

## SUMMARY

### URGENT PROBLEMS OF ECONOMY

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

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

#### **Application of Internet Questioning Method for Conducting Marketing Study at Public Catering Units. P. 3-8.**

The paper provides the results of Internet questioning on restaurants visitors' preferences; discloses the factors influencing the choice of a restaurant by clients; reveals the role of the Internet in the collection of information while carrying out marketing studies.

Key words: marketing study, Internet questioning, public catering units.

*Teplova L.E., Ph.D. in Economics, Professor, Head of the Chair of Theory and History of Cooperative Movement, Belgorod University of Consumer Cooperatives*

*Ukolova L.V., Ph.D. in Economics, Associate Professor, Chair of Theory and History of Cooperative Movement, Belgorod University of Consumer Cooperatives*

#### **Organizational and Public Activities of Consumer Cooperation. P. 9-14.**

The paper dwells on the content and directions of organizational and public activities in consumer cooperation; interactions of the organs of self-governance of shareholders and professional governance of managers, development of the social basis and active participation of shareholders in the work of consumer societies.

Key words: organizational and public activities, organs of self-governance, shareholders leaders, cooperative sector, relations culture.

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

*Likhonin K.V., Post-Graduate Student, Belgorod University of Consumer Cooperatives*

#### **Knowledge Management as a New Scientific Direction: Inter Subject and Integral Character. P. 15-22.**

The paper defines the main features of the economy of knowledge; systemizes the viewpoints of different researches on knowledge; provides classification of knowledge, substantiates the necessity of the knowledge management, offers the mechanism of knowledge reproduction as a resource in the frameworks of a company; defines the position of knowledge management in the system of a company management.

Key words: knowledge, knowledge management, economy of knowledge, explicit and implicit knowledge.

*Sukhova L.F., Ph.D. in Economics, Professor, Chair of Finance and Credit, Stavropolsky Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives*

#### **Phi-Theory of a Company Financial Resources Distribution. P. 23-30.**

The given paper discloses new notion and content – phi-theory of a company finances; provides one of the possible variants of the development of economic norms (phi-norms) for the distribution of a company financial resources on the basis of the application of Fibonacci's number sequence regularity with the confirmation of their efficiency use in financial activities.

Key words: phi-theory, company finances phi-theory, phi-norms of a company financial resources distribution.

*Nagapetyants N.A., Ph.D. in Economics, Professor, Chair of Marketing, All-Russia Correspondence Institute for Finance and Economy*

*Kurtova N.D., Senior Lecturer, Chair of Marketing and Management, Volgograd Affiliation, All-Russia Correspondence Institute for Finance and Economy*

**Not-For-Profit Organizations' Interrelations Marketing. P. 31-35.**

The paper dwells on the marketing of interrelations of not-for-profit organizations; analyzes the influence of different factors on the activities of not-for-profit organizations; provides a broad spectrum of interrelations and their influence on the activities of not-for-profit organizations.

Key words: not-for-profit organizations, marketing of interrelations, economy of interrelations, interrelations strategy, interrelations between state and non-state not-for-profit organizations.

*Bozhkov Y.N., Senior Lecturer, Chair of Management and Foreign Economic Activities, Belgorod State Technological University named after V.G. Shukhov*

*Doroshenko Y.A., Ph.D. in Economics, Professor, Head of the Chair of Strategic Management, Belgorod State Technological University named after V.G. Shukhov*

**Peculiarities of Human Capital Management Level Assessment at a Manufacturing Company. P. 36-41.**

The paper dwells on the problems of a modern company human capital management level assessment; on the basis of the analysis of different approaches it defines that human capital management assessment should be formed in three directions: according to the current human capital management efficiency; according to accrued or prospective human capital management efficiency and according to organizational and technical level of human capital management.

Key words: human capital, human capital management, human capital management assessment, human capital management assessment efficiency.

*Gurov V.I., Ph.D. in Economics, Professor, Head of the Department of Economics, Kursk State Technical University*

*Ivanov E.O., Post-Graduate Student, Kursk State Technical University*

**Criteria for Ascribing Business Subjects to Small Entrepreneurship. P. 42-49.**

The functioning of small agricultural companies cannot be successful enough without the significant correction of the state policy in the part of ascribing the given group of commodity producers to the subjects of small entrepreneurship.

