

SUMMARY

URGENT PROBLEMS OF ECONOMY

Rozdolskaya I.V., Ph.D. in Economics, Professor, Head of the Chair of Marketing and Management, Belgorod University of Consumer Cooperatives

Innovation Essence of Modern Paradigm Influence. P. 5-11.

The paper provides the notion of paradigm and paradigm influence; determines the structure of organizational, cybernetic, organic, systemic and humanistic paradigm, knowledge management paradigm; offers the main characteristic features of technocratic and innovation management; substantiates the necessity of knowledge management, reveals the advantages arising in connection with knowledge management.

Key words: paradigm, knowledge management, social management, knowledge management paradigm, modern paradigm influence, technocratic and innovation management, systemic management, object management, environment management, process management, project management.

Sergejev I.V., Ph.D. in Economics, Professor, Chairperson of the Chair of Finance and Credit, Belgorod University of Consumer Cooperatives

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

Goryainova S.A., Assistant, Lipetsk Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

Methodical Aspects of the Amortization Policy Influence Determination on the Financial Results Of Commerce Companies Activities. P. 12-16.

The paper dwells on certain methodical aspects of the determination of the amortization policy influence on the financial results of the commercial companies activities and in particular on the structure of the bookkeeping balance, tax on the organization's property, net profit and cash flows.

Key words: amortization policy, amortization allocations, property tax, net profit, cash flows.

Isajenko A.V., Ph.D. in Economics, Professor, Head of the Technological Department, Belgorod University of Consumer Cooperatives

Bulgakova N.V., Leading Specialist, Department of Academic Affairs, Belgorod University of Consumer Cooperatives

Marketing Analysis of External and Internal Environment of Consumer Cooperation Organizations Functioning in the Market of Garments and Knitwear. P. 17-21.

The paper dwells on the essence of the external and internal environment of a company; factors of external environment influencing the development of market agents and method of joint analysis of the external and internal environment of the company (SWOT-analysis).

Key words: external environment, internal environment, SWOT-analysis, strong sides, weak sides, opportunities, threats.

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

Smirnova A.B., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives

Methodical Approaches to Assessment of the Results of the Application of Measures for Risks Minimizing in the Sphere of State Customs Services. P. 22-32.

The paper dwells on the indicators of the customs control condition diagnostics: providing for the acceleration of foreign trade, cutting the time for customs formalities and customs control, cutting the logistic costs of FTA participants; application of technical resources, application of the norms of administrative and criminal responsibility, insuring full payment of customs dues.

Key words: customs control diagnostics indicators, measures to minimize risks, state customs services, risks management system, efficiency.

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

Analysis of Professional Preferences of Specialists and Leadership of IT Services Sphere Companies. P. 33-39.

The paper provides the results of the author's study in the sphere of selection and personnel management at companies engaged in IT services in the Belgorod Region and offers theoretical methods of the personnel problems solution.

Key words: IT services, IT personnel, IT personnel selection, IT services personnel level assessment.

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

Application of Foreign Experience of Social and Labor Relations Regulation in Work Collectives. P. 40-49.

The paper provides a short overview of studies performed in Hawthorn at Western Electric plant. The said studies are unconditionally regarded classical in the study of social and labor relations in small groups of work collectives. Researchers headed by Professor E. Mejia studied the motives positively influencing labor production growth.

Key words: sociological experiment, small group, labor conditions, informal leader, human relations, social justice, social and psychological climate.

Isajenko A.V., Ph.D. in Economics, Professor, Head of the Technological Department, Belgorod University of Consumer Cooperatives

Kovalyova E.V., Assistant, Chair of Organization and Technology of Information Protection, Belgorod University of Consumer Cooperatives

Problems and Prospects of Consumer Cooperation Public Catering Companies Competitiveness Formation. P. 50-53.

The paper dwells on the problems of ensuring competitiveness of consumer cooperation public catering companies. According to the authors the mechanism for ensuring the competitiveness of the said companies touches all main directions of their activities. The paper offers the directions of ensuring the competitiveness of the said companies providing for their efficient activities and development.

Key words: problems of ensuring competitiveness, mechanism for ensuring competitiveness, consumer cooperation public catering.

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

Rykunova V.L., Associate Professor, Chair of Taxes and Taxation, Kursk State Technical University

Consequences of the Transition from VAD to Sales Tax for Business Companies. (on the example of a trade company) P. 54-63.

The given paper provides the existing methodics of the VAD calculation, dwells on the possible consequences of the abolishment of VAD and its change for the sales tax for the business companies, selling goods to end consumers.

Key words: tax, revenue, added value, sales tax, tax discount, tax burden, tax rate.

