

## SUMMARY

### URGENT PROBLEMS OF ECONOMY

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

*Boichenko N.A., Junior Researcher, Belgorod University of Consumer Cooperatives*

**Directions of Internet Technologies Application in the Marketing Activities of Consumer Cooperation Organizations. P. 5-11.**

The paper substantiates the reasonability of the Internet technologies application in marketing activities of consumer cooperation organizations; shows the advantages of Internet marketing and directions of the Internet resources and tools application in the elements of marketing system. The paper defines the fields of the Internet technologies application in the marketing activity of consumer cooperation organizations activities, offers the mechanism of marketing department functioning.

Key words: Internet technologies, marketing activities, Internet marketing, consumer cooperation organizations.

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

*Milyukin D.N., Post-Graduate Student, Belgorod University of Consumer Cooperatives*

**Study of the Market Activity Indicators of Organizations Engaged in Trade of Automobiles and Motorbikes, their Maintenance and Repairs in Belgorod Region. P. 12-21.**

The paper offers the system of the market activity indicators, their classification, studies the assessment indicators of different types of market activity by the organizations engaged in the trade of automobiles and motorbikes, their maintenance and repairs.

Key words: market activity indicators, organization internal environment activity, organization external environment activity, business activity, marketing activity, economic activity, financial activity, labor activity, innovation activity, investment activity.

*Klimenko O.I., Ph.D. in Economics, Professor, Director, Institute of Theoretical and Applied Problems of Consumer Cooperation, Belgorod University of Consumer Cooperatives*

**Methodological Aspect of Ensuring Labor Market Subjects Interests on the Basis of Social Partnership Development. P. 22-27.**

The paper discloses separate methodological concepts of the development and implementation of the mechanism for coordination of labor market subjects economic interests based on social partnership; substantiates the necessity of working out the said mechanism, formulates aims and tasks of the state and organization in the sphere of coordination of their interests, defines the composition of functions and principles of social partnership. A certain attention is given to the problems of development of the modern labor market, limiting the development of social partnership and creating obstacles for the coordination of interests of its subjects.

Key words: labor market, social partnership, economic interests, principles and functions of social partnership.

*Snitko L.T., Ph.D. in Economics, Professor, Head of the Chair of Economics, Belgorod University of Consumer Cooperatives*

**Human Capital Manifestation Elements and Their Systematization. P. 28-34.**

The paper reveals the components of human capital, their purpose, application and the object of application; provides systematization of the human capital elements singling out aggregate, individual and human capital of the business subject.

Key words: human capital, production factors, active and passive parts of human capital, human capital manifestation, investments, human capital carrier, assessment index, motivation mechanism.

*Sergejev I.V., Ph.D. in Economics, Professor, Head of the Chair of Finance and Credit, 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*

**Main Tools of Amortization Policy and Mechanism of their Influence on Commercial Organizations Activities Final Results. P. 35-38.**

The paper reveals the essence of the amortization policy and its main tools, discloses the mechanism of influence of some tools on the financial results of businesses.

Key words: amortization policy, amortization policy tools, amortization allocations, income tax, property tax, accelerated amortization.

*Glaz V.N., Ph.D. in Economics, Professor, Director, Stavropol Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives*

*Glaz Y.A., Ph.D. in Economics, Head of the Chair of Marketing and Management, Stavropol Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives*

**Methodics of the Organization Labor Potential Efficiency Application Assessment. P. 39-45.**

The paper offers the methodics of the organization labor potential efficiency application assessment and dwells on the possible ways to increase the efficiency of the labor potential application.

Key words: labor potential, labor potential efficiency application.

*Meshechkina R.P., Ph.D. in Economics, Professor, Chair of Customs Studies, Belgorod University of Consumer Cooperatives*

*Nekhotina V.S., Post-Graduate Student, Belgorod University of Consumer Cooperatives*

**Personnel Number Optimization at Companies of IT Services Sphere. P. 46-49.**

The paper provides the methodics of the personnel number optimization at a company providing IT services; offers the classification of the employees by categories, describes the merits and disadvantages of the moral and material motivation of employees providing IT services.

Key words: personnel number optimization, moral motivation, material motivation.

*Khodyrevskaya V.N., Ph.D. in Economics, Professor, Head of the Chair of Management, Kursk State University*

*Menshikova M.A., Ph.D. in Economics, Professor, Head of the Chair of Marketing and Personnel Management, Kursk State University*

*Zheludkova I.Y., Scientific Degree Applicant, Kursk State University*

**Problem Field Decomposition of Human Resources Management by Criteria Indications: Systemic Vision. P. 50-54.**

The paper offers decomposition of the problem field of human resources management by criteria indications features; dwells on the variants and models of human resources management, personnel policy, management technology and provides their economic interpretation.

Key words: decomposition, human resources management variants, personnel policy, management technologies, human resources deployment models.

*Khorev A.I., Ph.D. in Economics, Professor, Head of the Chair of Accounting, Consulting and Finances, Voronezh State Technological Academy*

*Bulgakova I.N., Ph.D. in Economics, Associate Professor, Chair of Accounting, Consulting and Finances, Voronezh State Technological Academy, Deputy Head of the Department of Economics, Voronezh State Technological Academy*

*Chekudaev K.V., Post-Graduate Student, Voronezh State Technological Academy*

**Companies Raw Material Import Purchasing System Optimization on the Basis of Inventory Management Theory Methods. P. 55-59.**

The paper substantiates the necessity of using inventory management systems, a part of which is the raw material for oil and fat industry of the Russian Federation as a tool for decision making to work out optimal strategy of purchases and storage, which makes it possible to efficiently regulate the output program of a company.