Key words: small entrepreneurship, standard statistical indices, small entrepreneurship size parameters, criteria for ascribing.

*Khatsukov A.B., Scientific Degree Applicant, Kabardino-Balkarskaya State Agricultural Academy named after V.M., Kokov*

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

*Dzakhmishева Z.A., Ph.D. in Economics, Senior Lecturer, Chair of Economics and Production Organization, Nalchik Affiliation, Belgorod State University of Consumer Cooperatives*

**Canning Industry Companies' Innovation Activities Analysis. P. 50-57.**

The paper offers the method for the analysis of canning factory innovation activities, integrating organizational, managerial, technological, economic, social and psychological approaches to analysis. The offered method is based on the ideas of parametrical analysis (carried out on the parameters fixed in the documentation) and rating evaluation (based on the collection of information through interviewing managers, production process participants, specialists and heads of departments). The said method makes it possible in a short period of time to analyze the situation in the companies innovation activities, to timely correct and work out the measures on ensuring the competitiveness and efficiency of production.

Key words: innovation activities, parametrical analysis, rating evaluation.

*Zhuravleva L.A., Ph.D. in Economics, Associate Professor, Professor, Chair of Management, Sibirsky University of Consumer Cooperatives*

*Gorelukhina N.V., Scientific Degree Applicant, Sibirsky University of Consumer Cooperatives*

**Market Oriented Management as a Long-Term Development Basis of Consumer Cooperation. P. 58-61.**

Global changes taking place in the markets of all level presuppose the adequate spectrum of changes for the agents in the said markets. Consumer cooperation despite the declared social character of its development is the integral part of the market environment and is forced to follow the changing rules of play. While the market was saturating and the competition was becoming more and more intensive there took place the evolution of business philosophy, which crossed the threshold of marketing orientation concept and reached the concept of market orientation. The most important means for the realization of a new concept is management oriented at markets, study of its fundamental bases and practical use for consumer cooperation organizations, which is the core of the given paper.

Key words: market, philosophy of business, concepts of marketing and market orientation, groups of influence, management oriented at market, organization's culture, capabilities, market configuration of organizational structure.

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

*Mikhailova O.V., Ph. D.in Economics, Senior Lecturer, Chair of World and national Economy, Kursk State Technical University*

*Ivanov E.O., Post-Graduate Student, Kursk State Technical University*

**Development of Economic Ties Among Small Entrepreneurship Subjects in the System of Relations of Agricultural Production. P. 62-69.**

Small entrepreneurship in agriculture cannot ensure efficient production independently and big agricultural business, depriving peasants of their land and turning them into hired labor cannot ensure the said efficiency either. Only with interaction of small and big entrepreneurship only by using the advantages of either of them it is possible to achieve high efficiency of the agroindustrial complex functioning.

Key words: agricultural business, agroindustrial complex, agroindustrial production, foodstuffs market, agroindustrial business, non-statute forms of cooperation.

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

**Population Employment in Consumer Cooperation and Problems of its Regulation. P. 70-74.**

The paper dwells on the problems of population employment and directions of its solution in consumer cooperation of the Stavropol Region; provides the author's view on the ways of ensuring the employment of rural population in the organizations of consumer cooperation.

Key words: rural population employment, labor market, employment assurance in consumer cooperation, new job places creation, temporary and seasonal job.

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

*Kramarenko E.A., Assistant, Chair of Economic Subjects, Rostov Affiliation, Belgorod University of Consumer Cooperatives*

**Development and Introduction of a New Product on Consumer Market. P. 75-81.**

The paper dwells on the questions and provides schemes for the solution of definite problems at different stages of a new product introduction on the consumer market; substantiates the necessity of permanent monitoring of consumer preferences while introducing a new product on a consumer market.

Key words: new product, main stages of GAP analysis, main approaches to the development of new products, goods market adequacy assessment.

*Fedotova S.V., Ph.D. in Economics, Professor, Chair of Accounting, Belgorod University of Consumer Cooperatives*

**Peculiarities of Production Technology and Cost Accounting in Bread Baking. P. 82-85.**

The paper provides statistical overview of the prices in bread products market, dwells on the peculiarities of the bread products production technology and the application in the production cycle of semi-finished and nonsemi-finished method of cost accounting.

