A reliable direct relationship between self-motivation and contact was obtained ($r_s = 0.460; p \leq 0.05$). Self-motivation, defined as managing one's emotions, determines a person's ability to quickly establish contacts with people and communicate.

The feedback of self-motivation and self-esteem was revealed ($r_s = -0.555; p \leq 0.05$). According to the respondents' evaluations, social success is not affected by a person's ability to manage emotions and feelings.

An inverse relationship of empathy and self-esteem was also revealed ($r_s = -0.463; p \leq 0.05$). Respondents believe that empathy with others can hinder the achievement of social success, recognition, and self-esteem.

Conclusion. Emotional intelligence of employees: contributes to developing their leadership skills, increases stress resistance at work, job satisfaction, motivation, interest in organizational learning, reduces emotional exhaustion and fatigue, and is a means of conflict resolution. All this has a positive effect on the company's efficiency.

FOR CITATION

INTRODUCTION

The global health crisis (COVID-19), which is as much an economic crisis as a psychological one, obliges managers to be even more aware of their own emotions and those of their subordinates, many of whom are anxious and struggling to cope with their stress at work and, in some cases, with their work responsibilities remotely.

The changed conditions of labor activity due to dynamic societal transformations place new demands on the professional's competence. In addition to being well oriented in the modern information space and their professional field, young people today for successful self-fulfillment in the profession are required to be skilled organizers of dialogic communication, effective stress managers and risk managers, capable of managing conflict and stressful situations, overcoming difficulties and preventing professional risks. In this regard, the structure of professionally important qualities should include special abilities of emotional intelligence.

The study of emotional intelligence and its relationships with various properties of personality, in particular the processes of self-actualization, is a new and understudied problem in modern psychological science. Several modern theories view emotion as a special type of knowledge [1; 2]. In accordance with this approach to understanding emotions, researchers have introduced the concept of "emotional intelligence," which is defined as the ability to interact with the inner environment of their feelings and desires (R. Busk); the ability to understand personality relations represented in emotions and to manage the emotional sphere based on intellectual analysis and synthesis (P. Salovey, J.D. Mayer [3]); a set of emotional, personal and social abilities that influence someone's overall ability to effectively deal with environmental demands and pressures (R. Bar-On, 2000) [4]. Summarizing the available approaches, we can note that individuals with highly developed emotional intelligence have a pronounced ability to understand their own emotions and the emotions of others, to manage the emotional sphere, which leads to higher adaptability and efficiency in life and profession [5].

The impact of emotional intelligence on improving business performance is widely represented in contemporary management research.

According to Dr. Monalisha, who studied the level of emotional intelligence among 250 managers from the corporate, banking, and sugar industries, the majority of respondents defined their level of emotional intelligence as above average. The higher the level of the position in the organization, the greater the values demonstrated by the subjects [6].

Christopher K. Gransberry writes that emotional intelligence contributes to developing leadership and managerial qualities [7].

L. Melita Prati, Yongmei Liu & Ken Bass found that the higher the emotional intelligence, the better employees cope with depression, are less stressed at work, and enjoy it [8].

According to S. Stoyanova-Bozhkova, T. Paskova & D. Buhalis, emotional intelligence positively impacts staff job satisfaction, motivation, and overall performance of the hotel business. The authors relied on data from in-depth interviews conducted in tourism and hospitality organizations in the UK [9].
Kara Wolfe & Hyun Jeong Kim, studying the relationship between emotional intelligence, job satisfaction, and length of service among hotel managers working in the United States, got some pretty interesting results. They show that some components of emotional intelligence are predictors of job satisfaction (communication, rewards), and the interpersonal component of emotional intelligence is a predictor of the duration of work in the hospitality industry [10].

Vietnamese researchers Huong Trang Kim and Pantea Foroudi investigated the impact of managers' emotional intelligence (EQ) and cognitive abilities (IQ) on company performance. They found that employees' emotional intelligence and cognitive abilities have a positive impact on company performance. In their view, organizations can benefit from hiring, encouraging, and promoting emotionally intelligent managers with good cognitive abilities and managerial skills to improve company performance [11].

Abhishek Shukla & Rajeev Srivastava, on a sample of 564 retail workers, studied the extent to which employees' emotional intelligence and socio-demographic characteristics influence their stress levels. According to scientists, emotional intelligence has a greater influence on stress levels than gender, age, marital status, education, income, and work experience. Researchers rightly note that it is necessary to reduce the number of external stressors and develop the emotional intelligence of employees [12].

According to Harriette Bettis-Outland et al., low levels of emotional intelligence can hinder the acceptance of new information, leading to a decrease in interest in learning in the organization [13].

According to Li Liu et al., the development of emotional intelligence through education and emotional work training in Chinese doctors can partially reduce their fatigue [14].

Kwang-Hi Park & Dae-Kwan Kim interviewed receptionists at 12 five-star hotels in Seoul. Their goal is to identify the relationship between emotional exhaustion, job satisfaction, and employees' emotional intelligence. It has been found that the higher workers' emotional intelligence, the lower their emotional exhaustion [15].

Michael A. Winardi et al. conducted a systematic review of research on emotional intelligence. According to a team of scientists, emotional intelligence can be a key tool for conflict resolution [16].

Gabriel A. Adetula compares emotional, social, and cognitive intelligence as indicators that influence work performance among 300 law enforcement officers in Nigeria. He confirmed that emotional, social, and cognitive intelligence together have a positive impact on performance. These indicators, in their opinion, should be used in the selection of police officers and other security agencies [17].

Thus, we can conclude that employees' emotional intelligence contributes to the development of their leadership skills, increases stress resistance at work, job satisfaction, motivation, interest in organizational learning, reduces emotional exhaustion and fatigue, and is a means of conflict resolution. All this has a positive effect on the company's efficiency.

According to our assumption, emotional intelligence affects the individual manifestations of self-actualization of the individual. Self-actualization is a multifaceted and complex...
phenomenon, first described by K. Goldstein and studied in more detail by humanistic psychologists (A. Maslow, K. Rogers, et al.). It has been studied in various forms in allied and close to humanistic psychology directions – the socio-cultural psychoanalysis of C. Horney and E. Fromm, Gestalt therapy by F. Peirles, existential psychology by D. Buchental and R. May, philosophical works by M. K. Mamardashvili. Nowadays, socio-psychological aspects of personal growth and self-actualization (L.A. Korosteleva, E.E. Vahromov, et al.) are increasingly considered. Self-actualization is the process and result of the fullest expression of one's abilities, the development, and realization of one's personal full potential [18].

