

SUMMARY

URGENT PROBLEMS OF ECONOMY

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Boichenko N.A., Specialist, Research Center, Belgorod University of Consumer Cooperatives

Marketing Concepts and Technologies in Organization Management. P. 3–7.

The paper dwells on marketing concepts and technologies in the organization management; singles out major concepts of marketing management; substantiates the necessity of working out marketing technologies concept in order to improve the competitiveness of businesses, defines components of marketing strategy in the Internet.

Tarasova T.F., Ph.D. in Economics, Associate Professor, Chair of Economics, Belgorod University of Consumer Cooperatives

Self-Support Relations in the Management System of Consumer Cooperation Organizations. P. 8–13.

The paper dwells on the theoretical and methodical aspects of the self-support of businesses, shows its role in the system of costs and results management of consumer cooperation organizations.

Solovieva L.V., Ph.D. in Economics, Associate Professor, Chair of Humanitarian, Social and Economic Studies, Belgorod University of Consumer Cooperatives

Genesis of the Theory of Service and its Interconnection with the Main Theories of Economic Knowledge. P. 13–20.

The paper dwells on the genesis of the theory of service in the works of classics of economic science, analyzes scientific arguments on the problems of productive and unproductive labor in economic literature and basic social and economic theories on the development of services.

Tokar E.V., Ph.D. in Economics, Associate Professor, Chair of Economics, Belgorod University of Consumer Cooperatives

Forms and Main Types of Internal Trade Efficiency. P. 21–28.

The paper concretizes types of the efficient internal trade: according to the location of the effect obtaining; in accordance with the aim of efficiency assessment; by the levels of the management hierarchy; by the assessment object and dwells on the types of efficiency, their interconnection and interdependence.

Ternovsky D.S., Ph.D. in Economics, Associate Professor, Chair of Statistics, Belgorod University of Consumer Cooperatives

Consumer Cooperation Development Results Assessment Methodology Formation as a Subject of National Economy. P. 29–31.

The paper offers the algorithm of the consumer cooperation development results assessment methodology as a subject of national economy, which includes separate hypothesis, principles and system of information assurance.

Syroizhko V.V., Ph.D. in Economics, Associate Professor, Chair of Accounting, Audit and Finance, Voronezh Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

Essence, Purpose and Goals of the Economic Instruments Application of Organizations Market Self-Regulation. P. 32–39.

The paper provides grounds for the necessity of application of specific economic instruments in the process of market self-regulation of organizations and suggests the author's interpretations of the activity analysis, budgeting, strategic development prognosis and discloses their essence and purpose.

Syroizhko V.V., Ph.D. in Economics, Associate Professor, Chair of Accounting, Audit and Finance, Voronezh Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

Concept of the Improvement of the Organization Market Self-Regulation on the Basis of Economic Instruments. P. 40–48.

The paper dwells on the major provisions of the author's concept of the organization market self-regulation improvement on the basis of modern economic instruments.

Sirotkina N.V., Ph.D. in Economics, Associate Professor, Head of the Chair of Branch Innovation Technologies, Voronezh Institute of Innovation Systems

Plakhotnikov P.A., Post-Graduate Student, Voronezh State Technological Academy

Reengineering of the Organizational Structure of Innovation Active AIC Enterprises. P. 49–51.

Implementation of the national priority project on the development of agro-industrial complex requires from the businesses of the of the agricultural sector of the economy to orientate its management system on the innovation way of development. The paper dwells on the organizational aspects of the management of the innovation and traditional production, provides grounds for the matrix of building innovation production management structure.

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Popov A.V., Scientific Degree Applicant, Voronezh State Forest and Technical Academy

System of Indicators of Indicative Management. P. 52–54.

The paper provides grounds for the differences of the notions “indicator”, “vector”, “index”, suggests the system of indicators of the indicative management, which makes it possible to assess the quality management, innovations and personnel motivation on the innovations.

Dobrodomova T.N., Senior Teacher, Chair of Statistics, Belgorod University of Consumer Cooperatives

Methodical Approaches to the Assessment of Consumer Cooperation Organizations Potential Economic Growth. P. 55–58.

The paper dwells on the methodical approaches to the assessment of consumer cooperation organizations potential economic growth on the basis of the set of functional models, which take into account the external environment dynamics of the system functioning and internal growth reserves.