Key words: raw materials supply planning, inventory management model, production program.

*Zaretsky A.D., Ph.D. in Economics, Professor, Chair of World Economy, Kubansky State University*

*Lemanova P.V., Post-Graduate Student, Kubansky State University*

**Social Policy as a Compromise Between Labor and Capital and Modern Russia. P. 60-62.**

Traditionally in Russia there exist a permanent conflict between labor and capital, which lead to social revolution in 1917 and later to the collapse of the USSR. In order to overcome the said contradiction it is necessary to have state social policy, which should be directed first of all at providing help to small and medium size business, which create the main innovation products of domestic economy.

Key words: social policy, labor and capital, employment, International Labor Organization, labor conditions.

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

**Customs Services: Content and Peculiarities. P. 63-68.**

The paper studies the essence, types and peculiarities of customs services, provided by customs organs and intermediaries, defines the structure and subjects of the customs services market, goals of providing customs services by the state and private subjects of the market.

Key words: services, customs services, measures of customs and tariff regulation, prohibitions and limitations, goods foreign trade, customs system.

*Akinin G.N., Chair, Starooskolsky District Consumer Union, Belgorod Regional Consumer Union*

*Prokushev E.F., Ph.D. in Economics, Professor, Chair of Customs Studies, Belgorod University of Consumer Cooperatives*

**Purchases of Medicinal Herbs in Consumer Cooperation System. P. 69-73.**

The paper dwells on the importance of purchases from physical and juridical persons of medicinal herbs and technical raw materials; provides recommendations to involve local resources for the development of edible and natural pharmacological preparations.

Key words: procurement activities, medicinal herbs and technical raw materials, local resources, edible and biologically active additives, stabilization of economic activity.

*Shilenko S.I., Ph.D. in Economics, Associate Professor, Head of the Chair of Commerce Activity and Advertising, Belgorod University of Consumer Cooperatives*

*Zaitseva O.A., Ph.D. in Economics, Senior Teacher, Chair of Customs Studies, Belgorod University of Consumer Cooperatives*

**Main Direction for the Improvement of Export Activities Competitiveness in the Economy of the Russian Federation. P. 74-80.**

The paper dwells on the export activities of Russia, provides the commodity structure of Russian export, reflects the factors hampering the development of Russian export potential, defines main measures of the state support aimed at stimulating exports.

Key words: foreign trade, export, export diversification, export potential, export stimulation, state support of export, export structure.

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

**Social and Economic Role of Not-For-Profit Organizations in the Development of the Region. P. 81-84.**

The paper dwells on the role and place of not-for-profit organizations in the development of the region and the emergence of the social market economy, which is considered to be the most developed form of business combining the principle of freedom and market economy with social order and social progress.

Key words: not-for-profit organizations, social market economy, regional management, intersectoral cooperation.

*Itkulov S.G., Ph.D. in Economics, Chairperson, Kemerovsky Consumer Union Council*

**Methodological Aspects of Integration in Cooperation. P. 85-91.**

The paper dwells on the basics of the theory of permanent integration, its peculiarities, forms, main components of the integration process and axioms, determining the essence of integration.

Key words: permanent integration, integration forms, integration motivation, personal motivation, integration effect.

*Kramarenko R.R., Ph.D. in Economics, Professor, Chair of Economic Subjects, Rostov Affiliation, Belgorod University of Consumer Cooperatives*

*Kondratieva L.V., Ph.D. in Economics, Associate Professor, Chair of Economic Subjects, Rostov Affiliation, Belgorod University of Consumer Cooperatives*

**Integration of Russian Cooperative Education System in the World Market of Educational Services. P. 92-97.**

The paper dwells on the urgent problems of the cooperative education integration in the system of economic and business education of Russia, pays attention to the necessity of the sustainable functioning of the integrated ties between classical economic, cooperative and business education; studies the existing regularities and contradictions of the globalizing educational services market.

Key words: cooperative education, business education, educational space, professional education, intellectual capital, labor market, higher education quality, international system of education.

*Glagolev S.N., Ph.D. in Economics, Professor, Senior Vice-Rector for Social Development, Belgorod State Technological University named after V.G. Shukhov*

**Investment Policy Development on the Principles of Adaptability. P. 98-102.**

The author offers his own point of view on the questions of the adaptability of investment development management. In order to develop the investment policy in the quadrants of SWOT analysis it is necessary to include the factors determining strong sides: investment attraction, weak sides: investment risks and the opportunities and threats of the external environment unite in the factors of investment climate. The paper singles out the stages of the adaptive investment policy strategy development.

Key words: management system adaptability, changes of the external environment conditions, SWOT analysis, adaptive investment policy stages.

*Kolos N.V., Ph.D. in Economics, Associate Professor, Chair of Information Systems and Information Protection, Head of the Department of Information Systems and Information Protection, Belgorod University of Consumer Cooperatives*

**Optimization of the Business Processes on the Basis of Integration of ERP-system and Electronic Commerce Systems. P. 103-107.**

The paper dwells on the questions of integration of the company management systems and electronic commerce systems with the view of optimizing both company internal business processes and business processes of organization of interaction in the framework of B2B structure.

Key words: business process, optimization, automation, information system, integration.