MATERIALS AND METHODS

The study aims to examine the relationship between emotional intelligence and individual characteristics of self-actualization in managers of a large trading company. The sample consisted of 40 men and women, with an active professional age of 22 to 41 years.

The following psychodiagnostic techniques were used: the emotional intelligence assessment technique (N. Hall) and the self-actualization test (SAT) (E. Sjostrom).

The reliability of the obtained data was determined by the Spearman rank correlation method using the computer program for statistical data processing SPSS.

RESEARCH RESULTS

The first stage of the study examined the abilities of emotional intelligence: emotional awareness, self-motivation, empathy, the ability to recognize the emotions of others. The results showed that 35% of managers have an average level of emotional intelligence. They can voluntary control activity and communication employing certain emotional-volitional efforts: self-control and adequate emotional response. The rest (65%) had a low level of emotional intelligence. It is characterized by involuntary emotional reactions: low self-control and high situational conditioning (i.e., not the person influences the situation, but the situation influences the person and provokes certain actions and emotional reactions). Management of activities occurs through the external motives of obedience to leadership, the desire to earn approval.

When analyzing the structural components of emotional intelligence, it was found that the highest values in managers have qualities of emotional awareness, empathy, recognition, and understanding of the emotions of others. They believe that being aware of true feelings helps to better manage life. High values of empathy indicate a developed ability to empathize with and understand others. Recognizing the emotions of others helps to respond appropriately to moods, urges, and desires. Test subjects believe that they can improve other people's moods and be consulted about relationships between people. Low levels of self-motivation and
management of one's emotions indicate a lack of self-control skills. Respondents answered that they were unable to remain calm when they experienced pressure from outside, they found it difficult to cope with feelings in situations of difficulty and failure, and for a long time, they were all filled with negative emotions. Based on the above, we can conclude that managers have knowledge of their own emotions and the emotions of others and are capable of empathy and sympathy, but have difficulty in regulating and controlling their emotional states and dealing with problematic situations.

Then we studied the following indicators of managers' self-actualization: time competence; self-support; the value of self-actualization; behavioral flexibility; reactive sensitivity; immediacy; self-esteem; self-acceptance; acceptance of human nature; acceptance of own aggression; contactivity; cognitive needs; creativity. The results indicate a high level of need for self-actualization in the managers of the company. The study of personal potential showed that the highest values were found on the factors of self-esteem, recognition of the value of self-actualization, sensitivity to their experiences, the immediacy of feelings and behavior, time orientation, and self-support. The last place in ranking the qualities of a self-actualizing personality in the subjects is occupied by cognitive needs. According to the revealed indicators, it is possible to make a psychological portrait of a self-actualized person, according to managers' assessments, as a socially successful and active person who lives in the present, feels independent in own actions, tries to be guided in life by own goals, beliefs, attitudes, and principles, is free in choice, but has average cognitive interests and creative orientation.

Next, we studied the influence of indicators of emotional intelligence on the manifestation of self-actualization in managers. Correlation analysis of the data revealed a significant direct correlation between self-motivation and contactivity ($rs = 0.460; p \leq 0.05$). The results obtained give reason to believe that self-motivation, defined as the ability to manage one's emotions, determines the ability of a person to quickly establish contacts with people and communicate.

The feedback of self-motivation and self-esteem was revealed ($r s = -0.555; p \leq 0.05$). According to the respondents' evaluations, social success is not affected by a person's ability to manage emotions and feelings.

An inverse relationship of empathy and self-esteem was also revealed ($r s = -0.463; p \leq 0.05$). Respondents believe that empathy with others can hinder the achievement of social success, recognition, and self-esteem.

**DISCUSSION**

Thus, the ability to manage emotions positively impacts establishing contact with employees and successful communication. Consequently, it can make a positive contribution to improving the overall performance of the business of employees.

The results of our study are consistent with those of Xue Li et al., who found a significant positive correlation between well-being at work and communication satisfaction, emotional
intelligence, and empathy. Emotional intelligence had a mediated relationship with well-being at work [19].

We also agree with V. Gholam et al., who found a positive relationship between emotional intelligence and organizational effectiveness and their manifest variables (self-awareness, self-regulation, motivation, empathy, and social skills) on the example of a small trading company [20].

We also agree with Dirk Lindebaum & Peter J. Jordan, who rely on data from a survey of 55 project managers in the UK construction industry. Researchers argue that the benefits of emotional intelligence should not be exaggerated in the context of some industries, particularly construction. In their view, emotional intelligence is just one of the many competencies needed by successful construction project managers. Thus, according to scientists, project managers' emotional intelligence indicators did not correlate with their cognitive indicators related to professional effectiveness [21].

CONCLUSIONS

1. The majority of the subjects were found to have average values of emotional intelligence. Managers have some emotional awareness and can understand emotions but have difficulty managing their emotional states.

2. The results indicate a high level of need for self-actualization in the managers of the company. The highest values were found on the factors of self-esteem, recognition of the value of self-actualization, sensitivity to one's experiences, the immediacy of feelings and behavior, time orientation, and self-support. The last place in ranking the qualities of a self-actualizing personality in the subjects is occupied by cognitive needs.

3. Correlation analysis of the data allowed us to establish that a reliable direct connection between self-motivation and contactivity was obtained. The inverse relationship of self-motivation and self-esteem, empathy, and self-esteem was revealed. According to managers, contactiveness in communication directly depends on the ability of the professional to motivate himself, causing the emotion, adequate to the situation. A reliable inverse relationship between self-motivation, empathy, on the one hand, and self-esteem was revealed. This means that, according to the subjects, the higher the social success and self-esteem, the lower the ability to manage emotions and empathy for the feelings of others.

