

SUMMARY

URGENT PROBLEMS OF ECONOMY

Nagovitsyna L.P., Ph.D. in Economics, Professor, Chair of the Theory and History of Cooperation, Sibirsky University of Consumer Cooperatives

To One Hundred Anniversary of the First All-Russia Cooperative Congress. P. 5-10.

The paper provides the main results of the First All-Russia Cooperative Congress, which are urgent for economic and social activities of consumer cooperation organizations at the modern stage of development.

Fomina V.P., Ph.D. in Economics, Professor, Vice-Rector, Moscow State Open University

Main Trends in the Development of Russian Higher Education in Economics. P. 11-14.

The paper provides the characteristics of modern Russian education, including in the sphere of Economics and analyzes the admission and graduation of professionals by higher educational institutions belonging to different forms of ownership.

Tarasova E.E., Ph.D. in Economics, Professor, Vice-Rector for Research, Belgorod University of Consumer Cooperatives

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

Development of the Efficient System of Organization Management: Process Approach. P. 15-20.

The paper while applying process approach to management pays main attention to the improvement of the interaction among the components of the organization management system.

Isayenko E.V., Ph.D. in Economics, Professor, Vice-Rector for Academic Affairs, Belgorod University of Consumer Cooperatives

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

Methodic of Complex Comparative Analysis in the Assessment of Consumer Cooperation Organizations Activity Results. P. 21-29.

The paper reveals the methodic of complex comparative analysis, provides the algorithm of its application and approbated it in connection with the consumer cooperation organizations activity results.

Veretennikova I.I., Ph.D. in Economics, Professor, Head of the Chair of Economic Analysis and Audit, Belgorod University of Consumer Cooperatives

Vintajev V.N., Ph.D. in Science, Associate Professor, Head of the Chair of Information Systems and Technologies, Belgorod University of Consumer Cooperatives

Ushakova N.N., Ph.D. in Science, Associate Professor, Chair of Information Systems and Technologies, Belgorod University of Consumer Cooperatives

Systemic Analysis of the Problem on Accounting and Auditing Automation. P. 30-37.

The paper provides main aspects of the analysis of the problem of auditing and accounting automation revealed through the systemic approach; the said problems, as a rule, are not taken adequately into account while automation systems designing.

Veretennikova I.I., Ph.D. in Economics, Professor, Head of the Chair of Economic Analysis and Audit, Belgorod University of Consumer Cooperatives

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Ushakova N.N., Ph.D. in Science, Associate Professor, Chair of Information Systems and Technologies, Belgorod University of Consumer Cooperatives

Methodological Aspects of Accounting and Auditing Automation. P. 38-43.

The paper dwells on the main methodological aspects, which are taken into account by all means while solving the problems of modern accounting and auditing systems automation, brought to life by the contradictory factor – the necessity of combining two systems of accounting – Russian and international as well as the peculiarity of auditing, which represent problems while designing oriented information systems.

Alyabjeva M.V., Ph.D. in Economics, Associate Professor, Chair of Economics, Belgorod University of Consumer Cooperatives

Pisarevskaya A.N., Post-Graduate Student, Chair of Economics, Belgorod University of Consumer Cooperatives

Assessment of the Influence of the Price Factor on the Formation of Revenues of the Wholesale Trade Companies. P. 44.

The paper dwells on the major factors, necessary to take into account at the formation of the revenues from the trade activity and establishment of free prices of the wholesale trade companies; reveals the major goals and conditions of the trading company revenues formation; offers the methodology of the assessment of the price factor on the level of revenues and the level of the trade margin of trade companies.

Lomazov V.A., Ph.D. in Physics and Mathematics, Professor, Chair of Information Systems and Technologies, Belgorod University of Consumer Cooperatives

Intellectual Information Assurance of the Sociological Analysis of Distance Education Systems. P. 48-54.

The paper dwells on the necessity of educational systems sociological study conduct, which use distance technologies and offers to use modern intellectual information technologies for the assurance of the said studies.

Meshechkina R.P., Ph.D. in Economics, Professor, Head of the Department of Customs Service, Belgorod University of Consumer Cooperatives

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

Personnel Training and Labor Results Assessment in Consumer Cooperation. P. 55-60.

The paper dwells on the types of training systems, ways, methods and principles of the personnel assessment, as well as the rules and process of carrying out personnel assessment with the view of the formation of the work collective of the organization.

Saliy V.V., Ph.D. in Economics, Professor, Head of the Chair of Marketing, Sibirsky University of Consumer Cooperatives

Burgat V.B., Senior Teacher, Omsk Institute (Affiliation), Russian State University for Trade and Commerce

Study Methods of Ice-Cream Market Promotion. Page 61-64.