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

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

State Customs Services: Essence and Ways of their Efficiency Improvement. P. 64-69.

The paper dwells on the essence of state customs services and the ways of the services efficiency improvement on the preliminary decision making on the goods classification, approval of the actual import of goods, application of special simplified customs formalities, inclusion in the registers of persons, who carry out activities in the field of customs affairs, changes in the terms of payment of customs dues and taxes.

Key words: state customs services, state customs services efficiency, customs organs, foreign activity agent.

Goncharova L.N., Ph.D. in Economics, Associate Professor, Chair of Economics, Belgorod University of Consumer Cooperatives

Consumer Cooperation Organizations Business Mechanism Improvement as a Prerequisite for its Activities Diversification in Modern Conditions. P. 70-75.

The solution of an important problem of modern economy is a development and improvement of the activity efficiency of the integrated corporate structures including those of consumer cooperation; improvement of their business mechanism on the basis of the diversification of their activity is the basis for their successful development in market conditions.

Key words: diversification of investments, output, production and business activities, business mechanism, economic mechanism, mechanisms and impulses of the managerial impact.

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, Associate Professor, Head of the Chair of Marketing and Management, Stavropol Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

Peculiarities of Assessment of Company's Motivation Environment. P. 76-81.

The paper provides an algorithm of the assessment of changes in consumer cooperation organizations motivation environment; studies the factors of the formation of motivation environment in Stavropolsky Regional Consumer Union; defines the motivation profile of a cooperative organization.

Key words: labor motivation, motivation environment, assessment of factors of a company motivation environment formation, organization's motivation profile, motivation environment monitoring, material incentives.

Galkin L.G., Ph.D. in Economics, Professor, Head of the Chair of Economics and Enterprise Organization, St. Petersburg Engineering and Economics University Branch in Belgorod, Professor, Chair of Economics, Belgorod University of Consumer Cooperatives, Professor of the Chair of Theory and Methodology of Science, Belgorod State Technological University named after V.G. Shukhoov

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

Systemic Approach in Organizations' Economic Development Factors Analysis. P. 82-86.

The paper reveals the essence of the systemic approach in the organizations' economic development factors analysis, substantiates the urgency and practical significance of organizations' progressive development with special attention given to the development of organizations in the conditions of transitive business environment.

Key words: factors of organizations' economic development, systemic approach, organizations' progressive development management, organizations' development problems.

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

Goncharova M.A., Assistant, Chair of Bookkeeping, Audit and Finance, Voronezh Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

CVP Analysis Methodics at Organization Operational Activity Controlling. P. 87-95.

The paper dwells on the essence and content of the methodics for controlling the operational activities of organizations in the conditions of market self-regulation, based on the logical sequence of interconnected actions (stages), as a result of the implementation of which it is possible to analyze stability of the economic growth of an organization and build managerial decisions concerning suitable for it rates of growth of the activity volumes, which to the full extent corresponds to the goals and tasks of market self-regulation of the organization development.

Key words: controlling, operational activity, CVP-analysis, model "Du Pont", controlling methodics.

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

Tanicheva T.S., Senior Lecturer, Gubkinsky Affiliation, Belgorod State Technological University made after V.G. Shukhov

Improvement of Methodical Approaches to Analysis and Assessment of Entrepreneurial Activity Efficiency. P. 96-100.

The paper provides integrated methodics for the analysis of management systems; the authors offer to assess the efficiency of entrepreneurial activity by the growth of the competitiveness of a company; they worked out the profit model from entrepreneurial activity, in which the costs are formed depending on the stages of the life cycle of a product.

Key words: efficiency, management system, entrepreneurial activity, company competitiveness, stages of life cycle of a product, profit.

Itsenkov O.O., Ph.D. in Economics, Deputy Director, Research Institute for Theoretical and Applied Problems of Cooperation, Sibirsky University of Consumer Cooperatives

Barsukova M.A., Ph.D. in Economics, Associate Professor, Chair of Branch Economics, Sibirsky University of Consumer Cooperatives

Efficient Mechanism Creation Foundations for Improving Organization's Financial Sustainability. P. 101-106.

The paper offers the mechanism of the efficient development and strengthening of a commercial organization's financial situation; provides the results of its approbation.

Key words: financial sustainability mechanism, financial sustainability, financial sustainability coefficients.

Balashov A.P., Ph.D. in Economics, Professor, Head of the Chair, Sibirsky University of Consumer Cooperatives

Vidrashko O.V., Senior Lecturer, Sibirsky University of Consumer Cooperatives

Assessment of Leadership Skills and Professional Competence of a Company Head. P. 107-114.

They approbated the methodics of the managers' professional skills assessment by C. Cameron and R. Queenne; singled out disadvantages and substantiated suggestions on its improvement and adoption to Russian conditions.