REFERENCES


INFORMATION ABOUT THE AUTHOR

Tatiana L. Shabanova (Russia, Nizhny Novgorod) – Associate Professor, PhD in Psychological Sciences. Kozma Minin Nizhny Novgorod State Pedagogical University (Minin University); National Research Lobachevsky State University of Nizhny Novgorod. E-mail: shabanovatl@mail.ru. ResearcherID: J-9271-2017. Scopus Author ID: 57188669919
Roman I. Ostapenko

Strategies for attracting foreign authors to a new journal

KEYWORDS

new journal;
foreign authors;
involvement in publication

ABSTRACT

A lot of newly established periodicals aiming at international recognition face the problem of finding foreign editors and authors of articles. It is more difficult for periodicals that are not included in respected databases to compete in attracting new authors with more reputable ones.

There are quite a few recommendations for promoting a journal in order to involve potential authors who want to submit their articles to the journal. However, practical experience suggests that it is quite a challenge to involve foreign authors.

In attracting high-quality materials, it is necessary to employ a multi-faceted approach to the development of a periodical concerning the following issues: the website of the journal; its content; cooperation with authors; use of external resources.

It is vital to revise the duties of the editorial board members, who prepare up-to-date reviews in related areas and journal headings that cover a range of issues concerning an international audience or trigger a scientific dialogue among overseas authors.

INTRODUCTION

The geographical diversity of the origin of both editorial staff and authors is one of the key criteria in the selection of journals for internationally respected databases (Scopus, Web of Science, etc.). Normally, well-established world-class journals have their own readers, regular authors, and also engage new ones due to their strong performance (Hirsch index, quartile, etc.).

Many new periodicals aiming at international recognition face the problem of finding overseas editors and authors of articles. It is more difficult for periodicals that are not included in authoritative databases to compete in inviting new authors with more reputable ones.

As a result of journal evaluations, members of the Scopus Content Selection & Advisory Board state that journals need to significantly expand their international reach in terms of authorship and academic influence. They recommend publishing more articles in English and looking for authors that are more influential from other countries. The recommendations are certainly valuable but such questions arise as how to bring foreign authors?

MATERIALS AND METHODS

In preparing the article, such queries through the Google search engine were used as "How does a journal attract authors?" in both English and Russian.

In the review of sources, contemporary foreign periodicals were used, such as Journal of the Academy of Marketing Science, Journal of Strategic Marketing, Quantitative Marketing and Economics, Service Business, Behavioral & Social Sciences Librarian, etc.

When writing the article, the author relied on many years of experience in promoting the Economic Consultant journal (formerly the State Councillor).

RESULTS

General principles and practical recommendations for soliciting new customers for a purchase or service are presented quite well in scientific periodicals.

David J. Reibstein rightly notes that it is important to not only attract new customers but also retain them, and this requires feedback on the survey results, analysis of their behaviour on the site, etc. [1].

Rizal Ahmad and Francis Buttle believe that customer retention is a potentially effective marketing management strategy and should be part of strategic marketing planning [2].

Neda Mizani et al. suggest drawing and retaining customers with the rough set theory [3].

According to Seung Hwan (Shawn) Lee and Scott Fay, the prices of goods and services for old customers should tend to decrease compared to those for new ones [4].
Leigh McAlister and Shameek Sinha believe that most client portfolio management models are "short-term" meaning they are designed to increase profits from existing customers in the next period and only consider existing customers. The authors propose a client portfolio management model designed to maintain a company’s long-term viability. This long-term perspective requires the company to take into account the balance in its customer structure [5].

In analysing banking services, Kreituss et al. identified five factors that should be taken into account in working out a strategic marketing activity plan, such as service quality; convenient remote banking services (online banking, telephone banking, mobile banking); the bank reputation; the bank’s financial stability; and, finally, the bank’s service charges [6].

Sang M. Lee and DonHee Lee write that customer communications often occur without any personal contact with employees [7], as is virtually the case in the publishing industry now.

Fangfang Li et al. propose to attract customers through social networks while taking into account their behaviour classification: consumption (for example, reading messages), involvement (for example, product evaluation), and creation (for example, publishing some company-related content) [8].

Very few scientific articles were found to engage and retain new authors, i.e. customers, in the publication of articles in the journal.

Basically, those are lots of recommendations on the publishers’ and professional communities’ websites. For example, on the Jisc website, when asked "How to get authors to publish in your new university press", recommendations are given: provide an exceptional experience; build a good reputation; show that you take good care of the authors; make sure you post high-quality works. The possibility of assessing the quality of articles by the scientific community implies open access [9].

It is worth singling out the work of Bo-Christer Björk and Anssi Ilunni who developed and tested a comparative journal analysis method making it possible for authors to obtain the most complete information about them. The authors identified such parameters as readership; scientific prestige; time from submission to publication; percentage of acceptance; services provided by the journal during the peer review and publication [10].

As noted earlier, there are a lot of recommendations for promoting a journal in order to engage potential authors who would like to submit their articles to the journal. However, the authors’ hands-on experience suggests that attracting foreign authors is a rather challenging task. This is due to the fact that the availability of an English-language version of the journal and open access do not yet guarantee a response from them (i.e. foreign authors) [11].

Tarkhanov considered special tools and technologies used by popular Internet media:
- SEO optimisation of the journal’s website for its good indexing in search engines (Google, Yandex, etc.);
- Contextual advertising tools (Yandex Direct and Google AdWords services, etc.);
- Registration in dedicated catalogues and well-known scientometric databases (RSCI, Google Scholar, Academia.edu, etc.);
• Creation of a multilingual, or at least a bilingual version of the journal; availability of a mobile version of the publication; RSS news feeds arrangements, etc.

The Scholastica journal platform website describes "3 steps to attract more high-quality materials to your journal". Let us study those tips.

The first tip is to invite leading scientists to your editorial board. Indeed, in addition to building a reputation, each invited editor has the potential to help introduce the journal to a wider audience through their academic networks.

The second step is to invite renowned scientists to act as guest editors for special issues on specific topics of interest in the field. It is likely that finding conferences, at which scholars have delivered a series of related and relevant papers, published abstracts, is an effective aid in inviting those scholars to submit their work for a special issue.

The third rule is to promote a journal as a matter of priority and involve leading scientists. Certainly, the editorial board should actively support conversations about the journal with fellow scientists in person and via the Internet. What is meant is placing calls for the publication of articles and new articles on social networks (Twitter, Facebook, etc.); creating a blog for publishing the journal announcements and materials about authors (authors to participate in blogs can be invited).