*Tinituskaya O.V., Ph.D. in Economics, Associate Professor, Chair of Customs Studies, Belgorod University of Consumer Cooperatives*

*Sorokina N.P., Ph.D. in Economics, Associate Professor, Chair of Customs Studies, Belgorod University of Consumer Cooperatives*

**On the Reasonability of Unification of the Notion Apparatus of Customs and Tariff Regulation of Foreign Trade Activities. P. 108-112.**

The paper analyzes the existing approaches to the definition of the essence of the notions “tariff preference” and “tariff privileges”, provides the author’s interpretation and substantiates the reasonability of their clarification in the existing foreign trade and customs legislation.

Key words: foreign trade activities, tariff and customs regulation, tariff preferences, customs privileges, customs dues.

*Kostin A.A., Ph.D. in Economics, Associate Professor, Chair of Customs Studies, Belgorod University of Consumer Cooperatives*

*Dorokhova E.I., Ph.D. in Economics, Associate Professor, Chair of Customs Studies, Belgorod University of Consumer Cooperatives*

**Goods Transfer Through Customs Border of the Russian Federation by Physical Persons in Non-Trade Turnover: Problems and Ways of Their Solution. P. 113-118.**

The paper dwells on the peculiarities of the transfer of goods and transport means by physical persons through the customs border of the Russian Federation and defines the main directions of the solution of the problems arising in non-trade turnover.

Key words: customs administration, non-trade turnover, declaration, customs formalities, customs control, risks management system, risk profile, transfer of goods for personal use, customs control forms.

*Yakovleva L.R., Ph.D. in Economics, Associate Professor, Chair of Marketing and Management, Belgorod University of Consumer Cooperatives*

**Methodological Approaches to Organization Behavior Management. P. 119-124.**

The paper dwells on the problems of the scientific substantiation of the organization behavior management; shows the possibility of its application for general scientific and applied approaches to the organization behavior management, provides grounds for the content of management principles of the organization management.

Key words: organization behavior, organization behavior management, application of scientific approaches and principles for study and management.

*Abakumov P.G., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod University of Consumer Cooperatives*

**State Regulation of Leasing as an Instrument of Fixed Capital Reproduction Management in the Conditions of Crisis. P. 125-128.**

The paper dwells on the importance of the state regulation of leasing as an instrument of the fixed capital reproduction management in the conditions of crisis; singles out the tasks and

mechanism of the state regulation of leasing, offers a number of state support measures of leasing in the conditions of crisis.

Key words: state regulation, reproduction management, fixed capital, leasing, conditions of crisis.

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

**Peculiarities of the Transaction Costs Formation in Consumer Cooperation Organizations. P. 129-132.**

The paper dwells on the peculiarities of the transaction costs formation in consumer cooperation organizations determined by the low specificity of assets while contracting economic agents, principles and organization structure of the system management as well as by the influence of the cooperative ideology.

Key words: transaction costs, consumer cooperation.

*Alyokhina E.S., Ph.D. in Economics, Associate Professor, Chair of Finance and Economics, Belgorod State University*

**Development of the Voluntary Form of Social Insurance as a Factor of Increasing Social Protection of the Population of Russia. P. 133-137.**

The paper discloses the essence of the social protection of population, provides comparative characteristics of its institutions: social support, state social assurance and social insurance; dwells on the main problems and substantiates the necessity of the development of the voluntary form of insurance in Russia in order to improve the level of the social protection of the population.

Key words: social protection, social insurance, social protection system institutes, social insurance organization forms, personal insurance development problems.

*Maro L.A., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod University of Consumer Cooperatives*

**Consumer Cooperation Organizations Investment Policy Formation. P. 138-141.**

In modern conditions of the economy development it is important to form the right investment policy of consumer cooperation organizations as its implementation provides for assurance of social and economic effectiveness of the system as a whole.

Key words: investments, investment policy, effectiveness assessment, consumer cooperation.

*Makarova G.V., Ph.D. in Economics, 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*

**Interdepartmental Information Exchange as Means of Assuring Economic Safety in Consumer goods Foreign Trade. P. 142-148.**

The paper dwells on the problems of ensuring economic safety in consumer goods foreign trade, provides the assessment of assuring customs control operations over imported consumer goods and offers main directions of its improvement on the basis of information exchange among state supervising organs.

Key words: economic safety, foreign trade, safety and quality of imported goods, customs control, permitting documents, permitting documents registers, software, interdepartmental integrated automated information system.

*Abakumov P.G., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod University of Consumer Cooperatives*

*Talykh O.V., Senior Teacher, Chair of Finance and Credit, Belgorod University of Consumer Cooperatives*

**Revaluation as an Instrument of the Fixed Capital Reproduction Management. P. 149-154.**

The paper dwells on the revaluation as an instrument of the fixed capital reproduction management; singles out unfavorable consequences of the application of the existing entries in the process of the fixed capital reproduction management; analyzes negative and positive sides of the application and non-application of the fixed capital revaluation at micro level.

Key words: reproduction management, fixed capital, fixed capital revaluation.

*Krasnikov V.Y., Ph.D. in Economics, Associate Professor, Kursk Affiliation, Belgorod University of Consumer Cooperatives*

*Savvatejeva L.Y., Ph.D. in Science, Professor, Belgorod University of Consumer Cooperatives*

*Savvatejev E.V., Ph.D. in Economics, Professor, Rostov University of Management, Business and Law*

**Place and Role of Consumer Cooperation in the Implementation of the National Priority Program "AIC Development". P. 155-159.**

The paper offers the dynamics of the development of Russian consumer cooperation branches beginning with 2000, reveals its activity importance for rural population and the country as a whole; offers measures providing the improvement of the living standards of rural population, improvement of the agricultural production profitability, aid to small-scale production companies in the implementation of the national priority program "AIC Development".