Key words: managerial skills, competence, leadership, methodics, assessment, improvement, approbation.

Parshin N.M., Ph.D. in Economics, Professor, Chair of Economics, Voronezh Institute of High Technologies

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

Chugunov A.N., Deputy Chairperson, Voronezh Regional Branch "Rosselkhozbank" Plc

Importance of a Country Agrarian Bank for the Development of Agriculture. P. 115-119.

The paper dwells on the key directions of the development of Rosselkhozbank, its participation in state programs, main tasks of the bank in the conditions of the world financial crisis; reflects the role of the bank in the development of grains branch of Russian AIC, development of the rural areas of the country, satisfaction of financial needs of the rural population and farmers' households.

Key words: bank, investments, agriculture, state programs, financial crisis, crediting, agroindustrial complex, cooperation.

Barbashin A.I., Ph.D. in Economics, Professor, Chair of AIC Economy, Kursk State Agricultural Academy

Petrukhina M.M., Scientific Degree Applicant, Kursk State Agricultural Academy

Development of Cooperation and Integration in the Potato Production Subcomplex. P. 120-122.

The paper dwells on the principal notions on the development of the horizontal and vertical cooperation in the potato production subcomplex of the agricultural production with the accent on the necessity of cooperation between individual households and farmers households for the production of potatoes with the view of increasing its efficiency.

Key words: cooperation, integration, cooperatives.

Barbashin E.A., Ph.D. in Economics, Professor, Head of the Chair of AIC Economy, Kursk State Agricultural Academy

Ustinova Y.V., Post-Graduate Student, Kursk State Agricultural Academy

Problem of Price Disparity in AIC Milk Production Subcomplex of the Kursk Region. P. 123-127.

The paper substantiates that the absence of parity economic relations of agriculture with the 1st and 3^d spheres of the agro industrial complex (AIC) comes as one of the reasons of the systemic crisis of milk production subcomplex in the agrarian sector of the economy. The monopoly of the processing industry companies manifested itself in the formation of low purchase prices for milk, which prevented AIC 2nd sphere companies from carrying out extended reproduction.

Key words: milk production subcomplex, prices, disparity, production resources, efficiency, added value, horizontal integration.

Ulezko A.V., Ph.D. in Economics, Professor, Chairperson of the Chair of Information assurance and Modeling of Agroeconomic Systems, Vice-Rector for Economy and Development Programs, Voronezh State Agrarian University named after K.D. Glinka

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Improvement of Organizational and Technical Assurance of Integration Processes in Agriculture. P. 128-132.

The paper discloses the essence of the elements of the technical assurance system of technological processes in crop growing; provides results of the analysis of the trends in the formation of the material and technical basis of the rural commodity producers in the Voronezh Region.

Key words: integration, integration process in agriculture, organizational and technical assurance of integration, technological process, crops growing, machine and tractor station, machine and technological station.

Shulgina L.V., Ph.D. in Economics, Professor, Director of the Institute of International Cooperation, Voronezh State Technological Academy

Yakimchuk S.V., Ph.D. in Economics, Associate Professor, Chair of Economics and Company Management, Belgorod State University

Long-Term Prognosis of Social and Economic Development of the Belgorod Region. P. 133-141.

The paper provides strategic milestones for social and economic development of the Belgorod Region, directed at the transfer of the region's economy in intensive development in the frameworks of high investment attractiveness of the region.

Key words: social and economic development, indicators, prognosis, strategy.

Fliginskikh T.N., Ph.D. in Economics, Professor, Chair of Finance and Credit, Belgorod State University

Andrejeva O.N., Assistant, Chair of Finance and Credit, Belgorod State University

Situation and Prospect of Development of the Milk Production Subcomplex of the Belgorod Region. P. 142-145.

At present dairy products market is one of the biggest foodstuffs market. It has long lasting traditions and its situation significantly influences other foodstuffs markets. The paper analyzes the situation on the dairy subcomplex of the Belgorod Region and defines major directions and trends of its development.

Key words: dairy products market, industry, self cost, production, productivity, efficiency, price, sale.

Yagutkin S.M., Ph.D. in Economics, Professor, Chair of Economics, International University of Nature, Society and Man "Dubna", town of Dubna

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Kiseleva Y.F., Post-Graduate Student, Belgorod State University

Peculiarities and Trends in the Development of Tourist Services Regional Market in the Belgorod Region. P. 146-154.

The paper dwells on the main trends in the development of the world and domestic market of tourism, analyzes the prospects for the development of Russian tourist services market in the conditions of the present world cyclical financial crisis and post-crisis period, singles out regional peculiarities of tourist market in the Belgorod Region.