The Academic Journal Management Best Practices guide provides a few more recommendations:
• direct appeal to renowned scientists in a specific scientific field;
• publishing editorials, comments, and other short materials;
• leave a good impression of the journal after contacting the authors by e-mail, telephone; inform authors about the progress of peer review, etc. [12].

Thus, in attracting high-quality materials, an integrated approach to the development of a publication is required in such aspects as the site of the journal as its "face"; the content; communication with authors; referring to external resources.

The above tips and recommendations often advocate for the invitation of renowned scientists. In the case of foreign researchers, it probably means an invitation either via e-mail or professional social networks (ResearchGate, Google Scholar, Academia.edu, etc.).

The authors’ experience suggests that even a targeted e-mail distribution (inviting specific authors) as a tool for finding authors and increasing publication activity is poorly effective, since authors are mainly interested in respected journals indexed in international scientometric databases. According to Morgunova, "many experienced authors immediately delete such letters; so, it is virtually impossible to attract them in this way. Whatever is written in a letter, it is unlikely to be read" [13].

It should also be noted that spam mailing of newsletters with an invitation to publish articles as a method of attracting new authors is a sign of an incorrect editorial policy: "The publisher, editorial staff or their partners arrange for duplicate mailings and online advertising (spam) with a proposal for quick publication in the journals RSCI, Higher Attestation Commission of the Russian Federation, etc., i.e. in order to involve authors in a

* https://blog.scholasticahq.com/post/3-steps-to-attract-more-quality-submissions-to-your-scholarly-journal/
journal. At the same time, authors often receive invitations to publish in a journal on topics that are far from their scientific interests".

**DISCUSSION**

The authors agree with Tarkhanov’s opinion that an online journal should have tools to attract and retain a user group. A contemporary scientific online journal is a set of Internet services integrated for communicating, promoting one’s ideas, posting media materials that have not been published, and testing new approaches to handling scientific knowledge and content [14].

As Kirillova rightly notes: "not a single scientific work can be started without a preliminary study and analysis of research carried out earlier on the chosen topic or presently being in progress. The results of such an analysis of publications on the topic of research are reflected both directly in research articles and are published in the form of regular independent reviews" [15].

In connection with the above, it is important to reconsider the duties of the editorial board members, as directly authors of a new periodical, who could, for example, on the instructions of the editor-in-chief write up-to-date reviews in the related areas, headings of the journal.

It can be helpful if the published articles cover a wider range of research topics and issues that may directly affect an international audience.

Published articles can be sent directly to foreign authors referred to by authors who are members of the editorial board. Alternatively, this can induce foreign authors to a scientific dialogue; and, possibly, to publish articles in a fresh journal.

**CONCLUSION**

Improving the quality of a scientific journal can be associated with improving the site; the use of tools to reduce the waiting time for the release of an article; ordering articles from sound scholars; engagement in arranging for related conferences and invitation to the publication of the authors of the best reports.

It seems that this topic will be useful for not only fresh journals but also long-standing publications, which should also constantly make efforts to attract high-quality articles.

**REFERENCES**


* https://biblio.dissernet.org/prizn


DOI: 10.24069/2017.978-5-7996-2227-5.22


INFORMATION ABOUT THE AUTHOR

Roman I. Ostapenko (Russia, Voronezh) – PhD in Pedagogical Sciences, Director. Scientific and Educational Initiative LLC. E-mail: ramiro@list.ru. ORCID ID: 0000-0002-3012-3971. ResearcherID: C-3015-2014. Scopus Author ID: 57205331507

Received: Apr 14, 2021 | Accepted: Sep 11, 2021 | Published: Dec 1, 2021
Editor: Norlaile S. Hudin, PhD (Management). Universiti Pendidikan Sultan Idris, MALAYSIA
Copyright: © 2021 Ostapenko, R. This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.
Competing interests: The authors have declared that no competing interests exist.
Evgeniya G. Radygina
Marketing relations in online advertising

KEYWORDS
communication; marketing communication; marketing relationships; customer communications; internet; social media

ABSTRACT

Introduction. The relevance of the research is due to the fact that the model of communication between customers and suppliers within the online space has long influenced all marketing stages in the introduction of goods and services, starting with customer awareness, attitudes towards customers, soliciting potential customers to testing new products, sales, and customer retention. The purpose of the research is to identify features of the Internet as a space of marketing relationships and formulate the principles of interaction with users.

Materials and methods. The reviewed sources included contemporary periodicals: Journal of Targeting Measurement and Analysis for Marketing, Electronic Markets, Marketing, etc. The study of Internet resources was based on the authors’ own data received by analysing the portals WebCanape, WebsiteSetup, Statista, etc.

Results. There are nearly half a billion new users on social media; trillions of dollars have been spent in online stores, according to the annual Global Digital 2021 report. As of October 2021, the most popular social networks in the world by the number of active users (in millions) are Facebook (2,894), YouTube (2,291), WhatsApp (2,000), Instagram (1,393), Facebook Messenger (1,300), Weixin/WeChat (1,251), TikTok (1,000), etc.

The Internet as a new business environment differs from traditional economic sectors by a higher level of heterogeneity. From the standpoint of marketing, the Internet makes it possible to simultaneously bring a message to a large number of users (mass communication is ensured), on the other hand, to customise the offer for specific consumers according to their needs.

Conclusion. Contemporary marketing follows the consumer, i.e. uses the online environment as a point of contact with the consumer to promote and distribute products. Relationship marketing theories are based on the need for companies to invest in relationships between themselves and consumers. Relationship marketing focuses on taking relationships between the company and the consumer from a state of engagement to that of loyalty. Each customer has a personality and his/her relationship with a particular brand becomes the dominant factor influencing his/her decision regarding purchase or service.

INTRODUCTION

Communication plays a vital role in all areas of life in today’s society. The content of the term "communication" is studied by philosophers, sociologists, educators, psychologists, and marketers. Communication is an active interaction between actors or process owners involving the exchange of information. The basis for communication is provided by the transmission of a message, on the basis of which relations are subsequently built, a behavioural strategy in society. Communication also has a significant impact on the socialisation of an individual, the promotion of values and attitudes, standards of behaviour, personal identity, professional competence; also, the functions of reflection and social control are realised through communication.