The paper dwells on the study methods of ice-cream market promotion, which include three blocks: environment analysis, strategic alternatives selection, and ice-cream promotion company development.

Velikorodny A.N., Ph.D. in Economics, Chairperson of the Belgorod Consumer Union Council

Savvatejeva L.Yu., Ph.D. in Science, Professor, Chair of Foodstuffs, Belgorod University of Consumer Cooperatives

Nikolajeva E.N., Assistant, Chair of Information Systems and Technologies, Belgorod University of Consumer Cooperatives

Innovation Activities Prospects in the System of Belgorod Regional Consumer Union. P. 65-67.

The economic situation in the organizations of consumer cooperation causes the necessity of business mechanism improvement, acceleration of innovation activities in the sphere of production, procurement, and distribution of goods.

Chizhova E.N., Ph.D. in Economics, Professor, Head of the Chair of Theory and Methodology, Belgorod State Technological University named after V.G. Shukhov

Svidersky S.B., Post-Graduate Student, Belgorod State Technological University named after V.G. Shukhov

Methodology of Crisis Situations Overcoming in the Organizations with the Use of Life Cycle Model. P. 68-73.

Determining the place of a company in its life cycle is one of the parts of the strategic analysis of the internal resources of the company. There exists several wide spread approaches to the company life cycle model. The first approach was developed in the works by L. Greiner, the second – I. Adises. For the time being there does not exist a certain methodology using which the head (consultant) may help the organization come out from the crisis situations. The aim of the given article is to suggest the methodology, which makes it possible for the companies to overcome the stages of their life cycle and corresponding to them crises with the smallest losses.

Chizhova E.N., Ph.D. in Economics, Professor, Head of the Chair of Theory and Methodology of Science, , Belgorod State Technological University named after V.G. Shukhov

Golovina A.N., Post-Graduate Student, Belgorod State Technological University named after V.G. Shukhov

Methodic of the Company Financial Sustainability Assessment. P. 74-77.

The paper suggests to assess the financial sustainability of the company with the help of comprehensive assessment by the method of distances.

Kushcheterov R.M., Ph.D. in History, Professor, Head of the Chair of Theory and History of Cooperative Movement, Stavropol Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

Kochkarova Z.R., Ph.D. in History, Associate Professor, Chair of Theory and History of Cooperative Movement, Stavropol Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

Problems of Consumer Cooperation at the Modern Stage of Agricultural Economy Modernization. P. 78-83.

The paper dwells on the conditions of the country cooperative movement at the modern stage, on the basis of which it puts forward a number of recommendations to solve the problem of the further development of the cooperative system.

Bautin V.M., Ph.D. in Economics, Professor, Chair of Sector Economy and Production Organization, Voronezh State Technological Academy

Bautin I.V., Ph.D. in Economics, Associate Professor, Chair of Sector Economy and Production Organization, Voronezh State Technological Academy

Yatskov D.V., Scientific Degree Applicant, Voronezh State Technological Academy

Assessment of the Dependence of Financial Results on the Use of the Company Labor Resources. P. 84-86.

The paper dwells on the organizational structure of JSC “Semiluksky Kombinat of Building Materials”, evaluation indicators of the said structure, as well as the factors influencing the condition and use of the company labor resources.

Bautin V.M., Ph.D. in Economics, Professor, Chair of Sector Economy and Production Organization, Voronezh State Technological Academy

Ovsyannikov S.V., V.M., Ph.D. in Economics, Senior Teacher, Chair of Sector Economy and Production Organization, Voronezh State Technological Academy

Shatalov M.A., Post-Graduate Student, Voronezh State Technological Academy

Model for the Creation of the Agro-Industrial Financial Groups. P. 87-89.

The paper dwells on the models of the creation of the agro-industrial financial groups as the factor of the sustainable development of the agro-industrial complex of Russian economy.

Galkin L.G., Ph.D. in Economics, Professor, Academician of Russian Academy of natural Sciences, Head of the Chair of Economics and Enterprise Organization, Belgorod Branch of St. Petersburg Engineering and Economics University, Professor of the Chair of Theory and Methodology of Science, Belgorod State Technological University named after V.G. Shukhov

Ursu I.V., Post-Graduate Student, Belgorod State Technological University named after V.G. Shukhov

On Study of Social, Ecological and Economic Safety and Factors of the Progressive Development of Economy. P. 90.

The paper dwells on certain theoretical, methodological and practical aspects of management of social, ecological and economic safety and factors of progressive development of economy.