Key words: calculation, price formation, self-cost, semi-finished product, unfinished production.

*Skripchenko P.V., Associate Professor, Head of Academic and Methodical Department, Belgorod University of Consumer Cooperatives*

**On the Opportunities for the Development of Professional Education of the Organization's Employees. P. 86-91.**

The paper substantiates the necessity of improving professional education of the company's employees determined by the task of improving the quality of labor resources for innovation economy. The paper defines the task of professional education corresponding to ILO recommendations in the sphere of labor questions regulation; singles out the main directions of professional training and improvement of personnel qualifications, formulates the criteria for selecting the form of professional training; concretizes the purpose, types and kinds of employees professional training.

Key words: professional education, professional training, qualifications improvement, educational programs.

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

**Conditions for Innovative Development of Main Assets Reproduction in Russia. P. 92-97.**

The paper dwells on the conditions for the innovative development of the main assets reproduction in Russia; singles out the directions of the main assets reproduction as the basis for the innovative development of economy; describes the peculiarities and problems of the innovative development and reproduction of the main assets in the economy of Russia; offers the priority measures of the state influence for the creation of the conditions for the innovative reproduction of the main assets in the economy of Russia.

Key words: reproduction management, main assets, innovative development.

*Vasiliev A.G., Ph.D. in Economics, Managing Director, Hotel "AMAKS Congress Hotel"*  
**Systemic Approach to Introduction of Standards in Hotel. P. 98-105.**

The paper dwells on the development and introduction of the service standards of the hotel personnel, technology of services, the role of standards in maintaining company's brand. The author offers the system of standards for services, business communication, quality, appearance etc.

Key words: service quality constancy, level, introduction and maintenance of norms and rules, technology of service, guest-oriented, competence, communication etiquette, service standards system, professional orientation, control system.

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

**Marketing Potential Modeling in the System of the Company Economic Management. P. 106-111.**

The paper dwells on the main components of a company marketing potential, provides their detailed characteristics and describes the process of its modeling.

Key words: marketing potential, market potential, approaches to the defining of the marketing potential, diagnostical analysis of marketing potential, cluster analysis.

*Zozulya O.A., Ph.D. in History, Professor, Chair of the History of Law and State, Moscow State Open University*

**Genesis of Cooperation and Evolution of its Theoretical Apprehension. P. 112-117.**

The paper is dedicated to the study of cooperation genesis as a social and economic phenomenon, form of the association of small owners in collective companies; provides separate approaches to the explanation of the essence and nature of cooperation; determines and discloses main directions of cooperative construction characteristic of different economic systems.

Key words: cooperation, Cooperative movement nature, collective forms of business organization.

*Demjanchenko N.V., Ph.D. in Economics, Associate Professor, Chair of Management and World Economy, Russian State University of Trade and Economy, Krasnodar Affiliation*

**Personnel Competence Management in the System of Ensuring Modern Organization's Competitiveness. P. 118-124.**

The paper dwells on the notion of personnel competence in the aspect of a modern organization's competitiveness assurance; proves the necessity of competence management with the view of solving strategic goals of organization's development; shows the mechanism of competence management at individual, corporate and macro levels.

Key words: competence, competence management, competence components, competence map, competence profile.

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

**On the Dynamic Status of the Organization's Governed Personnel and Life Activities Safety. P. 125-129.**

The paper provides and substantiates the authors' approach to the understanding of the urgency in changing the status of the organization's governed personnel in the conditions of the market transformation of economy.

Key words: labor, labor energy, organization personnel, life activities safety, employee, employee-owner, synergy, adaptive behavior, employee's creative behavior.

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

*Kazmina E.N., Senior Lecturer, Chair of Customs Studies, Belgorod University of Consumer Cooperatives*

**Historical Aspects of Customs Organs Service Activities Development. P. 130-133.**

The paper discloses the essence and content of the customs organs service activities, defines the subjects and dwells on the evolution of the customs organs service activities from the moment of the emergence of customs in ancient Russia till present day.

Key words: customs service, service activities, customs services operators, customs services consumers.