Marketing communications are an information-rich area, since the interaction between consumers and producers in a market economy is associated with information sharing [1].

Marketing communications is the conveyance of information about a product (service) to the target audience. In this case, advertising, personal sales, direct marketing, sponsorship, public relations, etc. are used as marketing communications tools. Information flows include the range, characteristics of goods and services, consumers’ personal details, financial flows, etc. The customer-oriented approach expanding the marketing opportunities of e-commerce is becoming increasingly popular [2].

However, it is becoming insufficient to use the listed tools. The key problems that need to be addressed are: 1) the impossibility of organising effective customer communications in real time, and 2) the need to customise offers for a particular consumer. Today’s marketing communications are becoming more information-rich and high-tech and require new technology concepts. The main one is the Internet space promotion.

The model of communication between customers and suppliers within the Internet space has long influenced all marketing stages of the introduction of goods and services, from customer awareness, attitudes towards customers, attracting potential customers to testing new products, sales, and customer retention [3]. From the onset, Internet marketing has mainly concerned the information dissemination through websites and email newsletters, advertising on both search and marketplaces, measuring customer activity and communicating customer feedback. Today, this is still true as the convergence of many technologies has expanded the power of online marketing towards more sales and service delivery opportunities in real time.

The purpose of the research is to identify features of the Internet as a space of marketing relationships and formulate customer communications principles.
Research Materials and Methods

During the research into the essence and content of marketing communications in the Internet space, the authors used the research materials by Anderson-Butcher et al. [4], Tomse and Snoj [5], Plaksin, Abdrakhmanova, Kovaleva, and others. Features of information perception and building relationships with consumers were studied based on the works by Dickson et al. [6], Wright and Hinson [7], and others.

The research into Internet resources was based on the study of data obtained by companies collecting and indexing public messages and hashtags on the Internet (Rusability [8], Brand Analytics [9], Infographics [10], Yandex [11]), data from their own research portals (WebCanape [13], WebsiteSetup [16], Statista [17; 18]).


The key term in the theory of marketing communications is "information" considered as "a message transmitted through communication channels" from the point of view of the functional approach (Shannon, Kanygin, Yaglom); as "content, internal characteristic of an object or process" from the standpoint of the attributive approach (Viner, Korogodin, E. Schroedinger); "the meaning, content of messages received by a person from the outside world through his/her senses" from the point of view of the anthropological approach [12]. Thus, the essence of marketing communication is the information exchange between marketing subjects (consumer, manufacturer and intermediaries) which contributes to the emergence of an impression from the consumer that influences consumer behaviour.

Results

During marketing communication, the focus is on the quality of information relationships which are reflected in the accuracy, reliability, security, and relevance of information. The Internet is a special communication space in which new structural relationships and communication connections are generated.

The Internet is becoming a space for social engagement, the creation of values-based orientations, the transmission and interiorisation of sociocultural experiences. According to the annual Global Digital 2021 report, there are almost half a billion new users on social networks, 1.3 billion years were spent on the Internet last year, trillions of dollars were spent in online stores.

Mobile devices: Today, 5.22 billion people use mobile phones, 66.6% of the world's population. Since January 2020, the number of unique mobile users has grown by 1.8% (93
million), while the total number of mobile connections has increased by 72 million (0.9%) and reached 8.02 billion by early 2021.

Internet: In January 2021, 4.66 billion people worldwide used the Internet, up 316 million (7.3%) from last year. The Internet penetration rate is now 59.5%. However, COVID-19 has had a significant impact on the collection of data on the number of Internet users, so the actual numbers may be higher.

Social media: There are now 4.20 billion social media users in the world. Over the past 12 months, this figure has grown by 490 million representing an increase of more than 13% on a year-to-year basis. Social networks in 2021 are used by 53.6% of the world’s population.

Two-thirds of the world’s population use mobile phones every day. At the same time, according to App Annie, Android users now spend more than 4 hours a day on their phones [13].

According to research by Viktorova Batkaeva, the main purpose of visiting the Internet is communication for 95% of respondents aged 14 to 30 years. At the same time, 57% of respondents go online every day and spend 2 to 4 hours on it, 37% – more than 4 hours every day, 6% – one hour or less [14, p. 92].

Social media are the most popular communication channels, which can be defined as "a variety of activities for the creation and exchange of information, in which many actors are involved via the Internet" [15, p. 33]. The main channels of communication in the Internet space include sites, search engines, review portals, video channels, articles and publications in the media, contextual advertising, social networks.

As of 2021, according to WebSiteSetup, there were over 1.7 billion websites worldwide. Approximately 576,000 new sites appear every day [16].

According to Statista, the most popular websites in the world as of June 2021 by total visits (in billions) were Google.com (86.9), YouTube.com (22.8), Facebook.com (20), Wikipedia.org (13.6), and others [17].

The most popular social networks in the world as of October 2021 by the number of active users (in millions) were Facebook (2,894), YouTube (2,291), WhatsApp (2,000), Instagram (1,393), Facebook Messenger (1,300), Weixin/WeChat (1,251), TikTok (1,000), and others [18].

The structure and characteristics of the audience, as well as the properties of information transmission channels, determine the characteristics of the Internet as a marketing communications space (see Table 1).

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low resource cost</td>
<td>Complex result predictability</td>
</tr>
<tr>
<td>Reliability of contact</td>
<td>Search engine addiction</td>
</tr>
<tr>
<td>Psychological comfort for the consumer</td>
<td>Non-transparent pricing</td>
</tr>
<tr>
<td>Feedback capability</td>
<td>Quick return impossible</td>
</tr>
<tr>
<td>Flexible marketing policy</td>
<td>Limited target group</td>
</tr>
<tr>
<td>Possibility to pay for goods/services</td>
<td>Product virtuality</td>
</tr>
<tr>
<td>Automatic accounting of information</td>
<td>Ensuring data security</td>
</tr>
</tbody>
</table>
The Internet as a new business environment differs from traditional economic sectors by a higher level of heterogeneity. From the standpoint of marketing, the Internet makes it possible to simultaneously bring a message to a large number of consumers (mass communication is ensured); on the other hand, to customise an offer for specific consumers according to their needs. A rich figurative and semantic environment and emotionally coloured virtual communication create the basis for obtaining impressions that are normally not realised by users. At the same time, exciting topics evoke more emotions if the user is directly involved in the discussion of them.