Galkin L.G., Ph.D. in Economics, Professor, Academician of Russian Academy of natural Sciences, Head of the Chair of Economics and Enterprise Organization, Belgorod Branch of St. Petersburg Engineering and Economics University, Professor of the Chair of Theory and Methodology of Science, Belgorod State Technological University named after V.G. Shukhov

Zalayeva S.Sh., Ph.D. in Economics, Associate Professor, Chair of Life Safety, Belgorod State Technological University named after V.G. Shukhov

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On Interconnection of the Result of the Organization Functioning, Tax Burden and Life Activity Quality. P. 96-105.

The paper analyzes the interconnection of the indices of the organization functioning and tax planning in the conditions of the market uncertainty of risks, the optimization of which according to the authors determines such development of the organization, which would guarantee their entering the trajectory of creative evolution as the condition for raising the quality of people's life activity and the alternative of the catching up development.

Fomina A.V., Ph.D. in Pharmaceutics, Professor, Russian University of Friendship Among Peoples

Influence of the Public Health Indices and Social and Economic Factors on the Level of Pharmaceutical Market Development. P. 106-110.

The paper provides the characteristics of the Russian pharmaceutical market on the data basis of different analytical companies; analyzes the influence of certain indices of public health (diseases, demographic characteristics) and number of social and economic factors on the level of the pharmaceutical market development.

Bogomolova I.P., Ph.D. in Economics, Professor, Head of the Chair of Sector Economy and Production organization, Voronezh State Technological Academy

Krivenko E.I., Post-Graduate Student, Voronezh State Technological Academy

Vasilenko I.N., Scientific Degree Applicant, Voronezh State Technological Academy

Regional Innovation Strategy of Companies Development. P. 111-113.

The paper provides characteristics of the regional innovation strategy of small businesses development.

Matvejeva O.P., Ph.D. in Economics, Associate Professor, Head of the Chair of Customs Studies, Belgorod University of Consumer Cooperatives

Sorokina N.P., Associate Professor, Chair of Customs Studies, Belgorod University of Consumer Cooperatives

Interconnection Between Customs Control Efficiency and Risks Management System. P. 114-118.

The paper dwells on the essence of the efficiency of customs organs activities and the reasonability of using risks management system with the view of improving the efficiency of the customs activities.

Vistorobskaya E.N., Ph.D. in Economics, Associate Professor, Head of the Department of Management, Belgorod University of Consumer Cooperatives

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

Development of Interrelations Management System in the Organizations of Utility Complex on the Basis of Socially Responsible Marketing. P. 119-123.

The paper analyzes the process of competitive environment formation in the housing and utility sector in the conditions of its restructuring.

Chernysheva Z.D., Ph.D. in Economics, Associate Professor, Head of the Chair of Accounting, Belgorod University of Consumer Cooperatives

Azyavin P.N., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Efficiency of Asset Accounting System Functioning. P. 124-128.

While analyzing scientific and practical foundations of the efficiency of asset accounting system functioning in the organizations it was found out that the carrying out of diagnostics makes it possible to realize complete and comprehensive check of both the methodology of asset accounting, approved by the rules and the system of bookkeeping of assets in the given organization.

Bogomolova I.P., Ph.D. in Economics, Professor, Head of the Chair of Sector Economy and Production Organization, Voronezh State Technological Academy

Stukalo O.G., Ph.D. in Economics, Associate Professor, Chair of Sector Economy and Production Organization, Voronezh State Technological Academy

Slepokurova Y.I., Ph.D. in Biology, Chair of Sector Economy and Production Organization, Voronezh State Technological Academy

Stryapchikh E.S., Scientific Degree Applicant, Voronezh State Technological Academy

Problems of the Competitiveness Improvement of the Bakery Products Market Participants. P. 129-133.

The paper discloses sectoral factors of competitiveness improvement of the bakery products market participants.

Babajev A.A., Ph.D. in Economics, Head of the Finance Department, Belgorod University of Consumer Cooperatives

Principles of Functioning of a Cooperative Organization Business Mechanism as the Foundation of its Efficient Business Activities. P. 134-138.

The paper reveals the formation of the business mechanism in a cooperative organization on the basis of adhering to economic interests of the shareholders and the general public; while

building the business mechanism of a consumer cooperative organization adequate to modern conditions it is necessary to take into account certain principles, that is adequacy, integrity, adaptivity and competence.

Shilenko S.I., Ph.D. in Economics, Associate Professor, Chair of Economic Analysis and Audit, Belgorod University of Consumer Cooperatives

Veretennikova I.I., Ph.D. in Economics, Professor, Head of the Chair of Economic Analysis and Audit, Belgorod University of Consumer Cooperatives

Prospects of Auditing Activity Development in Russia. P. 139-145.