Key words: consumer cooperation, food market, economy, turnover, consumer unions, credit, trade, purchases, countryside, population, profit, AIC development.

*Matuzenko E.V., Ph.D. in Economics, Associate Professor, Chair of Commerce Activity and Advertising, Belgorod University of Consumer Cooperatives*

*Baidikova A.Y., Expert on Foreign Economic Affairs, JSC "Belgorodsky Broiler"*

**Interconnection Between Corporate Image and Organization Goods Competitiveness. P. 160-166.**

The paper dwells on the structure of corporate image and its interconnection with the organization competitiveness, systemizes the theories determining the essence of the notion "goods competitiveness". The authors offer the measures on the formation of the organization image taking into account the factors of market attractiveness and danger.

Key words: corporate image, external image, internal image, organization competitiveness.

*Yanovsky V.V., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod University of Consumer Cooperatives*

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

**Business Plan and Investment Memorandum, Their Role in the Process of Investment Planning in the Fixed Capital of the Company. P. 167-170.**

The paper dwells on the notion, main functions and the role of the business plan and investment memorandum in the process of planning investment in the fixed capital of profit companies.

Key words: business plan, investment planning, functions of financial and economic departments in the process of investment planning, investment planning levels, business plan functions, obligatory and voluntary character of business planning, domestic and foreign recommendations on the business plan structure, investment memorandum, investment memorandum content.

*Vasiliev A.G., Ph.D. in Economics, Associate Professor, Chair of Service and Tourism, Belgorod University of Consumer Cooperatives, Managing Director, Hotel AMAKS Congress-Hotel*  
**Service as an Effective Hotel Business Strategy. P. 171-178.**

The paper dwells on the material and non-material indices of quality for providing services to clients in hotel business; application of four gaps model (The gaps Model of Service Quality), demonstrating the possible discrepancies while providing services; application of the profit service chain while developing corporate service strategy of the hotel.

Key words: hospitality, service, quality, standard, innovations, loyalty, strategy, profit.

*Itkulov S.G., Ph.D. in Economics, Chairperson, Kemerovsky Consumer Union Council*  
**Problems of Legislative Assurance of Institutional Development of Russian Cooperative Sector of Economy. P. 179-185.**

The paper dwells on the drawbacks of cooperative legislation and offers directions of their improvement for the institutional development of the cooperative sector of economy in particular the working out of the frame law on cooperation in the Russian Federation.

Key words: cooperative legislature, cooperative sector of economy, frame law on cooperation.

*Zhilina V.I., Ph.D. in Economics, Associate Professor, Chair of Accounting and Business Activity Analysis, All-Russia Correspondence Institute for Finance and Economics, (Affiliation), city of Volgograd*

**Population Standard of Living Improvement on the Basis of the Regional Housing Policy Implementation Acceleration. P. 186-192.**

In the conditions of economic crisis the acceleration of the regional housing policy implementation can be regarded as priority factor of the population living standards improvement, reflecting the efficiency of any business system through the improvement of the quality of dwellings and living conditions on the basis of the development of housing processes regional regulation institutions and the improvement of the efficiency of their functioning.

Key words: population living standards, regional housing policy, regional institutions of housing processes regulation.

*Sharipov M.M., Ph.D. in Economics, Associate Professor, Rector, Tajiksky State University of Commerce*

**Certain Theoretical Aspects of Market Economy Development in the Post Soviet Area Countries. P. 193-202.**

The paper reveals separate theoretical aspects of the author's understanding of the essence and peculiarities of the market socially oriented economy and substantiates the fact that in the countries of the post Soviet area it has national specificities; the paper also reveals the essence of the liberal and socially oriented models of the market economy, substantiates the necessity of the improvement of the state regulation of its development.

Key words: market economy, economic development models, competition, demand, price, supply, demand elasticity.

*Barsukova O.N., Rector, Sibirsky Humanitarian Institute*  
**Marketing Problems of the City of Tobolsk Image Formation as a Tourist Destination. P. 203-207.**

The paper provides the results of the marketing study of the tourist market of Tobolsk, which made it possible to single out certain marketing problems of its development: wrong choice of channels and communication means for the development of target segments and as a result of it population unawareness of the tourist capacities of the city and its suburbs.

Key words: tourist market, tourist product, marketing studies, target segment, communications, consumer awareness.



*Shadrintseva A.N., Ph.D. in Economics, Associate Professor, Chair of Audit, Sibirsky University of Consumer Cooperatives*

**Shakhtarin R.R., Post-Graduate Student, Sibirsky University of Consumer Cooperatives**  
**Collecting Activity Risks. P. 208-212.**

The paper analyzes different of collecting activity organization, which is developing both in Russia and abroad; defines factors influencing the work of collecting agencies; offers the model of collecting risk assessment, the application of which will make it possible to efficiently manage collecting agency.

Key words: ways of collecting activity organization, collecting risk, factors influencing the possibility of collecting risk emergence, collecting risk elements.