Internet communication has a tremendous advantage for users in comparison with real communication: psychological comfort provided by territorial remoteness, if necessary, a temporary delay, the possibility of anonymity, allowing the implementation of psychological and social statuses and roles inaccessible in reality [4]. Virtual communication incorporated in the modern socialisation set-up freely competes with real communication within the framework of traditional social institutions. Social and psychological studies of the impact of the Internet on a person indicate that during cyber socialisation, mental processes, including emotional and motivational ones, are qualitatively transformed, consciousness and behaviour are transformed [19].

The promotion of information technologies and virtual communication tools makes it possible to highlight the key trends in the development of the Internet as a marketing communication space:

1) An increase in the intensity of communicative exchange (due to the introduction of new information and communication technologies, any online activity begins to focus on the social interaction);

2) Change in the form of a message (both verbal and visual components of the message, symbolic representation, a kind of coding system, additional visual components, emoji and emoticons meet);

3) Change in the perception of the text (the line between public and private messages dissolves, written speech becomes similar to oral speech, the information selection mechanism is turned on);

4) Borders and barriers are being erased (linguistic, spatial, temporal, between publicity and private life).

The customer communication principles in the Internet space allow combining the selected features and trends in the promotion of communication:

- the principle of territorial accessibility (communications are carried out irrespective of the user location);
- the principle of information accessibility (information is provided in an accessible form and is of a public nature, the accuracy and completeness of information can be easily verified);
- the principle of individualisation (a custom approach in determining customer needs and expectations and the preparation of offers, the recognition of cultural differences);
• the principle of feedback (study of customer satisfaction through the use of various communication channels);
• the principle of interactivity (customer communications take place in real time with a variety of software and hardware);
• the principle of technical security (it is necessary to provide technical conditions for using the Internet);
• the principle of security and personal data protection.

**DISCUSSION**

Over the past twenty years, it has become abundantly clear that the Internet is not a fad but a basis for relationship marketing [20].

It should be noted that research on observing consumer behaviour in real time in order to study their purchasing behaviour based on clicks and other indicators [21], as well as customer emotion analysis as strategic variables for promotion of customer involvement, are of particular interest [22].

The authors agree with Jara et al. that social media marketing expands the ability to identify products with new technologies, which allows for enhanced product information [23].

The obtained results are consistent with Subramaniam’s findings that the use of web ads, virtual stores, and virtual communities provides marketers with innovative opportunities to communicate with customers, understand their preferences and personalise marketing offers at a much lower cost and much more efficiently than with traditional tools [24].

Modern marketing follows customers, or uses the online environment as a point of contact with the customer to promote and distribute products. Now, many companies work with users, define their needs, and then create products taking into account their requirements. Technology has brought analytical tools, sales automation, and data mining capabilities to entities that process consumer data and synchronise their strategies based on consumer profiles, segments and expectations.

The relationship marketing theory is based on the need for companies to invest in relationships between themselves and customers. Relationship marketing focuses on moving the relationships between the company and the customer from a state of engagement to a state of loyalty.

As Jackson and Ahuja rightly point out, it would be nice for managers to adopt a customer-centric marketing paradigm, i.e. on customer’s personality, perception and participation. The authors attribute this to the fact that today’s customers have great rights and opportunities, they own the Internet, have wider access to information in the digital world and are the area of focus of entities in a highly competitive environment [25].

The modern shopper has a wide variety of choices and relies heavily on peer reviews, website information, Internet searches, and comparison of product specifications and prices.
Each customer has a personality and his/her relationship with a particular brand becomes the dominant factor influencing his/her decision on purchase or service.

CONCLUSION

The Internet as a marketing communication space has features that characterise the possibilities of using it (low cost of resources, reliability of contact, psychological comfort for customers, the possibility of feedback, flexible marketing policy, the possibility of paying for goods/services, automatic accounting of information), allowing you to quickly achieve your goals with greater efficiency; as well as threats that need to be addressed (complex result predictability, dependence on search engines, non-transparent pricing, the impossibility of a quick return, limited audience, product virtuality and data security).

The studied features and trends in the development of the Internet space made it possible to formulate the customer communications principles: territorial and information accessibility, individualisation, feedback, interactivity, technical security, security and protection of personal data. The results obtained indicate that the formation of this marketing communications space has not yet ended and demonstrates certain trends. However, the use of only the Internet space in marketing communications does not fully achieve all marketing goals, and this communication channel should be used along with others (mass media, outdoor advertising; exhibition marketing; advertising events, communications at points of sale, etc.).

REFERENCES

46(1), 52–68.


**INFORMATION ABOUT THE AUTHOR**

Evgeniya G. Radygina (Russian Federation, Yekaterinburg) – Associate Professor, PhD in Pedagogical Sciences, Associate Professor at the Department of Tourism Business and Hospitality. Ural State University of Economics. E-mail: radygina@bk.ru. ORCID ID: 0000-0002-2233-7734. ResearcherID: AAD-2605-2019

Received: Mar 2, 2021 | Accepted: Sep 24, 2021 | Published: Dec 1, 2021
Editor: Norlaili S. Hudin, PhD (Management). Universiti Pendidikan Sultan Idris, MALAYSIA
Copyright: © 2021 Radygina, G. This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.
Competing interests: The authors have declared that no competing interests exist.
Impact of Benazir Income Support Program (BISP)
on consumption, health and education

KEYWORDS
Benazir Income Support Program; consumption; health; education; Pakistan

ABSTRACT

Introduction. Benazir Income Support Program (BISP) is one of such efforts promulgated by the Government of Pakistan (GoP) in July 2008, as a premier national safety net initiative aimed at eradicating extreme and chronic poverty in the country. The main aim of this empirical study to examined the impact of BISP on consumption, education and health in case study of district Swat Pakistan.

Methodology. This study used the qualitative research strategy because qualitative research strategy provided a variety of opportunities in identifying a problem. The data were collected through key informant interviews and mailed questionnaires. Interviews were conducted face to face using a semi-structured interview guide and as well a mail questionnaire.

Results. The following respondents were well-acknowledged from the situation Covid-19 and have better knowledge about the BISP as a source of income. A total of 4 interviews were conducted from the targeted respondents using a semi-structured interview guide. And sent the mailed questionnaire to 45 respondents, only 7 respondents are replied.