Auditing plays an important role in the market economy countries. At present problems of the development and legal reforms in the auditing activities in Russia are of paramount importance.

Panin A.U., Ph.D. in Economics, Professor, Chair of Companies Economy, Voronezh Affiliation, Russian State University of Trade and Economy

Semenenko S.V., Ph.D. in Science, Associate Professor, Director, Voronezh Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

Baklanova V.I., Inspector, Banking Operations Processing Inspector, CBSB SB RF

Potential Application Planning as a Factor of a Company Competitiveness Growth. P. 146-148.

The paper analyzes the condition of the company potential assessment instruments; provides characteristics of the category "potential" and singles out the strategic potential ensuring competitiveness of the company in the conditions of the transitive economy; defines rules of decision making while economic growth strategy forming, directed at ensuring competitive advantages of a company.

Sorokina N.P., Associate Professor, Chair of Customs Studies, Belgorod University of Consumer Cooperatives

Matvejeva O.P., Ph.D. in Economics, Associate Professor, Head of the Chair of Customs Studies, Belgorod University of Consumer Cooperatives

Commodity Nomenclature of Foreign Economic Activity as the Foundation of the Customs Control Efficiency Improvement. P. 149-157.

The paper dwells on the continuity of the commodity nomenclature formation of foreign economic activity taking into account world practice and its importance for the regulation of the foreign trade of the country and customs control efficiency improvement.

Osadchaya S.M., Ph.D. in Economics, Associate Professor, Chair of Marketing and Management, Belgorod University of Consumer Cooperatives

Instruments of Formation and Realization of Consumer Cooperation organizations Functional Strategies. P. 158-161.

The paper dwells on the instruments of formation and realization of functional strategies in consumer cooperation organizations and reveals interconnections among them.

Nemykin D.N., Ph.D. in Economics, Associate Professor, Chair of Marketing and Management, Belgorod University of Consumer Cooperatives

Integral Assessment of Working Capital Turnover in Cooperative Organizations. P. 162-165.

The paper dwells on the methods of accelerating working capital turnover on the basis of the suggested five-factor model in the system of consumer cooperation in the Central Federal Region.

Guenter I.N., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod University of Consumer Cooperatives

Banking Innovations. P. 166-168.

The paper dwells on the banking innovations, which include not only technical or technological findings, but also introduction of new forms of business, new methods of the work in the market, new products and services, and new financial instruments, which are characterized by a higher technological level, higher consumer qualities of the product or service in comparison with the previous product or service. Innovations are considered as the major factor of the bank functioning stability and they ensure their economic growth.

Chicherin Y.A., Ph.D. in Economics, Associate Professor, Chair of Marketing and Management, Belgorod University of Consumer Cooperatives

Development and Implementation of the Organization Changes Processes in Consumer Cooperation. P. 169-174.

The paper dwells on the model of development and implementation of the process of organizational changes in consumer cooperation and describes its major stages; shows the application of the learning organization approach while managing the processes of changes in consumer cooperation.

Shalygina N.P., Ph.D. in Economics, Associate Professor, Chair of Marketing and Management, Belgorod University of Consumer Cooperatives

Marketing Study of Consumers Behavior. P. 175-177.

The paper dwells on the importance of marketing studies of consumers behavior for consumer cooperative organizations and studies the directions of consumer behavior analysis.

Seljukov M.V., Ph.D. in Economics, Associate Professor, Chair of Marketing and Management, Belgorod University of Consumer Cooperatives

Development of Target Managerial Influence in Consumer Cooperative Organizations. P. 178-181.

The paper dwells on the process of target formation in consumer cooperative organizations, its role in the functioning of the management systems, describes strategic prospects of consumer cooperative system activity and provides classification and hierarchy of cooperative targets.

Abakumov R.G., Senior Teacher, Chair of Finance and Credit, Belgorod University of Consumer Cooperatives

Goryainova S.A., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives

Amortization Policy as the Fixed Capital Reproduction Management Instrument. P. 182-188.

The paper analyzes the existing situation with amortization policy as the instrument of fixed capital reproduction in Russia and suggest a number of priority measures to change the amortization policy and the mechanism of the harmonization of the legislation in force in the said sphere; the paper singles out the main elements of the amortization policy at the macro and micro levels and reveals their content and essence and defines priority directions of the amortization policy improvement at the macro and micro levels.