*Brezhneva V.M., Ph.D. in Economics, Associate Professor, Chair of Goods Study and Technological Subjects, Kursk Affiliation, Belgorod University of Consumer Cooperatives*

**Mathematical Model for Determining Organization's Visibility as the Result of Efficient Marketing Communications. P. 134-138.**

The paper reveals the essence of the mathematical model for determining the visibility of the organization as a result of advertising impact and opportunities for its application to study the image of consumer cooperation.

Key words: media planning, mathematical model, visibility, relation to brand, consumers' loyalty, advertising productivity, forgetting rate function.

*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"*

**Conditions and Dynamics of Development of Housing and Communal Complex in the Belgorod Region. P. 139-142.**

The paper dwells on the main parameters and discloses trends in the development of housing and communal complex of the Belgorod Region during recent years.

Key words: housing and communal complex, available housing, available housing structure by the years of construction, available housing development level, general overhaul, priority goals of housing and communal complex development.

*Kashirtseva A.Y., Assistant, Chair of Finance and Credit, Kursk Institute of State and Municipal Service*

*Dudko V.A., Ph.D. in Economics, Associate Professor, Chair Economics and Management, Kursk State Technical University*

**Anticipative Management of Economic Systems on the Basis of Imitational Modeling. P. 143-150.**

The paper dwells on the problems of modern companies management and substantiates the necessity of anticipative management; states the necessity and possibility of the development and application in the system of anticipative management of the dynamic systems for managerial decision making; provides the imitational model and on the basis of experiments with it singles out the ways to improve the efficiency of the management of one of the company's functional economic systems.

Key words: anticipation, managerial decision, decision making support system, modeling, experiment.

*Zakharchenko N.P., Ph.D. in Economics, Associate Professor, Chair of Commerce Activities and Advertising, Belgorod University of Consumer Cooperatives*

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

**Forms and Methods of Advertising Economic Efficiency Determination. P. 151-155.**

For any subject of advertising market while exercising advertising activities the result is of paramount importance i.e. the efficiency of its advertising efforts. The efficiency of advertising activities relates to all without exception subjects of advertising market. Each participant seeks to obtain the largest return on investments put in the advertising which means the largest effect.

Key words: efficiency, economic efficiency, advertising activities, advertising profit, activity turnover growth ratio, criterion evaluation, 1,000 advertising contacts price.

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

**Theoretical and Structural Analysis of Modern Approaches to the Substantiation of the Advertising Activities Essence of Russian Market Subjects. P. 156-164.**

The paper dwells on the theoretical approaches to the understanding of the essence and content of advertising activities, provides the characteristics of advertising activities structure at macro and micro levels; substantiates the notion of advertising strategy and provides the classification of the advertising activities types.

Key words: activity, advertising activities, advertising activities goal, subject and labor means in advertising practice, advertising strategy, advertising project, advertising campaign, advertising activities classification.

*Shchepochkina N.A., Senior Lecturer, Chair of Accounting, Belgorod University of Consumer Cooperatives*

**Integrated System of Bookkeeping, Financial and Managerial Accounting of Income. P. 165-170.**

The given paper dwells on the systemic approach to the formation and disclosure of information on income in bookkeeping and accounting of bread baking companies of consumer cooperation in the Belgorod Region.

Key words: profit, bread baking companies of consumer cooperation, production self-cost, direct-costing system, income and losses report.

*Zholobov N.M., Senior Lecturer, Chair of Customs Studies, Belgorod University of Consumer Cooperatives*

**Theoretical Approaches to the Content of the Notion “Labor Protection” and its Social and Economic Importance. P. 171-177.**

The paper reveals the notion of labor protection, the author offers an approach to the content of labor protection necessary for the efficient activities of businesses, discloses its social and economic importance.

Key words: labor [protection, health protection, labor safety, labor conditions, social and economic importance.

*Shiryaeva T.Yu., Senior Lecturer, Chair of Management, Post-Graduate Student, Sibirsky University of Consumer Cooperatives*

**Relationships management Peculiarities in Cooperative Sector of Economy. P. 178-183.**

The paper is dedicated to the study of relationships capital formation concerning consumer cooperation system in inside cooperative and outside cooperative groups of relationships management sectors.

Key words: relationships management, relationships capital, relationships management sector.