Conclusion. The main aim of this empirical study is to examine the Impact of Benazir income support program (BISP) on consumption, health and education during the COVID 19 pandemic. The finding reveled that BISP have positive effect on consumption, health and education. This empirical study has several recommendations based on research findings; (1) the government should pay the BISP income on monthly basis. (2) The government should increase the BISP income.

INTRODUCTION

Social protection programs are considered as important tools achieving the Millennium Development Goals (MDGs), and they are promoted as important segments for global poverty reduction policies [1]. The Benazir Income Support program (BISP) was established in July 2008. It is poverty decrease program run by federal government of Pakistan. In 2016 BISP distributed Rs. 90 billion ($900 million) amongst 5.4 million peoples [2]. The key objective of this program, firstly, to developed financial capability amongst the poor people. Secondly, to promote low income groups, and decrease poverty as well as equal distribution of wealth [3].

The main piece of the program is that it evaluates the appropriateness of the applicants established on a number of multidimensional measures. The information is centered on people’s socioeconomic status such as stock ownerships, worth of assets, land holdings, child’s education status, toilet facilities, types of housing and house size. Conferring the government reports the data insurances approximately 85% of the total population eligible to receive the cash transfer. The eligible applicants can then retrieve their amount through an ATM cash withdrawal at allocated sites throughout Pakistan. Services like Easy paisa and bank withdrawal can also be used [4].

The figure 1, revels that a very small change in the size of income of the poorest segments of the population in the past two decades. The BISP is particularly targeted towards such segments to pull them out of chronic poverty through an income redistributive effect. While Figure 2, revels that The annual allocation for BISP from GoP has risen about 161% between 2014 and 2018. However, there has been a marginal decline in the direct cash transfer between 2017 and 2018, of about 5 Billion Rupees.
The BISP is a crucial component of social safety nets that focuses on reducing poverty among women and improving their living standards by giving unconditional cash assistance to the poorest women. According to the BISP, 5.7 million families will be active beneficiaries through 2016. [6; 7] examined rural women empowerment through social protection programs. A case of Benazir income support programme in Punjab, Pakistan This quantitative research was conducted in two districts of Punjab randomly selected out of 36 using face-to-face interviews with a sample size of 160 women beneficiaries of BISP. Most of the respondents were strongly agree (65%) and agree (95%) that the assistance should be more than Rs.5000/month or Rs.10000/month. Similarly, 69.4% and 71.3% of respondents agreed that female adults should take household decision and children should attend school regardless of gender. Women's empowerment is seen as a critical component of poverty reduction and development interventions that promote economic development and good governance (World Bank [8; 9] found that the mother's health and education, which leads to a reduction in child mortality and household economic well-being, ensuring income stability.

LITERATURE REVIEW

Tehmeena et al. [10] worked on welfare impact of Benazir Income Support Program’s (BISP) unconditional cash transfers on women empowerment. The study observed that BISP led to improve socio-economic wellbeing of the beneficiary women. Waqas and Torre [11] analyzed social safety nets in the development of a welfare system in Pakistan. They found that social safety nets in a lower middle income country such as Pakistan are considered an
effective measure for fighting poverty and improving education and health. There is strong evidence that economic growth leads to poverty reduction. Many cross country and cross-regional studies (e.g. Besley and Burgess [12]; Dollar and Kraay [8]; Ravallion and Chen [13]) support this assertion. One, then, naturally wonders what the need of cash transfers, or direct redistribution, is. The justification for cash transfers comes from the fact that benefits of the growth do not accrue to everyone particularly the poorest.

On the other hand, cash transfers, through effective targeting, may reach the poorest in a more beneficial way (Fiszbein et al. [14], Yu & Wang [15]). Poverty is firmly ingrained in many developing countries, and women are disproportionately concentrated on the country's poorest outskirts. Despite the fact that overall poverty reduction remains a struggle for policymakers, improving women's financial well-being necessitates extensive gender evaluations of proposed programmes to eliminate impediments that may perpetuate women's poverty. Several papers, including Narayan-Parker's [16] essential guide for the inclusion of women's empowerment in development policy, propose varied criteria for incorporating gender in the planning phase of development projects to equalise development advantages for men and women.

The literature, on the other hand, suggests that programmes aimed solely at improving women's financial problems do not achieve their goals. Even if they are helped by the state or ODA agencies to start their own small or medium-sized businesses, women frequently accept subordinate jobs. They frequently perform routine tasks in the workplace [17].

Although each institution/stakeholder has its own objectives, the state plays a critical role in empowering women at the grassroots level by beginning various programs/projects and enacting gender-sensitive policies/legislation [18]. According to Gary's [19] "unitary model of family economics" their longer lives and increasing divorce rates more frequently place women in leadership positions in their families. Women in these age brackets are mostly perceived as unsuitable for employment or entrepreneurial activities in Pakistani society [20].

METHODOLOGY

1 Research Strategy

In order to achieve the desired objectives, a qualitative research strategy was used. The qualitative research strategy was used because qualitative research strategy provided a variety of opportunities in identifying a problem. The qualitative research method is very useful because it can help us to better understand behaviors and perceptions. It provides us a clear understanding of our problem or topic. With the help of a qualitative research strategy, a lot of information has been gathered from a very small number of respondents due to its flexible and open-ended structure which allowed the respondents to clearly explain life experiences.
2 Research Design
The research design for this study was descriptive. The descriptive research design was selected because it provides a unique means of data collection in the form of studying life experiences. The descriptive research designs require a particular form of data collection which involves observing and describing the behavior of the subject under study.

3 Units of Data Collection
The units of data collection were the targeted respondents relevant to the field of this study. The following respondents were selected for interviews because they have rich information regarding the study. The following respondents were well-acknowledged from the situation Covid-19 and have better knowledge about the BISP as a source of income. A total of 4 interviews were conducted from the targeted respondents using a semi-structured interview guide. And sent the mailed questionnaire to 45 respondents, only 7 respondents are replied.

4 Methods of Data Collection
The data were collected through key informant interviews and mailed questionnaires. Interviews were conducted face to face using a semi-structured interview guide and as well a mail questionnaire.