Parkhomenko V.A., Ph.D. in Economics, Associate Professor, Head of the Chair of Technology, Organization, Economy of Building Works and Real Estate Management, Kubansky State Technological University

Apriamashvili M.G., Assistant, Chair of Technology, organization, Economy of Building Works and Real Estate Management, Kubansky State Technological University

Territory Development Corporations as the management Subject of Local Urban Territories Development Projects. P. 189-193.

The paper provides grounds for the necessity of the territory development corporations as the subject of management of local urban territories development projects; singles out main forms of territory development projects management, their advantages and shortages.

Maklakov G.V., Ph.D. in Economics, Professor, Chair of Commerce, Siberian University of Consumer Cooperatives

Aminova A.I., Rector, West Siberian Humanitarian University, Scientific Degree Applicant, Sibirsky University of Consumer Cooperatives

Comparative Characteristics of Commerce Activity Efficiency in Consumer Unions of the Siberian Federal Region. P. 194-199.

The paper provides the assessment of commerce activities at 13 consumer unions of the Siberian Federal Region both according to particular indicators and general as well.

Stukalo O.G., Ph.D. in Economics, Associate Professor, Chair of Sector Economy and Production Organization, Voronezh State Technological Academy

Slepokurova Y.I., Ph.D. in Biology, Chair of Sector Economy and Production Organization, Voronezh State Technological Academy

Parutin A.A., Post-Graduate Student, Voronezh State Technological Academy

Bogomolov A.V.

Calculation Methods Comparative Assessment of the Integral Indices of the Sector Companies Activity Efficiency. P. 200-204.

The paper works out the methods of assessment and reveals the trends in the activity efficiency of the agricultural and processing companies.

Khan I.S., Ph.D. in Physics, Associate Professor, Chair of Mathematics and Modeling, Doctorate Degree Applicant, Tikhookeansky State University for Economics

Gulevich A.P., Post-Graduate Student, Tikhookeansky State University for Economics

Optimization of Prevention Economic Effects of Non-Infectious Diseases. P. 205-208.

The paper formulates the problem of searching the optimal strategy of the population disease prevention during the planned period of time when the economic effect is maximal.

Kuznetsova I.A., Ph.D. in Economics, Professor, Chair of Economics and Production Organization, Belgorod State Technological University named after V.G. Shukhov

Mukhin A.N., Consultant, Law Department, Belgorod Regional Duma

Cost Management System Efficiency Assessment Problems at Building Materials Industry Companies. P. 209-212.

The paper analyzes the notions of company management and a cost management system at a company and dwells on the division of the cost management system into three subsystems: development and decision making, implementation of the decision and control.

Larin E.V., Chairperson, Council of the Republican Consumer Society, Republic of Altai

Loskutova N.Y., Ph.D. in Economics, Associate Professor, Chair of Marketing, the Siberian University of Consumer Cooperatives

Condition of the Paid Services Regional Market of the Siberian Federal Region. P. 213-215.

The volume of paid services has been developing in the Russian Federation in the recent years very fast. The same trend is characteristic of the regions of the country as well. Service sector in the Republic of Altai is developing especially fast and accounts for 69.6% in the gross regional product. The paper dwells on the necessity of the analysis of conditions and changes in the structure of paid services to the population for the further progress in the said sector.

Nikitina O.A., Post-Graduate Student, Belgorod State University

Tkachenko G.I., Ph.D. in Physics and Mathematics, Associate Professor, Belgorod State University

Assessment of Competitive Advantages of Company Products Applying Mathematical Logics and Non-Linear Programming. P. 216-222.

The paper dwells on the methodology of solving the problem of a product competitive advantages solution applying mathematical logics and non-linear programming in connection with the product life cycle. It provides the model of the assessment and management of the products competitive advantages and the algorithm of ensuring competitiveness and competitive advantages of the region.

Zueva L.I., Ph.D. in economics, Associate Professor, Chair of Economics and Management, Starooskolsky Technological Institute (Affiliation), Moscow State Technological University of Steel and Alloys

Chuev S.V., Post-Graduate Student

Social and Economic Assessment of the Major Ways of Home Acquiring in the Belgorod Region. P. 223-229.

The Constitution of the Russian Federation stipulates that every citizen has the right for home. The paper provides assessment of the major ways of home acquisition in the Belgorod region as the social and economic aspect of the region development.

Generalova A.V., Post-Graduate Student, Chair of Economics and Management, Moscow State University of Design and Technology

Druzhinina I.A., Ph.D. in Economics, Associate Professor, Chair of Economics and Management, Moscow State University of Design and Technology

Synergism as the Criterion for Company Corporate Strategy Formation. P. 230-231.