Key words: tourism, tourist services, region, crisis, market.

Lunyova E.A., Post-Graduate Student, Assistant, Chair of Economics and Production Organization, Omsk State Institute of Service

Rebrova N.P., Ph.D. in Economics, Associate Professor, Professor, Chair of Economics and Production Organization, Omsk State Institute of Service

Recruiting Services Market Analysis on the Example of the Omsk Region. P. 155-160.

The paper dwells on the peculiarities of the regional market of recruiting services; reveals main problems of interaction of personnel agencies, employers and applicants; provides recommendations on the functioning of recruiting companies in the conditions of unstable market.

Key words: recruiting, labor market, personnel agencies.

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

Behavioral Aspects in the Theory of Decision Making. P. 161-167.

The paper dwells on the main directions of evolution and conceptual approaches to the theory of decision making, methodological content of the behavioral theory of managerial decisions (systemic, goal, process approaches), studies systemic principles, which must be taken into account by the head of the company when making a decision; characterizes descriptive models, describing behavior during decision making; reveals and characterizes peculiarities of managerial decision making in consumer cooperation organizations.

Key words: managerial decisions, conceptual directions and approaches, decision making theory, evolution, methodology, systemic, goal, process approach, behavior, reasonable behavior models.

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

Consumer Cooperation Organizations Strategic Positioning. P. 168-172.

The paper points to the necessity and importance of consumer cooperation organizations strategic positioning; studies the main tools of strategic positioning, points to the necessity of application of the consumer cooperation organizations strategic positioning comprehensive model.

Key words: strategic positioning, strategic position, strategic positioning models, strategic positioning comprehensive model.

Alekhina E.S., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod University of Consumer Cooperatives

Provision of State Guarantees to Insurers as a Factor of Voluntary Form of Insurance in Russia. P. 173-178.

The paper substantiates the necessity of the development of the voluntary form of social insurance in Russia through the provision of the state guarantees to the insurers; dwells on the foreign experience of the setting up of policy holders protection funds.

Key words: social protection, voluntary social insurance, state guarantees to the insurers, insurers protection fund, insurance premiums guarantee fund.

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

On the Questions of Essence and Classification of Customs Duties. P. 179-184.

The paper analyzes the existing approaches to the assessment of the essence of customs duties and criteria for their classification; provides the author's interpretation of the notion "customs duty"; clarifies criteria of customs duties and customs duties rates classification; substantiates the reasonability of clarification of the essence of the notions under study in the existing foreign trade and customs legislation.

Key words: foreign trade activities, customs and tariff regulation, tariff limits, non-tariff limits, duties, customs duties, taxes, fees, payments.

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

Taxation Aspect of Main Assets Innovative Reproduction Management in Russia. P. 185-189.

The paper dwells on the taxation aspect of the development of the main assets innovative reproduction in Russia, describes problems and the existing mechanism of the tax stimulation of innovation activity; offers taxation mechanism of stimulation and development of investment reproduction of the main assets and innovation activities in Russia.

Key words: taxation aspect, innovation reproduction management, main assets.

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

On the Question of Customs Logistics Development. P. 190-194.

The paper dwells on the goals and tasks of logistics in the process of goods and transport means transfer through the customs border; causes of the fast development of customs logistics on the background of foreign economic activities agents participation; stages of customs logistics emergence.

Key words: logistics, customs logistics, material flows, accompanying flows, goals and tasks of customs logistics, global macrologistics systems, outsourcing.

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, Economist, TC JSC "Echotrans"

Essence and Planning Mechanism of a Company Main Funds. P. 195-199.

The paper dwells on the planning mechanism of the main funds as the reflection of the internal content of planning process, studies as its main elements subjects, object, tools and methods of main funds planning as well as the algorithm of the goals development.

Key words: mechanism of planning, functions of planning, subject and object of the main funds planning, algorithm of the development and structuring of goals, types of planning, main fund planning forms.

Pasechko L.A., Ph.D. in Economics, Associate Professor, Director, Kursk Affiliation, Belgorod University of Consumer Cooperatives

On the Organization's Commerce Activities Methodology Development. P. 200-211.

The paper provides enlarged comprehension of the organization's commerce activities methodology: clarifies principles, functions (by the directions of commerce activities and in respect of their goal), tasks of commerce activities, determined by the conditions of the market environment; substantiates functional processes of commerce activities (purchase, supply, storage, distribution, sale of goods) and systemizes their components by the location in goods flow, level of the participation in the profit formation; offers the algorithm of commerce activities corresponding to the purposes and content of marketing management.

Key words: commerce activities, methodology of commerce activities, principles, functions, purposes, functional processes, algorithm of commerce activities.