*Gatilova I.N., Senior Lecturer, Chair of Information Systems and Technologies, Belgorod University of Consumer Cooperatives*

**Internet Business as Means of Improving Economic Structures Efficiency. P. 184-186.**

Internet business makes it possible for the companies to more efficiently and flexibly organize their internal working processes to improve their ties with suppliers, and to actively react on their clients' requirements and expectations. The said business provides the opportunity for the companies to select better suppliers regardless of their geographic location and ensure sales in the world markets. In the author's opinion for the successful functioning of Internet business in Russia it is necessary to solve a number of the most important tasks, including working out legal, technological, economic and social basis taking into account Russian and international legislation.

Key words: information technologies, Internet, electronic business, electronic commerce, electronic trade.

*Poseva N.V., Assistant, Chair of Economics, Belgorod University of Consumer Cooperatives*

**On the Influence of Social Determination of Consumption on the Differentiation of the Population Way of Life. P. 187-190.**

Modern man cannot exist with multisided, multi element in its content consumption system. Its main peculiarity is the fact that it already for many people is beyond the limits of buying the most necessary for life foodstuffs and manufactured goods. Rapid development of science and technology and relative improvement of living standards lead to the necessity of referring to the problem of the social determination of consumption influencing the way of life of the population.

Key words: population quality of life, social determination of consumption, quasi-need, social environment, way of life, individualization of consumption, social vertical stratification.

*Klimenko L.E., Assistant, Chair of Marketing and Management, Belgorod University of Consumer Cooperatives*

**On the Question of Innovation Activity Management in the System of Organization's Business Activity Elements. P. 191-194.**

The paper dwells on the problem of studying innovation activity as the element of organization's business activity and systemizing the factors of innovation process influencing its improvement; studies objective and subjective, internal and external factors of innovation activities in their interconnection, discloses the connection between competition and innovation relations.

Key words: business activity, innovation activity, management, innovation activity factors.

*Chalaya I.Yu., Post-Graduate Student, Belgorod University of Consumer Cooperatives*

**Marketing Complex as a Methodological Tool Kit of a Company Activities in Innovation Market. P. 195-199.**

The paper dwells on the marketing complex as the integrity of manageable parameters of marketing activities with the help of which the management of the company seeks to satisfy market segments demands to the full. The paper stresses the fact that the development and decision making in market conditions are based on taking into account the differences and integrity of marketing notions as philosophy, way of organizing company's activities and as a tool influencing the process of market exchange between the producers and consumers of goods.

Key words: marketing of innovations, marketing complex, marketing mix, marketing policy tools.

*Pankratov I.N., Post-Graduate Student, Belgorod University of Consumer Cooperatives*

**Etymology of the Term "Company's Analytical Activities" and its Morphological and Essence Components. P. 200-206.**

The paper substantiates the etymology of the term "company's analytical activities", singles out and discloses its morphological (tool off analytical work, research methods, management function, research methodics) and essence (analytical work, business analysis, assessment, diagnostics, monitoring, prognostics) components, determined by the sequence of their implementation in the systemic analytical activities of a company.

Key words: term etymology, analysis, analytical work, company's analytical activity, assessment, diagnostics, monitoring, prognostics.

*Shvaryova E.V., Post-Graduate Student, Belgorod University of Consumer Cooperatives*

**Service Sphere Development Trends and Factors assessment. P. 207-210.**

The paper dwells on the peculiarities and trends in the development of service sphere at the present stage; reflects the main factors influencing the efficiency of service sphere companies activities efficiency.

Key words: service sphere, factor, need, service, trend.

*Lutsenko Y.N., Post-Graduate Student, Belgorod University of Consumer Cooperatives*

**Efficient Branding as the Basis for Tourist Product Promotion. P. 211-216.**

The paper dwells on the substantiation of branding application in the promotion of tourist product; analyzes the definitions of the notions “brand”, “branding”, provides the author’s definition of the notion “brand”; provides rating assessment of brands comprehension on the basis of the results of the marketing rating study of the most known traveling agencies in Russia.

Key words: trade mark, brand, branding, brand rating assessment.

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

**Operational Accounting Organization Peculiarities in Consumer Cooperation System. P. 217-220.**

The paper provides characteristics of the consumer cooperation multifunction system, substantiates that in the system of consumer cooperation each branch has its own specificity influencing the structure and composition of the integrity of methods and means, which in their unity compose the basis of operational accounting system in the organization.