*Tukhkanen T.N., Ph.D. in Economics, Associate Professor, Chair of Economic Studies, Rostov Affiliation, Belgorod University of Consumer Cooperatives*

**Enlargement of Trade Network as One of the Factors of Regional Economy Tertiary Sphere Development. P. 213-220.**

The paper on the example of the Rostov Region analyzes the dynamics of the retail trade turnover, substantiates the necessity of the participation of consumer cooperation in the development of the regional retail trade.

Key words: tertiary sphere, retail trade turnover, consumer market, regional trade, consumer cooperation.

*Chaplygina M.A., Ph.D. in Economics, Associate Professor, Chair of Accounting, Finance and Taxation, Kursk Affiliation, Belgorod University of Consumer Cooperatives*

**Flexible Financing of Current Activities. P. 221-229.**

In the conditions of crisis business in their activities face the problem of the working capital insufficiency. The paper dwells on the ways and mechanisms of the current activities financing, which make it possible to turn debts of businesses into working capital.

Key words: commerce credit, factoring, promissory note, forfeiting.

*Paronyan A.A., Ph. D. in Economics, Chair of Economy and Management, Kursk Affiliation, Belgorod University of Consumer Cooperatives*

**Role of Economic Methods of Risk Management in the System of labor Resources Formation and Application. P. 230-236.**

The paper dwells on labor resources, the process of their formation and application as a risk factor; studies economic methods of risk management while forming and using labor resources.

Key words: formation and application of labor resources, labor resources as a risk factor, economic methods of risk management.

*Vasilieva A.S., Ph.D. in Sociology, Doctorate Degree Applicant, Belgorod University of Consumer Cooperatives*

**Hotel Corporate Culture: Service Behavior and Service Thinking. P. 237-245.**

The paper dwells on the key values of the hotel company corporate culture, its elements, singles out main factors providing for the development of trust in the employees to the policy of hotel company, works out the system of its personnel motivation.

Key words: hospitality, service, culture, quality, personnel, image, motivation.

*Zhilkina Y.A., Post-Graduate Student, Belgorod University of Consumer Cooperatives*

**Application of Functional Direction of Labor Conflicts in Organization Management. P. 246-251.**

The paper dwells on the peculiarities of the functional direction of labor conflicts in the organization.

Key words: labor conflict, informative function, differentiating function, integration function, dynamic function, innovation function, constructive function, destructive function, positive and negative consequences of the conflict, functional direction.

*Mishenin S.S., Senior Officer in Finance, Agroindustrial Holding "BEZRK - Belagrocorm"*

*Lysykh M.N., Deputy Managing Director, JSC "Troitskoye"*

*Rastopchina Y.L., Ph.D. in Economics, Associate Professor, Chair of World Economy, Belgorod State University*

**Practical Methods of Organization of Project Management Functioning in a Company. P. 252-255.**

The paper dwells on the practical methods of the organization of the project management system in a company, offers the methodology of management decisions making on the implementation of projects via the system of internal and external monitoring of the company activities at the stage of consideration and implemented projects.

Key words: strategy, development strategy, project, project management, project management system, innovation, innovation process, monitoring.

*Dorenskaya I.N., Deputy Director for Academic and Educational Affairs, Kursk Affiliation, Belgorod University of Consumer Cooperatives, Scientific Degree Applicant of Belgorod University of Consumer Cooperatives*

**Improvement of Economic Activity at Wholesale Trade Companies on the Basis of Business Process Budgeting. P. 256-260.**

The paper dwells on the budgeting as a business process, reveals its functions, provides the scheme of combining budgeting as a business process and the cycle of the main functions of management in wholesale trade.

Key words: budgeting, wholesale trade company, improvement of analytical work, budgeting process scheme, budgeting functions.

*Korotkikh I.Y., Senior Teacher, Chair of Commerce Activities and Advertising, Belgorod University of Consumer Cooperatives*

**Main Methodical Approaches to Assessment of Advertising Activities of Russian Market Subjects. P. 261-270.**

The paper provides theoretical substantiation of the main methodical approaches to the evaluation of the advertising activities efficiency of businesses, characterizes methodological principles and criteria of the advertising activities efficiency results and measures of the market participants.

Key words: advertising activities, advertising provider, advertising consumer, effect, efficiency, advertising effect, advertising activities efficiency, synergy effect, criteria of the advertising activities efficiency, assessment methods of advertising activities efficiency.

*Kolesnikova E.V., Senior Teacher, Chair of Commerce Activity and Advertising, Belgorod University of Consumer Cooperatives*

**Conditions and Trends in the Development of Advertising at Modern Stage. P. 271-278.**

The paper analyzes advertising policy in Russia. The process of advertising development is subdivided into 4 stages. The paper dwells on the specificity of the advertising business development at each stage in Russia and reveals the directions of the advertising development in modern conditions.

Key words: advertising practice, stages of advertising development, directions of advertising development, advertising market, advertising of services.

*Zholobov N.M., Senior Teacher, Chair of Customs Studies, Belgorod University of Consumer cooperatives*

**Labor Protection Management Improvement at Manufacturing Companies. P. 279-284.**

The paper reveals the notion of labor protection management system at a company. The author provides characteristics of the functions and goals of the management system, measures on improvement the said system, offers indices, which make it possible to objectively evaluate the work of the managers and personnel as well as the top management on ensuring safe labor conditions.

Key words: management system, labor protection, management tasks, management functions, indices, traumatism, stimulation, improvement, responsibility.

*Ponomarenko S.V., Senior Teacher, Chair of Organization and Technology of Information Protection, Belgorod University of Consumer Cooperatives*

**On the Question of Working out the Policy of the Management of the Organization Protected Information Resources Formation. P. 285-289.**

The paper dwells on the policy questions of the protected information resources formation management. In order to work out efficient management policy of the formation of the protected information resources main functions of management have been added special particular functions.