The paper provides grounds for the urgency of the problem of the company strategy formation mechanism, defines its main elements at the corporate level, dwells upon synergy effect as the assessment criterion for the formation of the corporate strategy.

Bunejeva R.I., Ph.D. in Economics, Associate Professor, Director, Lipetsk Cooperative Institute (Affiliation) Belgorod University of Consumer Cooperatives

Peculiarities of Not-For-Profit Organizations Functioning. P. 232-236.

The dwells on certain economic differences between commerce and not-for-profit organizations, determines the place of the not-for-profit sector of the economy in the three-sector model of the economy; and singles out the peculiar features of the not-for-profit organization.

Grishkova N.S., Ph.D. in Economics, Deputy Director for Research and Academic Affairs, Lipetsk Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

Lisjutchenko T.A., PJSC "OskolNET"

Segmentation of the Basis Market of the Consumer Cooperation Wholesale Trade Organizations. P. 237-240.

The paper dwells on the major principles to the process of the segmentation of the market of the consumer cooperation wholesale trade organizations and on the major attributes of the retail trade companies positioning.

Aladjin L.V., Ph.D. in Economics, Associate Professor, Rovensky Affiliation, Belgorod University of Consumer Cooperatives

Tyutrina L.V., Senior Teacher, Rovensky Affiliation, Belgorod University of Consumer Cooperatives

Theoretical Aspect of Study of Current Costs Structure in the Subjects of Procurement and Processing Enterprises of Consumer Cooperation. P. 241-247.

The paper provides differentiation of the economic content of the notions “expenditure” and “costs”. The authors analyze in detail the structure of the current costs at the modern procurement and processing enterprise in consumer cooperation of Russia using statistical and taxation approaches to reveal their essence and group them according to the types of activities and types of costs.

Bautin I.V., Ph.D. in Economics, Associate Professor, Chair of Sector Economy and Production Organization, Voronezh State Technological Academy

Filatova M.V., Ph.D. in Economics, Associate Professor, Chair of Sector Economy and Production Organization, Voronezh State Technological Academy

Strategy of Companies Behavior in the Market. P. 248-250.

The paper dwells on the aggressive approach to the selection of basic strategies of companies behavior in the modern market, directed at the introduction of innovations in the business activity of the business companies.

Vorontsova N.G., Ph.D. in Economics, Associate Professor, Voronezh Cooperative Institute (Affiliation) Belgorod University of Consumer Cooperatives

Vorontsov A.D., Senior Teacher, Voronezh Cooperative Institute (Affiliation) Belgorod University of Consumer Cooperatives

Unemployment Problems in Russia and Consumer Cooperation Role in its Solution. P. 251-254.

The paper dwells on the notion, kinds of unemployment, and the role of the Voronezh Region consumer cooperation in fighting rural unemployment.

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

Application of Merchandise Methodology while Developing Retail Trade Enterprises Functioning Strategies. P. 255-260.

The paper dwells on the major directions of the application of merchandise methodology for the development of the retail trade enterprises functioning strategy.

Astakhov Y.V., Head of the Personnel Management Department, Administration of the City of Belgorod, Scientific Degree Applicant, Belgorod State University

Sociological Study of the Personnel Competitive Selection Parameters (Study Results of the City of Belgorod Administration). P. 261-265.

The administration of the city of Belgorod have acquired certain positive experience in recent years of personnel technologies application while managing municipal services personnel. The paper reflects the study results of the personnel competitive selection parameters.

Tarakanova N.A., Teacher, Rovensky Affiliation, Belgorod University of Consumer Cooperatives

Pluses and Minuses of Russian Bookkeeping and Accounting Transition on ISO. P. 266-268.

The paper provides the analysis of the goals of the bookkeeping restructuring and the ways of transition in ISO.

Skuratov V.Y., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Goryainova S.A., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives

Renaming of the Ministry of Taxation of the Russian Federation in the Federal Taxation Service of the Russian Federation: Causes, Analysis, Results. P. 269-272.

The paper dwells on the causes and certain consequences of the taxation service organs restructuring in the Russian Federation and analyzes the arising problems, connected with the said phenomenon as well as provides evaluation of the reasonability of taxation service organs restructuring at the macro level.

Nekhotina V.S., Assistant, Chair of Information Systems and Technologies, Belgorod University of Consumer Cooperatives

Economic Prognosis and its Functions in Entrepreneurial Activities. P. 273-280.

The paper provides the definition of economic prognosis, describes its functions and a number of peculiarities; describes the structure of economic foreseeing, discloses the essence of economic prognosis in its functions and provides the definition of financial prognosis.