Key words: operational accounting, organization’s activities indicators, accounting building concept, multifunctional system, cost appearance place.

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

**Building Materials Use Improvement in Modern Conditions. P. 221-224.**

The paper dwells on the conditions of raw materials in cement sector, problems and suggested recommendations on the directions of its development.

Key words: affordable homes, modernization of companies , transnational producers, price agreement, price stagnation.

*Saaya M.V., Post-Graduate Student, All Russia Correspondence Institute for Finance and Economics*

**Relative Prices System Dynamics Influence on Sustainability of Economic Development of Russia. P. 225-228.**

The paper studies the influence of relative prices system dynamics in Russia, caused by the liberalization of prices in the beginning of 1990s on the economic development of the country. The dominance of resource branches connected with the way of price liberalization produced a direct influence on processing sectors. The relative reduction of prices for the products of the latter hampered their growth.

Key words: prices liberalization, relative prices system, transforming economy, economic development.

*Sobchenko N.V., Post-Graduate Student, Stavropol State Agrarian University*

**Entrepreneurial Structures: Factors Influencing Their Sustainable Development. P. 229-235.**

The paper offers the author’s approach to the study of factors influencing sustainable development of entrepreneurial structures as well as innovations as one of the most important factors.

Key words: entrepreneurial structures, factors, sustainable development, innovations.

*Pel N.A., Post-Graduate Student, Novosibirsk State University of Economics and Management*

**Adhocracy in Public Organizations: Mutual Coordination Instead of Formal Democracy. P. 236-240.**

The trend towards decentralization of organizational structure is a natural specific feature of public organizations. In the majority of them statute documents describe democratic organizational structure in which the powers of all employees of the organization do not depend on their position or competence while in practice the said decisions do not lead to democracy. In reality far more closer to democracy are such organizations in which the powers of employees depend on knowledge and qualifications and the realization of this is helped by adhocratic organizational structure.

Key words: adhocracy, decentralization, public organization, organizational structure, project management, management of projects.

*Dedusenko M.L., Post-Graduate Student, Belgorod University of Consumer Cooperatives*  
**Conceptual Approaches to the Essence of Tax Potential. P. 241-244.**

The paper makes an attempt to substantiate conceptual approaches reflecting the economic essence of tax potential: resource, fiscal and interbudgetary; analyzes the viewpoints of many scholars on the said problem.

Key words: potential, tax potential, conceptual approaches, resource approach, fiscal approach, interbudgetary approach.

*Bondareva Ya.Yu., Assistant, Chair of Town Utilities Enterprise Economy and Management, Post-Graduate Student, Belgorod State University*

**Innovation System of Meso Level: Peculiarities and Development Factors. P. 245-247.**

The paper discloses the content and essence of the methodological apparatus of innovation, applied to the economic system of meso level and studies peculiarities of development of the regional economic system.

Key words: innovations, innovation activities, innovation process, innovation potential, innovation infrastructure.

*Otvagina I.E., Post-Graduate Student, Sibirsky University of Consumer Cooperatives*  
**Personal Services Marketing Complex Peculiarities. P. 248-251.**

The paper provides characteristics of marketing mix peculiarities in the sphere of personal services; discloses groups of factors influencing satisfaction by personal services and characterizes the process of management of marketing complex elements.

Key words: marketing complex, personal services sphere, price, product, distribution, promotion.

*Bogachev D.S., Director, Entrepreneur, "IP Bogachev"*

**Company Innovation Resources Assessment as an Initial Stage of Competitive Strategy Development. P. 252-257.**

The paper dwells on the questions of innovation processes management at companies, concerning timely and comprehensive formation of resources for the development of the said important activity and in particular their assessment; defines innovation resources of a company; provides their classification in the context of the problem under study; states the specificity of the given types of resources, which determines their identification, methods of analysis, ways of their development and application; offers methodical approaches to the assessment of innovation resources, which is the first stage of development strategy working out and strengthening of the company's competitive positions.

Key words: innovation, innovation resources, innovation activity management, competitive strategy, assessment of resources.