Key words: management policy development, organization protected information resources, main functions of management, special functions, rank, matrix, management policy optimization process.

*Shiryayeva T.Y., Senior Teacher, Chair of Management, Sibirsky University of Consumer Cooperatives*

**Relationship Management Improvement in Consumer Cooperation. P. 290-297.**

The paper studies possible ways of relationship management improvement directed at increasing the competitiveness of consumer cooperatives. It focuses on the need of creating an economy of participation in which all parties of relationship management make their contribution.

Key words: relationship management, participants of economic relations, economy of participation.

*Zolotareva E.A., Senior Teacher, Chair of Foreign Languages, Sibirsky University of Consumer Cooperatives*

**Cooperative Model of Social and Economic Development. P. 298-303.**

The paper dwells on the problems on the promotion of the cooperative business model at present stage, describes in detail International Cooperative Alliance project "Global 300" 2008, aimed at providing substantiation of the importance of cooperatives and their positive role in the global economy.

Key words: cooperative business model, promotion of cooperative business model, project "Global 300", cooperative advantages, sustainable development, global economic crisis.

*Yakimchuk E.K., Senior Teacher, Chair of Finance, Kiev University of Market Relations*

**Financial Sustainability of Companies in the Conditions of Regional Integration Processes. P. 304-312.**

The paper offers the methodics for the selection of the forms of "financial balance" of the financial and economic conditions of manufacturing companies; methodical approach to the management of financial sustainability via economic growth factors modeling, formation of the company's financial strategy taking into account integration efficiency assessment, which makes

it possible to select the forms of integration interaction with the view of improving financial sustainability.

Key words: financial sustainability, financial strategy, integrated structure, financial balance, SWOT analysis, capital concentration, integration interaction.

*Mordvinova N.A., Assistant, Chair of Economics and Management, Kursk Affiliation, Belgorod University of Consumer Cooperatives*

**Agricultural Companies Branch Structure Prospective Parameters Optimization in Kursk Region. P. 313-317.**

The paper dwells on the application of economic and mathematical models and software complex for the development of the optimal structure of goods output at agricultural company as the basis for ensuring high quality planning and prognosis of production, economic, financial balances and structural indicators.

Key words: economic and mathematical model, agricultural company, branch structure, production program.

*Urmanov D.V., Assistant, Kubansky State University Affiliation, Post-Graduate Student, Yuzhny Institute of Management, city of Krasnodar*

**Local Industry as a Factor Industrial Stability of Russia. P. 318-321.**

Modern institutional environment of Russia doesn't provide for the creation of large domestic manufacturing companies, but Russia possesses a large reserve of natural, labor and material resources, which can be used for the build up of the industrial potential of the country. One of the steps in this direction can be introduction and development of industry in local communities taking into account historical, cultural, social and other aspects of the activity of the latter.

Key words: local industry, local community, economic and social core of local community, local development, economic growth point.

*Ryazantsev V.I., Assistant, Chair of Humanitarian and Socio-Economic Studies, Belgorod University of Consumer Cooperatives*

**Alternative of the Application of Different Accounting Systems at Milk Processing Industry Companies. P. 322-325.**

The paper stresses the urgency and importance of the correct selection of a certain accounting system due to the needs of the organization and social and economic conditions of business; provides detailed characteristics of the two accounting systems "standard cost" and "direct cost" as well as positive and negative features of each of them.

Key words: accounting system, accounting method, "standard cost", "direct cost".

*Petrachkova Y.L., Assistant, Chair of management, Kursk Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives*

**Modern Low Cost Technologies of Grain Cultures Cultivation. P. 326-330.**

The paper reveals the essence, necessity of the economic substantiation of the selection of agricultural machinery for cultivation of grain cultures; provides indices influencing the productivity of agricultural machinery.

Key words: economic efficiency improvement, economic substantiation, agricultural machinery, productivity of agricultural machinery.

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

**Commerce Activity Management System Development on the Basis of Process Approach to Management with the Application of the Balanced System of Indices. P. 331-336.**

The paper offers the algorithm and provides characteristics of the main steps on the development of commerce activity management system on the basis of the process approach to man-

agement with the application of the balanced system of indices; shows the reasonability of its application.

Key words: commerce activity management system, process approach to management, balanced system of indices.

*Kazantsev A.V., Post-Graduate Student, Belgorod University of Consumer Cooperatives*  
**Chain Business Marketing Complex in Retail Trade. P. 337-340.**

The paper offers the author's point of view of the chain business marketing complex in retail trade, based on the concept of marketing of interrelations, which includes three elements: trust, loyalty and value.

Key words: marketing management, marketing complex, marketing concept, chain business.

*Shvaryova E.V., Post-Graduate Student, Belgorod University of Consumer Cooperatives*  
**Functions of Service Sphere and its Role in the Public Production Efficiency Improvement. P. 341-345.**

The paper dwells on the essence of the service sphere, influence mechanism on the public production efficiency, its functions and the role in the development of modern economy.

Key words: service sphere, function, labor, need, benefits, material production, non-production sphere, productivity.

*Vinakov I.V., Post-Graduate Student, Belgorod University of Consumer Cooperatives*  
**Major Directions of the Strategy Withdrawal from Crisis of Russian Banking System. P. 346-350.**

The paper dwells on the most important modern direction of the strategy withdrawal from the crisis of Russian banking system; reflects the situation in the economy, banking sector of the country, processes of inflation produced by the negative influence of the on-going financial crisis.