FINDINGS AND DISCUSSIONS
The findings and results were briefly derived from data collected through conducting key informant interviews using a semi-structured interview guide and through a mailed questionnaire. The derived findings and discussion lead us towards a clear and big picture of the impact of BISP on consumption, health, and education during the Covid-19.

1 Covid-19 and BISP:
When I interact with my respondent's majority of them were respond me that, our husbands were unemployed during the Covid-19, and we were not able to fulfill our basic necessities. The BISP is very beneficial for us to fulfill our basic necessities. Moreover, when I meet with the interviewers I asked her, how many times did you receive BISP income during the Covid-19 and how much? All of them told me: we are receive 4 times, and 12,000 received.

2 Relationship between BISP and Consumption:
I pose a question to my respondents regarding the impacts of BISP on their consumption. One of respondent who told me the BISP income, we consumed on basic necessities, such as bread, cereals, rice, milk, vegetables. Another interviewer told me, my husband was in jail, I have no source of income, to fulfill my basic necessities, only BISP as a source of my basic necessities. One of the respondents who told me about their consumption pattern, we
consumed BISP income, only on new clothing and shoes. Another respondent is a 59-year-old lady, who told me I consumed my BISP income only my health care.

When I asked to my respondents, the future BISP income affects your current consumption, almost all respondents told me, yes our future BISP income affects our current consumption pattern. For example, our BISP income will be coming after 1 month later, suppose we want to buy clothes, and shoes currently we have no income for it, but we borrowed the money from others, we take agreement with him I will pay your debt when I will be receiving my BISP income.

3 Relationship between BISP and Health:
When I talk to different respondents they were responding to me about the BISP effects on health, and their own satisfaction level of health. One of the old women responds to me that I am Diabetes and heart disease, the BISP fulfill my all treatment. If I am talking about my health is good because of BISP.

4 Relationship between BISP and education:
One of the best reasons for improving child education is through BISP. One year ago BISP includes the government schools' children in their scheme, the BISP gives at the middle level 1200 rupees per student, while at the matric level the BISP gives 2,000 rupees to per student in each class. It leads to increasing the encouragement of the students. Therefore the parent’s attention has been increased to government schools.

I asked a question to my respondents regarding the impacts of BISP on children’s education. One of the females responds to me, my husband is a daily wage worker, and he cannot afford my child's education, after receiving the BISP income my child education is very good as compared to the past. It’s also improved our children’s studies requirement ease to buy their books, bags, school shoes, and clothes etc.

When I talk to different respondents they were responding to me about the BISP effects on children schooling, and their own satisfaction level of children schooling. One of them responds me. If I am talking about my children’s education it is good in the side of their books, school shoes uniform as well as pocket money it’s good after getting the BISP but on the side of results I’m not satisfy about their results. I’m not educated women and no one more in our home who was guiding them properly. Children were also careless they did not doing homework after back from schooling so no one gives us good results. I am completely not satisfied from my children education.

Another female respondent told me the impact of BISP on children education. She said that BISP fulfill my children’s education. Its good effect on the side of religious education, but on the schooling side they are not well but I’m satisfied from their religious education. They are not good in schooling, but it’s no need for me just I want improve their education in religious side, and they are going on very well in religious perspective, and she said that I am fully satisfied from their results.
When I talk with different respondents about the attendance of their children then most of them responding me it is more than 90% mean to say that it is good. Some of them told me below than 90%.

When I was talking about Attendance with different required respondents they were responding me the attendance of their children’s. Mother were telling they are good in attendance 70 to 80% told me it is more than 85%. Some respondents told me it’s below than 80%. So we can easily conclude it students have good attendance. Behind good attendance reason is we have strictly to moving schools not to allow them without any specific reason they have to absent. So almost they are going to school regularly.

**CONCLUSION AND POLICY RECOMMENDATION**

The main aim of this empirical study is to examine the Impact of Benazir income support program (BISP) on consumption, health and education during the COVID 19 pandemic. This study used qualitative research approach the data has been collected through structure interviewed and mailed questionnaire. The finding reveled that BISP have positive effect on consumption, health and education.

This empirical study has several recommendations based on research findings: (1) the government should pay the BISP income on monthly basis; (2) the government should increase the BISP income.

Finally, we have a few limitations for this study which will give us direction for future research. We only select Tahsil Matta, district swat region, upcoming studies will use these interviews questions for other regions such as Mardan, Shangla etc. This study only used qualitative research approach, alternative research approach was ignored like quantitative. We only analyzed the impact of BISP on consumption, health and education, and ignored the impact of BISP on poverty, women empowerment, unemployment etc.

**REFERENCES**


**Appendix 1 Interview Question**

Q.1. Name (Optional)_______________________
Q.2. Age
Q.3. Family structure
Q.4. Number of family members including children
Q.5. Total family income
Q.6. Are BISP Beneficiary?
Q.7. How many times did you receive BISP income?
Q.8. How much time to take received BISP income?

*BISP, lockdown, health, and Consumption:*

Q.9. Are your husband or family member unemployed during a lockdown?
Q.10. How are the BISP affect your consumption patterns during a Covid-19?
Q.11. How you consumed your BISP income?
Q.12. Is BISP fulfill your consumption pattern during a lockdown.
Q.13. Is upcoming BISP income affect your current consumption pattern?
Q.14. Are you facing any chronic disease?
Q.15. How much does BISP improve your chronic disease?
Q.16. Are BISP improve your health care
Q.17. Is BISP affect your child's education?
Q.18. How does BISP affect enrolment of child schooling?
Q.19. How does BISP affect the academic performance of child schooling?
Q.20. Any recommendation from the Government of Pakistan about BISP.

**INFORMATION ABOUT THE AUTHOR**

**Ijaz Uddin** (Pakistan, Mardan) – PhD Scholar, Department of Economics. The Abdul Wali Khan University Mardan (AWKUM). E-mail. ijazuddin01@gmail.com. ORCID ID: 0000-0002-7231-109X

Received: Mar 15, 2021 | Accepted: Oct 5, 2021 | Published: Dec 1, 2021
Editor: Santosh K. Behera. PhD. Sidho-Kanho-Birsha University, INDIA
Copyright: © 2021 Uddin, I. This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.
Competing interests: The authors have declared that no competing interests exist.