Repina L.P., Teacher, Chair of Economics, Voronezh Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

Theoretical Aspects of Regional Competitiveness. P. 281-285.

The paper provides grounds for the necessity of scientific research in the questions of improving competitiveness of the regions in Russia and dwells on the theoretical aspects of the said problem.

Fomin B.B., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Modern Methods of State Support of the Domestic Producers in the Sphere of Information Technologies on the Basis of Cluster Approach. P. 286.

The paper offers to use the cluster approach to the state support of the domestic companies in the sphere of information technologies and creation of the regional IT techno park.

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

Development of Managerial Accounting in the Road Building Companies. P. 290-292.

The paper dwells on the necessity of creation and development of the system of managerial accounting in road building companies.

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

Management Process of the Commerce Activity Business Processes System. P. 293-296.

The paper dwells on the main theoretical concepts on management functions and on the basis of the said approaches singles out the functions of the commerce activity business processes management system.

Bocharnikova L.E., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Business Activity of Companies as the Market Economy Efficiency Factor. P. 297-301.

The paper discloses the essence of the notion “business activity” at macro and micro levels; studies the main indices of business activity calculated in Russia and reflects quantitative and qualitative indicators of its assessment.

Nemchenko O.A., Assistant, Belgorod University of Consumer Cooperatives

On the Question of Distribution Channels Development on the Basis of Vertical Marketing Systems. P. 302-307.

The paper studies the essence of the traditional distribution channels as well as the types and the specificity of the vertical marketing systems formation while concretizing the role of franchising organizations and reveals main types of the distribution channels from the point of view of the type and number of the existing intermediaries

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

On the Problems of Credit Mechanism Improvement. P. 308-313.

The paper dwells on the problems and prospects of the development of the credit system in the Russian Federation, makes suggestions on the improvement of credit relations, strengthening of banking control and lowering of credit risks.

Apushova T.S., Assistant, Chair of Applied Economics, Kalmyk State University

Methods of Diagnostics of Agricultural Companies for Implementation of Financial Rehabilitation. P. 314-318.

The paper reveals the role of the financial analysis of the agricultural companies activities, describes modern methods of its implementation, provides the results of the study of the financial situation in the agricultural companies of the Republic of Kalmykia.

Kotikhina O.F., Assistant, Chair of Business and Competitiveness Assessment, South Urals State University

The Essence of the Organizational and Economic Mechanism of the Efficiency Improvement of the Manufacturing Firms Real Estate Use. P. 319-323.

The paper studies the notion of the organizational and economic mechanism of a manufacturing company real estate use, provides characteristics of the main elements and structure of the said mechanism and the assessment methodology of the efficiency mechanism level of a manufacturing company real estate use.

Belentsova I.G., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Dynamics and Structure Analysis of Foreign Investments in Russia. P. 324-327.

The paper contains the analysis of the dynamics and structure of foreign investments in Russia during the recent years according to the types of investments and types of economic activities; dwells on the positive and negative factors in attracting foreign investments in Russian economy.

Nikitina E.A., Post-Graduate Student, Belgorod State Technological University named after V.G. Shukhov

Assessment of the Manufacturing Companies Competitiveness. P. 328-331.

Competitiveness represents a multi-sided economic category, which can be studied at different levels due to the fact that different in their nature objects (commodities, companies, sectors, separate countries) can act as subjects of competition.

Gadjiev M.K., Post-Graduate Student, Moscow State University named after M.V. Lomonosov

Birth-Rate in Dagestan: Problems and the Ways of Their Solution. P. 332-339.

The paper analyzes the dynamics of the birth-rate in the Republic of Dagestan during the recent 17 years, calculates the index of demographic transfer for the republic, the dynamics of which in the recent years was supported by the birth-rate decrease. The author systemized social and economic factors both influencing the birth-rate decrease in Dagestan to the level of simple reproduction and determining still relatively high level of birth-rate in the republic in comparison with the rest of Russia.

Patsukov D.V., Belgorod State Technological University named after V.G. Shukhov

Study of the Company Innovation Opportunities. P. 340-345.

The paper studies the conditions of manufacturing companies innovation activities; analyzes the reasons for low innovation activities at companies producing building materials and reveals the ways for overcoming the given situation; suggests that the company innovation opportunities be assessed according to nine factors using the method of expert and point assessment.

Belousov S.M., Post-Graduate Student, Kursk State Agricultural Academy, named after Ivanov

Use of Agricultural Companies Labor Resources in the Conditions of Integration Processes Development in the Agro-Industrial Complex of the Kursk Region. P. 346-350.