Key words: financial crisis, anti-crisis action plan, reserve fund of Russia, devaluation of the national currency, slump in production, capital outflow, state bonds.

*Besgina N.A., Post-Graduate Student, Belgorod University of Consumer Cooperatives*  
**Analysis of the Volume and Structure of the Working Capital in Consumer Cooperation Trade organizations. P. 351-355.**

The paper dwells on the economic aspects of carrying out the analysis of the volume and structure of the working capital on the basis of actual data of the separate district consumer societies of the Lipetsk Region; questions of the assessment of the composition and structure of the working capital; provides recommendations on taking into account separate factors influencing the structure of the said capital.

Key words: working capital, working capital structure, horizontal and vertical analysis of the working capital, goods stock.

*Timoshenko Y.B., Post-Graduate Student, Belgorod University of Consumer Cooperatives*  
**Marketing Research as a Management Instrument at Public Catering Enterprises. P. 356-361.**

The paper substantiates the necessity of carrying out marketing research, provides the results of the said research at public catering enterprises in the city of Belgorod, which makes it possible to substantiate the choice of the marketing strategy to ensure competitiveness.

Key words: marketing, marketing research, public catering enterprise.

*Kabanov D.N., Post-Graduate Student, Belgorod University of Consumer Cooperatives*  
**Sales Management Concept as an Instrument of Trade Company Management. P. 362-364.**

The paper states the necessity of the working out of the sales concept management in cooperation with customers, provides detailed definition of the sales management concept, reveals the essence of the said concept construction, describes the procedures in order to increase the volume of sales and offers main directions ensuring high efficiency of sales.

Key words: sales, sales management, sales management concept.

*Kidanova N.L., Post-Graduate Student, Belgorod University of Consumer Cooperatives*

**Locations of Costs and Activity Results Emergence of Consumer Cooperation Organizations Aimed at Operational Control. P. 365-367.**

The paper provides characteristics of approaches to the classification of costs and activity results of consumer cooperation organizations aimed at operational control; offers classification of costs both in respect of production volume (operational/fixed) and according to the level of their current manageability (controlled/uncontrolled or dependent/independent) on the activities of the certain business.

Key words: accounting information, operational management, classification of costs.

*Kholod N.Y., Senior Specialist, Credit Department for Private Persons, JSC AKB "Rosbank", Post-Graduate Student, Belgorod University of Consumer Cooperatives*

**The Condition of Mortgage Crediting in the Russian Federation Before and After Economic Crisis. P. 368-372.**

The paper analyzes the condition of the mortgage crediting during last two years, that is before and after economic crisis in the Russian Federation, reveals main peculiarities in the mortgage crediting during the said period, dwells on the possible ways of the development of the events and the ways of overcoming negative trends.

Key words: mortgage credit, mortgage credit interest rate, credit application, initial credit installment.

*Tarasenko O.V., Post-Graduate Student, Sibirsky University of Consumer Cooperatives*

**Rating as a Characteristics of TV Advertisement Audience. P. 373-378.**

The paper dwells on the possibility of comparing TV channels and TV products by their capability of supplying commercials for certain target audience; a special attention is given to the indicator GRP and the assessment of its application.

Key words: advertisement market, TV advertisement, TV audience measurement, TV audience parameters, TV program rating, GRP.

*Samatoy M.S., Post-Graduate Student, Sibirsky University of Consumer Cooperatives*

**Program and Target Approach of Consumer Cooperation Management. P. 379-382.**

The paper dwells on the questions of program and target approach to consumer cooperation management as an instrument of its activity efficiency improvement.

Key words: program and target approach, target program, consumer cooperation, financing.

*Pripadcheva I.V., Post-Graduate Student, Kursk State University*

**Improvement of Strategic Management of Regional Social and Economic Systems. P. 383-389.**

The paper provides theoretical approaches and substantiates scientific and methodical concepts on the study of the conditions and development of the directions to improve strategic management of regional social and economic systems.

Key words: systemic approach, regional social and economic systems, strategic choice matrix, strategic planning, concept of the strategic management of regional social and economic systems.

*Tamozhnikov V.V., Post-Graduate Student, Moscow State University named after M.V. Lomonosov*

**Applicability of Modern Portfolio Theories at Managing State International Reserve Assets. P. 390-397.**

The paper dwells on the goals, main principles and specificity of managing international reserve assets, reveals major differences in the goals of management of private investor means and state international reserves, analyzes Markovitz optimization methodics from the point of view of its applicability for the formation of the securities portfolio at managing international reserve assets.

Key words: international reserve assets, securities portfolio, portfolio theories, portfolio optimization, Markovitz model, financial instruments, investment portfolio management.

*Deineko A.V., Post-Graduate Student, Assistant, Chair of Company Economy and Management in City Utility Complex, Belgorod State University*

**Investment Potential as Inductive Component in the Strategy of Break-Through Development of the Regional Production and Economic Sector. P. 398-407.**

The paper offers a new method of comprehensive assessment of the regional investment potential, which makes it possible to characterize major investment flows, directions and trends providing for break-through development of production and economic and social sectors; the said method makes it possible to substantiate the existing in the production and economic sector "points of growth" and then make prognosis of their development for long-term prospects.

Key words: investments, "point of growth", regional investment potential, production and economic sector, concentration coefficient.