Shevtsova N.V., Senior Teacher, Chair of Finance and Credit, Belgorod University of Consumer Cooperatives

Economic Content and Classification of the Organization's Insolvency. P. 59–70.

The paper critically analyzes the most well-known interpretations of the economic category of “insolvency” and the main types of the organization insolvency. With the view of strengthening the role in theory and practice of anti-crisis management of the category “economic insolvency” the author suggests her own interpretation of the notion and provides classification of its main types.

Shishkina L.A., Senior Teacher, Chair of Sector Innovation Technologies and Management, Voronezh Institute of Innovation Systems

Plakhotnikov P.A., Post-Graduate Student, Voronezh State Technological Academy
Role and Importance of Quality Management in the System of Agro-Industrial Enterprises Governance. P. 71–75.

Quality management systems have changed accustomed understanding of management, putting to the foreground overall quality and continuous improvement. The paper dwells on the problem of the integration of quality management in the general strategy of agro-industrial enterprises governance as the main condition for increasing economic efficiency of their production.

Polskaya G.A., Senior teacher, Chair of Accounting, Finance and Taxation, Kursk Affiliation, Belgorod University of Consumer Cooperatives

Methodical Approaches to the Prognosis of the Interconnection Between Material Labor Stimulation and Results of Dynamic Development of Cooperative Organizations. P. 76–78.

The paper dwells on the methodical approaches to the prognosis of the optimal connection between the elements of material labor stimulation and the results of dynamic development of cooperative organizations on the basis of the system of economic and mathematical modeling application, the model of cluster analysis, the model of multifactor production functions and the model of linear optimization.

Shapovalova I.B., Assistant, Lipetsk Cooperative Institute, Affiliation, Belgorod University of Consumer Cooperatives

Methodical Aspect of Consumer Cooperation Organizations Commerce Activity Efficiency Assessment. P. 79–83.

The paper substantiates methodical approach to the commerce activity efficiency assessment, based on the synthesis of the assessment of economic, organizational and contractual mechanisms, concretizes the directions of the efficiency analysis and singles out indicators of its assessment taking into account the specificity of commerce activity in wholesale trade; defines and discloses peculiarities of commerce activity of consumer cooperation organizations, determined by their integration in the frameworks of cooperative system business.

Internal Factors Influence on Consumer Cooperation Organizations Commerce Activity Business Processes. P. 84–86.

Tkachenko S.N., Post-Graduate Student, Belgorod University of Consumer Cooperatives

The paper provides details on the factors influencing business processes of consumer cooperation organizations commerce activity, and discloses the essence of the main separated factors.

Nikulin Y.I., Post-Graduate Student, Belgorod University of Consumer Cooperatives

On the Question of Social and Labor Relations Regulation Improvement. P. 87–97.

The paper provides the model of the improvement of the state regulation of social and labor relations and discloses the content of its elements as well as suggests a number of recommendations on increasing the influence of the state on the activity of the social and labor relations subjects, corresponding to the modern situation in the national labor market.

Nikulin Y.I., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Regulation of the Social and Labor Relations on the Basis of the Coordination Mechanism of Economic Interests of Social Partnership Subjects. P. 98–108.

The paper provides grounds for the necessity of the improvement of coordination mechanism of economic interests of the social partnership subjects as a progressive form of social and labor relations regulation.

Theoretical Aspects of the Population Employment as Characteristics of Labor Market Situation. P. 109–114.

Demchuk A.G., Post-Graduate Student, Belgorod University of Consumer Cooperatives

The paper dwells on the main provisions of the existing concepts of labor market and analyzes separate points of view on the essence of the category “population employment”, which made it possible to provide grounds for the author’s interpretation of the said category.

Almanova E.A., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Development of Methodical Approaches to Organizations Activity Efficiency Assessment. P. 115–118.

The paper singles out the criteria of the efficiency and describes different methodical approaches to its assessment in accordance with the evolution both as the notion of efficiency itself and adequate instruments of its calculation.

Maimina E.V., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives

Substantiation of the Restructuring Efficiency Assessment Methodic on the Basis of its Goals Implementation Decomposition. P. 119–126.

The paper dwells on the essence and purpose of restructuring as a managerial instrument for determining prospects of the organization development in market environment.

Shupilo O.M., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives

Role of the Organizational Behavior Subjects in the Management of Organization. P. 127–134.