Pasechko L.A., Ph.D. in Economics, Associate Professor, Director, Kursk Affiliation, Belgorod University of Consumer Cooperatives

Marketing Management Methodology of Organization Commerce Activities. P. 212-222.

The paper substantiates the necessity of the development and offers the author's methodology of the organization commerce activities marketing management based on the establishment of interconnection between the fields of philosophical structuring of the management theory problems (axiology, gnoseology, ontology, praxiology) and methodological elements: approaches to management, principles, functions and management methods. The paper offers systematization of principles (from the stand of the organization's strategic development), functions (by the object of management), methods (by the subject fields of management).

Key words: methodology of management (approaches, principles, functions, methods), marketing management, commerce activities.

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

Diagnostics of the Personal Component of Employees Labor Potential. P. 223-228.

The paper provides methodical approaches to the assessment of the personal component of the organization labor potential.

Key words: labor potential, labor potential components, personal properties of employees, employees properties assessment, personal evaluation methods.

Razomasova E.A., Ph.D. in Economics, Associate Professor, Chair of Management, Siberian University of Consumer Cooperatives

Production Function in the Sphere of Services. P. 229-232.

The paper applies the method of production function calculation in the sphere of services; states that the maximum production of services to the population is possible with the shift of the entrepreneurs' investment policy to the labor resources optimization. The research of the companies working on the regional market of consumer services prove the hypothesis of the branch specificity of consumer services where final results of the activity directly depend on the labor consumption connected with the growth of the quantity and professionalism.

Key words: production function, sphere of services, strategy, entrepreneurship, investment, labor, capital.

Drozdova M.I., Ph.D. in Economics, Associate Professor, Chair of Branch Economics, Siberian University of Consumer Cooperatives

Russian Federation Subjects Regional Typology in the Conditions of Globalization: a Look at the Problem. P. 233-239.

Differences of regions by social and economic indicators is a basis of known typologies for the working out or regions development concept, though they do not take into account such potential factor of development as the use of natural resources. integrative typology offered by the author makes it possible to take it into account and determine strategic object of development in depressed regions, which could become the points of growth of their economies and means for the improvement of the living standards of the population.

Key words: typology, regional typology, Russian Federation subjects, depressed regions, system of indicators, ranking.

Barsukova M.A., Ph.D. in Economics, Associate Professor, Chair of Branch Economics, Siberian University of Consumer Cooperatives

Increasing Commercial Organization's Revenues Through Labor Costs Optimization. P. 240-243.

Businesses in their activities are confronted with the problems of increasing their revenues. One of the ways to increase revenues of a commercial organization is to optimize labor costs. The paper dwells on the ways of the said optimization, which makes it possible to partially increase the revenues of a company.

Key words: labor remuneration, grading, labor costs optimization.

Drozdova M.I., Ph.D. in Economics, Associate Professor, Chair of Branch Economies, Siberian University of Consumer Cooperatives

Consumer Cooperation Organizations Integrative Typology in Depressed Regions. P. 244-247.

The paper dwells on the methodics of the formation of regional cooperative organizations integrative typology, which makes it possible to substantiate the role of consumer cooperation in the build up of the regional gross product, in developing rural economy and improvement of living standards of rural population.

Key words: typology, system of indexes, depressed regions, regional unions of consumer organizations.

Razumova Y.V., Ph.D. in Economics, Associate Professor, Chair of Economy and Enterprise Management, Pacific Ocean State University of Economy

Innovation and Investment Process Institution Systemic Crisis. P. 248-256.

Modern destructive development of economy creates prerequisites for the study and systemizing of historic experience and dynamics of indicators resulting the processes of state governance. The given paper regards the said experience from the point of view of the then integrated system of the innovation and investment process, discloses the content of the innovation and investment process (IIP) and its purposeful direction in the period of the command economy, substantiates positive sides of the innovation and investment management centralization as a single institution allocating resource flows at the achievement of long-term strategic state goals.

Key words: innovation and investment process, investments, invested means, innovation potential, material and technical innovation resources, material and technical investment resources, innovation activity, investment resources.

Sorokina I.E., Ph.D. in Economics, Deputy Head of the Department on Distance Education, Associate professor, Chair of Goods Expertise and Commerce, Vologodsky Institute of Business

Peculiarities of Cooperative Organizations Advantages Formation in the Conditions of Global Economy. P. 257-262.

The paper systemizes and substantiates competitive advantages of consumer cooperation organizations from the point of view of shareholders, state, employees, business partners, investors, determined by the peculiarities of the cooperative sector of economy and manifested in the synergy effect from the functioning of consumer cooperation as a single business mechanism, realizing in its sustainable development the concept of socially ethical marketing.