*Bondarev R.G., Post-Graduate Student, Belgorod State University*

**Agrarian Reforms in Russian and Intensification of Farming. P. 408-414.**

The paper dwells on the modern problems of the country's agro-industrial complex functioning, the major tasks of which is the improvement of the standards of living of the population, assurance of the food supply safety and a number of others.

Key words: intensification, resource application efficiency, peculiarities of the AIC development.

*Glotova A.S., Post-Graduate Student, Belgorod University of Consumer Cooperatives*

**Commerce Bank Liquidity Management Improvement. P. 415-418.**

The paper dwells on the methodics of commerce bank liquidity management based on the comprehensive approach, which makes it possible to improve the efficiency of banking activity and lower the risk of liquidity.

Key words: liquidity, comprehensive approach.

*Surzhenko A.V., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives*

**Restructuring and Reengineering of Business Processes as Instruments of a Company Competitiveness Improvement. P. 419-423.**

The paper dwells on the reasonability, necessity and results of the application of restructuring and reengineering of business processes as the main instruments of a company competitiveness improvement in the commodity market.

Key words: restructuring, reengineering, business process, competitiveness.

*Zhdanova V.A., Teller, JSC AKB "Avangard"*

**Resource Basis Formation Problems of Russian Commerce Banks in the Conditions of the World Financial Crisis. P. 424-427.**

The given paper dwells on the main problems of the liabilities formation in Russian commerce banks in the conditions of the world financial crisis, studies the role of different types of bank resources in the formation of liabilities before and after the emergence of the financial crisis in the Russian Federation; analyzes possible variants of the strengthening and enlargement of the Russian banks resource basis.

Key words: resource basis of a commerce bank, liquidity, attracted means, interbank credit, saving certificate.

*Kuvshinov Y.V., Post-Graduate Student, Belgorod University of Consumer Cooperatives*  
**Business Assessment as an Instrument of Investments Activating in the Sphere of Small Entrepreneurship. P. 428-432.**

In order to determine the reasonability of investments it is necessary to study the investment attractiveness of this or that small company. In order to get a bank credit a small company assesses its assets to determine the volume of the security before the bank.

Key words: income approach, company's value, discounted money flow (DMF), general risk assessment, financial "lever".

*Levchenko E.A., Post-Graduate Student, Kursk State Agricultural Academy named after Professor I.I. Ivanov*

**Role of Personnel Potential in Agriculture and Consumer Cooperation Organizations. P. 433-435.**

The paper dwells on the situation in the personnel composition in agricultural and consumer cooperation organizations of the Kursk Region; provides approaches to the personnel potential management.

Key words: personnel potential, personnel policy, personnel attestation, the role of the heads of agricultural companies and consumer cooperation organizations.

*Pasechko V.V., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives*

**Strategic Positioning of Consumer Cooperation Organizations in the Commodity and Services Market. P. 436-441.**

The paper defines the essence and content of an organization positioning; singles the stages of strategic planning, its goals and tasks; defines the stages of a product positioning; offers the algorithm for carrying out the segmentation and positioning of consumer cooperation organizations products.

*Shaldyushov S.N., Scientific Degree Applicant, Sibirsky University of Consumer Cooperatives*

**Competitiveness and Competitive Advantages: Problem Urgency. P. 442-445.**

The paper dwells on the main notions concerning the urgency of the study of the organization competitive advantages and their connection with competitiveness. A special attention is given to the role of marketing communications in the development of competitive advantages.

Key words: price and non-price competition, competitive advantages, competitiveness, marketing communications, marketing of relations.

*Grishnov E.V., Scientific Degree Applicant, Sibirsky University of Consumer Cooperatives*  
**Importance of Branding in Modern Economic Conditions. P. 446-450.**

The paper dwells on the major concepts concerning the importance of branding in the conditions of relations marketing; a special attention is given to the role of brand communications in the formation of the external competitive advantages.

Key words: trade mark and brand, branding, external competitive advantages, marketing communications, marketing of relations.



*Gadzhiev G.G. ogly, Scientific Degree Applicant, Lenkoransky State University, Republic of Azerbaijan*

**State Post Service Resources Application Efficiency Improvement of the Republic of Azerbaijan. P. 451-455.**

The improvement of the state post service application efficiency is a condition for the growth of its competitiveness on post services market. The paper dwells on the modern situation in the state post service in the Republic of Azerbaijan; offers directions for the improvement of the efficiency of the resources application.

Key words: post services market, state post service of the Republic of Azerbaijan, post service resources, resources application efficiency improvement, resources application efficiency assessment indices.

## **FOREIGN EXPERIENCE**

*Dr GC Shrotria, Director, Rural Development and Management Centre, New Delhi, Consultant with IFFCO Foundation, New Delhi*

*Dr Daman Prakash, Rural Development and Management Centre, New Delhi, Senior FAO Consultant, New Delhi*

**Agribusiness Management in Asian Cooperatives. P. 456-476.**

The paper dwells on the questions of agricultural cooperatives management taking into account the specificity of Asian region; offers a set of recommendations on increasing the efficiency of cooperative activity, improving the quality of output and creating additional job places for rural population.

Key words: agribusiness, agricultural development, joint production, agricultural cooperative, international cooperation and integration, cooperative management efficiency.

**SUMMARY. P. 477-491.**

**Requirements for the publication of scientific articles in the journal “Herald of Belgorod University of Consumer Cooperatives”. P. 492-496.**