The paper dwells on the notion of subject, including that of organizational behavior, the notion of individuality in the organization, provides grounds for the interconnection of values, needs of the subjects and goals of the organization, analyzes internal and external factors of influence on the organizational behavior of subjects.

Gorelova I.E., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Methodical Approach to the Efficiency Assessment of Business Processes Reengineering in Retail Trade Organizations. P. 135–138.

The paper dwells on the peculiarities of carrying out business processes reengineering in retail trade organizations and suggest methodical approach to the assessment of business processes reengineering efficiency in retail trade organizations.

Tikhonovich E.V., Senior Teacher, Chair of Foreign Languages, Belgorod University of Consumer Cooperatives

Formation of Intercultural Professional Communication in Students Economists in the Process of Teaching Foreign Languages. P. 139–141.

The paper discloses the notion of intercultural professional communication and the stages of its formation in students economists on the basis of the integrated study course. In the conditions of the integration of the Russian Federation higher education system in the world education system intercultural communication becomes the leading conceptual means of modern world trends in the paradigm of teaching foreign languages.

On the Process of Implementation of Credit System of Education in Karagandinsky University of Economics of Kazakhstan Consumer Union. P. 142–147.

Ibyshev E.S., Vice-Rector for New Technologies and Distance Studies, Karagandinsky University of Economics of Kazakhstan Consumer Union

The paper dwells on the implementation of credit technology of education and analyses normative and methodical and study documentation, worked out by the employees and the teaching staff of the university to support the educational process.

Solovieva L.V., Ph.D. in Economics, Associate Professor, Chair of Humanitarian, Social and Economic Studies, Belgorod University of Consumer Cooperatives

Methodology of Population Life Quality Differentiation. P. 148–155.

On the basis of her own research the author comes to the conclusion that the formal state approach to the substantiation of economic inequality of the population life quality is based on the principle of the formal distribution of income. It is offered to include in the basis of the population life quality assessment methodology principles coming from the general conceptual approaches to the study of the life quality differentiation.

Klimenko A.A., Post-Graduate Student, Belgorod University of Consumer Cooperatives

On the Formation of the Organization Commodity Portfolio on the Basis of Creation of New Brands. P. 156–160.

The paper dwells on the necessity of the innovation approach application while developing the organization commodity policy, determines the sequence of commodity development strategy.

Trunova S.E., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives

Methodological Aspects of Organizations Activity Strategic Management in the Advertising Services Market. P. 161–167.

The paper dwells on the urgent in modern conditions questions of the methodology and practice of the foundation and implementation of management strategy, application of strategic media planning in advertising process, assessment of advertising services consumer preferences and the advertising cost efficiency depending on the size of the advertising budget.

Bulgakova N.V., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Assessment of Competitiveness of Outdoor Knitted Wear Using Binary Comparison Method. P. 168–171.

The paper dwells on the essence of competitiveness and assesses the competitiveness of the outdoor knitted wear using binary comparison method.

Voronin Y.M., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Organization of Advertising Campaign in the Internet. P. 172–179.

The paper dwells on the main methods of goods and services advertising in the Internet; factors restricting access to it; defines stages of the internet advertising connected with the development of the web-server and its advertising.

Khomyakova E.E., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives

Consumer Assessment as a Method of Brewed Products Sale Stimulation. P. 180–182.

The paper describes the methodics and shows the importance of the consumer assessment to determine the competitiveness of brewed products. The results of the product quality assessment and competitiveness position should be used to form reasonable production program of the company.

Prushkovskaya E.E., Senior Teacher, Chair of Customs Studies, Belgorod University of Consumer Cooperatives

Behavior Merchandising and Life Strategies. P. 183–187.

The paper substantiates the necessity of studying behavior and psychological peculiarities of consumers while applying concepts of merchandising in retail trade; defines stages of consumer decision making taking into account psycho types, shows the types of life strategies, which influence consumers and provides their characteristics.

Kryuchkina E.A., Head of the Academic Affairs Department, Lipetsky Cooperative Institute (Affiliation) Belgorod University of Consumer Cooperatives

Integration Basis of Consumer Cooperation Economic Potential and Characteristics of its Components. P. 188–193.

The paper provides the definition of the consumer cooperation economic potential, characteristics of its components, directions of the application, shows the importance of the economic potential for the social and economic development of consumer cooperation.