Key words: consumer cooperation, cooperative organizations, competitive advantages, global economy.

Gavrilovskaya S.P., Senior Teacher, Chair of Economics and Organization of Production, Belgorod State Technological University named after V.G. Shukhov

Domozhirova O.V., Ph.D. in Economics, Associate Professor, Chair of Economics and Organization of Production, Belgorod State Technological University named after V.G. Shukhov

Analysis of the Methods of Complex Costs Distribution at Oil Processing Companies. P. 263-267.

The paper reflects the main aspects of the methodics of the complex costs distribution at oil processing companies; analyzes three methods of costs distribution: method of natural indicators, method of the parameters of technological process, and the method based on the realization cost; provides conclusions on the mechanism of the application of each method on the conditioned example.

Key words: oil product, complex costs, self-cost calculation, method of natural indicators, method of the parameters of technological process, method based on the realization cost.

Romashkin N.B., Senior Lecturer, Associate Professor, Starooskolsky Technological Institute (Affiliation), Moscow University of Steel and Alloys

Educational and Working Environment as the Basis for the Formation of Competitive Management Personnel. P. 268-273.

The given paper dwells on the main mechanisms of the joint work of the company and the university to train competitive management personnel. A competitive management personnel can solve not only complex current production problems but generate scientific ideas and skillfully manage the employees with the view of successfully implementing strategic plans. Educational and work environment created by the university and a company will become a reliable source for training the required professional manager.

Key words: educational and working environment, internship and production process, production adaptation.

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

Methodological Peculiarities of Advertising Budget Formation at Businesses of the Russian Federation. P. 274-282.

The paper dwells on the methodological peculiarities of the advertising budget formation of market participants; characterizes factors influencing on the determination of the optimal volume and structure of organizations advertising budget; provides systematization of the methods of advertising budget formation, offers the ways of its optimization.

Key words: advertising budget, advertising campaign planning, advertising costs, advertising costs structure, market position, factors influencing advertising budget formation, advertising strategy.

Degtyar O.N., Senior Lecturer, Chair of Commerce Activities and Advertising, Belgorod University of Consumer Cooperatives

Methodical Approaches to Self-Service Retail Trade Companies Activity Assessment. P. 283-291.

The paper analyses the criteria of self-service efficiency, provides classification of indicators and methodical approaches to the assessment of the self-service application in retail trade.

Key words: self-service, efficiency criteria, assessment indicators.

Goloborodko A.I., Senior Teacher, Chair of Theory and History of Cooperative Movement, Belgorod University of Consumer Cooperatives

Working Capital Application Efficiency Assessment and its Influence of the Financial Results of the Commerce Company Activities. P. 292-301.

The paper provides the analysis of the application efficiency of the working capital as a whole and its separate elements; assesses the influence of the working capital turnover on the gains from sales and profit.

Key words: working capital, financial cycle, profitability, gains from sales, profit, turnover.

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

Essence and Methods of Organization's Economic Solvency Diagnostics. P. 302-306.

The paper substantiates the importance and offers the author's interpretation of the notion of organization's economic solvency diagnostics. The author defines its goals and purposes, provides classification of types and methods applied for timely disclosure of the signs of the organization's crisis condition.

Key words: crisis, insolvency, bankruptcy, anti-crisis management, economic solvency diagnostics.

Smirnov A.B., Senior Lecture, Chair of Trade Economy, St. Petersburg of Trade and Economy

Management Economic Mechanism Formation Factors of Business Processes at Trade Companies. P. 307-313.

The paper dwells on the factors of business processes economic mechanism formation factors at retail trade companies; describes approaches to the formation mechanism of added value, profit, self-financing, and budgeting processes.

Key words: business process, economic mechanism, retail trade, added value, self-budgeting of investments.

Skripchenko T.L., Assistant, Chair of Marketing and Management, Belgorod University of Consumer Cooperatives

Consumer Cooperation Organizations Economic Potential Assessment. P. 314-321.

The paper discloses the essence and role of economic potential, dwells on its main elements and provides comprehensive assessment of the efficiency of the economic potential application at consumer cooperation organizations of the Belgorod Region for the period of 2003-2008.

Key words: potential, economic potential, assets, working capital, company personnel.

Korolyov A.V., Post-Graduate Student, Assistant, Chair of Service and Tourism, Belgorod University of Consumer Cooperatives

Customer Oriented Approach Application in Public Catering. P. 322-325.

The paper dwells on the essence of customer oriented approach, customer relationship management; provides examples of customer oriented approach to public catering.

Key words: public catering, customer oriented approach, technology, loyalty, marketing, strategy.

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

Essence of Marketing Research and its Role in Public Catering Companies Activity Efficiency Improvement. P. 326-331.