The paper dwells on the use of labor resources in agricultural companies in the conditions of the integration processes development in the agro-industrial complex of the Kursk Region.

Veretennikov A.E., Post-Graduate Student, Voronezh State University

Problems of Land Relations Restructuring in Russia in the Conditions of Transition Economy. P. 351-355.

The paper dwells on the major problems of land relations restructuring, provides the evaluation of the initially chosen direction of the land reform in Russia; formulates major tasks in the sphere of the creation of the new system of land relations.

Anokhina G.I., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives

Tax Planning as the Constituent Part of the General Planning at Macro and Micro Levels. P. 356-359.

The paper dwells on the peculiarities of tax planning at macro and micro levels, reveals its role and importance; defines goals, tasks and main elements of tax planning in the organizations at the present stage of the development of the country's economy.

Sergejeva T.S., Head of the Entrepreneurship Support Sector, city of Belgorod Administration, Scientific Degree Applicant, Belgorod State Technological University named after V.G. Shukhov

Improvement of the Investment Support Directions of the Small Business Subjects in Belgorod Region. P. 360-362.

The paper analyses the laws in the sphere of entrepreneurship support at the federal and regional levels, provides the results of the investment activity analysis of the small business subjects in the region as well as major forms of the microfinance organizations, determines the groups of lenders and main types of services.

Ivanova V.A., Post-Graduate Student, All-Russia Correspondence Institute for Finance and Economics

Essence and Importance of Creative Approach in the Advertising Activity Management. P. 363-366.

The paper dwells on the essence and importance of creative approach in the management of the advertising activities; provides the detailed definition of the notion "creativity" and studies the essence of the said term and the peculiar features of the creative thinking.

Kurtova N.D., Scientific Degree Applicant, Chair of Marketing, All-Russia Correspondence Institute for Finance and Economics

Marketing Peculiarities of Not-For-Profit Organizations. P. 367-370.

The paper dwells upon the peculiar features of marketing at not-for-profit organizations, described in domestic literature. A charity organization is used as the example of matrix model of charity marketing, different from the general model of marketing in the sphere of services, and which is interactive and contains direct and indirect ties between the charity provider and charity organization.

Panaseikina V.S., Scientific Degree Applicant, Kubansky State University

Management Mechanism of the Organization Investment Behavior. P. 371-373.

The paper dwells on the goals, objectives, principles and instruments of the investment policy formation and reveals a set of regulators, on which the said policy is based. The paper also studies organizations and makes prognosis of their investment behavior development.

Gasparyan T.E., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives

Situation in the Socially Important Goods Market, Factors and Peculiarities of its Formation in Modern Conditions. P. 374-378.

The paper dwells on the development of socially important goods market, their importance in the man's nutrition and provides data on the production of separate socially important goods in the country in general and in the region.

Denisov S.V., Post-Graduate Student, Belgorod State University

Managing Social and Economic Development of Municipal Establishments in the Conditions of Economic Growth of Belgorod Region. P. 379-382.

The paper dwells on the theoretical and normative foundations of the local self-governance, studies the process of interactivity of the state organs of power and local communities, defines the essence and contents of the social and economic potential of the municipal establishment and the methods of its assessment.

Glotova A.S., Post-Graduate Student, Chair of Finance and Credit, Belgorod State University

Certain Aspects of the Banking Sector Liquidity Management in the Conditions of Globalization. P. 383-386.

The paper dwells on the causes of the financial crisis developing in the USA and Europe, their influence on the liquidity of the domestic banking sector, reveals major methods directed by the Central Bank of Russia at maintaining the stability of the internal money market and offers the directions for increasing the liquidity of the banking system through the instrument of the crisis minimization.

Chachashvily E.S., Post-Graduate Student, Belgorod State University

Problems and Prospects of Regional Communications Market Development. P. 387-392.

The paper dwells on the problems of regulation and development of communications sector in Belgorod Region and Russia and analyzes their influence on the modern situation in communications market.

Bogomazov A.I., Post-Graduate Student, Belgorod State University

Information and Analytical Provision of Venture Investment on the Basis of Chain Models Decision Making Application. P. 393-398.

Search and selection are important components of the investment process. The analysis of the investment project selection process includes singling out of alternatives, assessment of their quality and selection of the best variant. Mastering of the systemic approach makes it possible to make grounded managerial decisions, which provide for efficiently achieve the set management

goal. The given paper dwells on the mathematical model of the decision analysis on the selection of the optimal project of venture investment, using the method of chain analysis. The suggested model can serve as the basis of computer support of the solution of the problem under study.