The paper reveals the essence and systemizes the notion of marketing research; substantiates the role of the said research in the improvement of the efficiency of public catering companies activities.

Key words: marketing research, public catering companies.

Egorova A.N., Post-Graduate Student, Sibirsky University of Consumer Cooperatives

Financial and Economic Activities and Main Directions of Consumer Cooperation Development of the Republic of Sakha (Yakutia). P. 332-338.

The paper examines financial and economic activities of consumer cooperative organizations of the Republic of Sakha (Yakutia) during 2004-2008. On the basis of the analysis it defines the directions of consumer cooperation development; substantiates the necessity for the transition of consumer cooperation to the innovation way of development.

Key words: consumer cooperation, retail trade, public catering, production, agricultural produce purchases, services, innovation development.

Sidorin M.Y., Post-Graduate Student, Chair of Financial Management, Belgorod State University named after V.G. Shukhov

Technological Approaches at Investing Company Activities. P. 339-345.

The paper clarifies the characteristics of investment as a process, analyzes the stages of investment processes with financial and real investments, defines the content of the technological

investment activity of a company and provides the criteria for the level of its development, shows the difference the subject of the investment activity and the subject of the investment activity technology management; substantiates the necessity of technological approaches while exercising investment activities of companies.

Key words: investments, investment process, object of investments, subject of investment activity, investment funding source, investment process stages, investment activity technology, investment technology activity management subject, technological approach to investment.

Koptyaev I.N., Post-Graduate Student, Moscow State University for Economics, Statistics and Informatics

Banking and Insurance Group as Innovation Form of Interrelations Between medical insurance Companies and Banks. P. 346-350.

The paper dwells on the main factors of the development of the national financial and medical insurance market in the conditions of the economy globalization; gives social and economic priorities of interrelations between a bank and a medical insurance company in their joint work in Russian financial market and their strategy and efficiency of the said interrelation implementation in the conditions of integration; offers the creation of the integration model of the development of Russian banking and insurance groups, providing competitive advantages for the national banking and medical insurance systems in the conditions of integration in the national and world financial market.

Key words: interrelations between medical insurance companies and banks, banking and insurance group, banking and insurance relations.

Gavrilova N.V., Post-Graduate Student, Voronezh State University

Organization's Social Package Costs Optimization. P. 351-356.

The paper dwells on the evolution of approaches to the application of social package in the organization. In contrast to the Soviet period social package financing at a modern company is fully exercised by the company itself, due to which decision making on the components of the social package becomes an important issue for the organization's management. The author dwells on the structure of the social package elements and offers the model for its optimization.

Key words: social package, social responsibility, management tool.

Kompaniets O.S., Senior Teacher, Chair of Management and Marketing, Tver Affiliation of Moscow State University of Economy, Statistics and Informatics, Post-Graduate Student, Moscow State University of Economy, Statistics and Informatics

Peculiarities of Marketing Organization at Retail Trade Companies of the city of Tver. P. 357-364.

The development of market relations predetermined the necessity of the wide use of marketing in the practical activities of retail trade companies. Marketing acts as a management process, which forms the demand directed at purchase and sale of necessary goods. The author conducted the study of marketing organization at trade companies of the city of Tver and disclosed the main problems and difficulties of the companies' transition to marketing oriented management.

Key words: marketing, retail trade, marketing activity, marketing oriented management.

Mosakova E.A., Post-Graduate Student, Chair of Population, Moscow State University named after M.V. Lomonosov

Woman's Value Orientations System and Employment Status in Labor Market. P. 365-372.

The system of value orientations is one of the most important factors of reproductive behavior in modern Russia. The paper dwells on the influence of the status and employment sphere in

the labor market of the system of value orientations; on the basis of the singled out differences it suggests changes in the demographic policy in the field of birthrate in Russia.

Key words: birthrate, reproductive behavior, employment status, labor market, value orientations system, demographic policy.

Borovets A.S., Post-Graduate Student, Altaisky State University

Assessment and Competences Stimulation of Advertising Business Personnel. P. 373-379.

The paper defines the role and importance of the competences assessment, their place in the organization management system, and algorithm of personnel competences assessment model with the view of its material stimulation; describes the stages of the competences assessment development of advertising business personnel.

Key words: personnel competences, competences assessment model, personnel stimulation.

Kirillova T.A., Post-Graduate Student, Voronezh State University

Investing in one of the Human Capital Elements – Education. P. 380-358.

The paper dwells on one of the key elements of human capital – education. The author provides the definition of human capital, analyzes the history of the human capital theory development; dwells on conditions making it possible to profitably invest in education.

Key words: human capital, main elements of human capital, return on investments in education, approaches to assessment of investments in education.

Marago Guy Silven, Post-Graduate Student, Voronezh State University

Makita Shesnel Eme, Post-Graduate Student, Voronezh State University

Prognosis as Anti-crisis Management Instrument. P. 386-392.

Diagnostics of companies bankruptcy is of great importance for the efficient anti-crisis management. The paper dwells on the methodics, which make it possible to prognose bankruptcy: quantitative and qualitative crisis prognosing methodics.

Key words: bankruptcy, two-factor model, Altman's coefficient (Z-account), four-factor prognosis model (Taffler), PAS-coefficient, bankruptcy prognosis coefficient, company price, Argenty's indicator (A-account).

Koshmanova S.V., Post-Graduate Student, Russian University of Cooperation

Psychological Foundations of Advertising in Marketing. P. 393-396.

The paper discusses psychological foundations of advertising in marketing with the stress on the following: study of the consumers' attitude to advertising, peculiarities of advertising messages comprehension, interconnection of comprehension and consumers' attitude to advertising depending on the type of their temperament, to which they ascribe themselves; study of the psychological peculiarities of consumers by producers and clients of advertising products.

Key words: advertising, psychology of advertising, consumers, advertising producers, advertising products customers.

Pankratov I.N., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives

Methodological Aspects of a Company Analytical Activity. P. 397-404.

The paper discloses separate methodological aspects of a company analytical activity, generalizes its difference from economic analysis; discloses the peculiarities of the analysis method; generalizes main approaches to the analytical study conducting; singles out and discloses principles, functions and methods of a company analytical activity.

Key words: methodology, company analytical activity, approaches to analytical study, principles, functions and methods of analytical activity.

Pankratov I.N., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives

On the Reasons for the Formation of Analytical Activity of a Company as an Independent Field of Scientific Knowledge. P. 405-409.

The paper proves that with the development of economic relations and improvement of market business tools there enlarges the content subject of the analytical activity of a company, which is forming into independent applied economic science; singles out and discloses the reasons substantiating the given fact.

Key words: analysis, economic and managerial analysis, company business activity analysis, company analytical activity.

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

Theoretical Approaches to Manufacturing Companies Restructuring. P. 410-413.

The paper dwells on the essence of restructuring, its difference from reforming and reorganization; provides characteristics of the types of restructuring with their advantages and drawbacks; points out the main directions of the restructuring implementation at Russian manufacturing companies.

Key words: restructuring, manufacturing companies.

Yudina N.A., Scientific Degree Applicant, Sibirsky University of Consumer Cooperatives

Consumer Behavior Analysis in Hardware Computer Market. P. 414-417.

The paper dwells on the behavior of buyers of computer hardware with the view of forming their loyalty on the basis of marketing communications, with special attention paid to the choice criteria of computer hardware buyers.

Key words: consumer behavior, computer hardware market, marketing studies, purchase decision making process.

Belova A.E., Scientific Degree Applicant, Sibirsky University of Consumer Cooperatives

Medical Products Market Analysis. P. 418-422.

The paper dwells on the main provisions concerning the methodics of performing goods market analysis. A special attention is paid to the peculiarities of the formation of demand and offer in the market of medical products.

Key words: market condition, demand formation peculiarities.

Vashchishin D.S., Scientific Degree Applicant, Omsk State University named after F.M. Dostoyevsky

Improvement of Municipal Capital Investments Management in Housing and Communal Utilities Complex on the Basis of Program and Target Planning Method Application. P. 423-427.

The author of the paper reveals the problems of restructuring of housing and communal utilities complex, defines the principles of budgetary investing in the said complex, formulates suggestions and methodical recommendations on the development of long-term target programs of capital investments in the said complex.

Key words: restructuring of housing and communal utilities complex, budgetary investments, investment project, target program.

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

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

Marketing Communications Essence Study and their Role in Organization's marketing Activities. P. 428-435.

The paper studies the essence of marketing communications and organization's marketing policy, shows their role in marketing complex; defines the main and additional types of marketing communications' reveals the principles, which are reasonable to follow while working out communication policy.

Key words: marketing communications, communication policy, types of marketing communications, communication principles.

FOREIGN EXPERIENCE

Madam Pauline Green, Co-President, Cooperatives Europe
Social Economy and Social Enterprise. P. 436-441.

The paper dwells on the role and place of cooperative organizations in EU and their struggle to recognize cooperatives as equal subjects of business relations.

Key words: global crisis, recession, cooperative, entrepreneurship, shareholder, labor market.

SUMMARY. P. 442-455.

Requirements for the publication of scientific articles in the journal "Herald of Belgorod University of Consumer Cooperatives". P. 456-459.