*Padalko A.N., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives*  
*Milyukin D.N., Post-Graduate Student, Belgorod University of Consumer Cooperatives*

**Organization's Capital Analysis Results Application in the Management of its Market Activity. P. 258-264.**

The paper dwells and provides the results of the approbation of organization's capital economic analysis methodics; shows its role in the management of business market activities.

Key words: own capital, own capital analysis, market activity.

**SUMMARY. P. 265-273.**

**Requirements for the publication of scientific articles in the journal "Herald of Belgorod University of Consumer Cooperatives". P. 274-278.**

# ТРЕБОВАНИЯ ДЛЯ ОПУБЛИКОВАНИЯ НАУЧНЫХ СТАТЕЙ В ЖУРНАЛЕ «ВЕСТНИК БЕЛГОРОДСКОГО УНИВЕРСИТЕТА ПОТРЕБИТЕЛЬСКОЙ КООПЕРАЦИИ»

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Все поступающие в редакцию материалы проверяются на наличие заимствований из открытых источников (проверка осуществляется с помощью системы AntiPlagiat.ru). Статьи с заимствованиями более 10% в журнале не публикуются.

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С авторами статей, представленных для публикации, заключается лицензионный договор. Бланк лицензионного договора размещен на сайте журнала «Вестник Белгородского университета потребительской кооперации»: [http://www.bupk.ru/vestnik\\_vestgl](http://www.bupk.ru/vestnik_vestgl). Заполненный и подписанный авторами лицензионный договор направляется в редакцию одновременно с рукописью. Договор в 2-х экземплярах может быть представлен лично или направлен в редакцию журнала по почте: Россия, 308023, г. Белгород, ул. Садовая, 116 а, к. 214. Заполнять договор желательно на компьютере.

### ***Правила оформления научных статей***

Статья представляется в редакцию журнала в печатном и электронном виде в одном файле, который должен содержать:

- индекс статьи по универсальной десятичной классификации (УДК);
- сведения об авторе;
- название статьи;
- аннотацию;
- ключевые слова;
- текст статьи, включая формулы, таблицы, рисунки;
- библиографический список.

**Сведения об авторе, название статьи, аннотация и ключевые слова статьи приводятся на русском и английском языках.**

Перед названием статьи указывается **индекс статьи** по универсальной десятичной классификации (УДК) (слева).

Через интервал приводится **информация об авторах** (фамилия, имя, отчество полностью, ученая степень, ученое звание, место работы, должность, контактная информация) жирным шрифтом (Times New Roman 14 pt) с выравниванием по ширине.

Ниже через два интервала указывается **название статьи** прописными буквами жирным шрифтом (Times New Roman 14 pt) с выравниванием по центру.

Затем через два интервала приводится **аннотация** – краткая характеристика тематического содержания статьи, в которой указывается, что нового несет в себе данный материал. Рекомендуемый объем аннотации – до 500 печатных знаков. Аннотация оформляется обычным шрифтом (Times New Roman 11 pt) с выравниванием по ширине.

Через интервал после аннотации указываются **ключевые слова** – слова или словосочетания, несущие в тексте основную смысловую нагрузку.

*Форматирование основного текста.* Поля страницы: левое – 3 см; правое – 1,5 см; верхнее и нижнее – 2 см. Текст печатается шрифтом Times New Roman 14 pt, межстрочный интервал – одинарный, красная строка (абзац) – 1,25 см, формат А 4, выравнивание по ширине. Страницы не нумеруются.

*Рисунки, схемы и диаграммы* должны быть четкими, ориентация страниц – книжная. Подпись под рисунками и схемами оформляется обычным шрифтом (Times New Roman 12 pt). Сокращения и аббревиатуры допускаются, но все они должны быть обязательно расшифрованы и пояснены при первом использовании в тексте.

*Таблицы* должны быть пронумерованы по порядку и иметь заголовки. Нумерационный заголовок (*Таблица 4*) должен быть набран светлым курсивом в верхнем правом углу. Тематический заголовок (название всей таблицы) – жирным над таблицей по центру (шрифт Times New Roman 14 pt). При оформлении таблиц необходимо использовать книжную ориентацию текста. Размерность физических величин следует указывать в системе единиц СИ. В таблицах не следует приводить справочный материал, заменяя его ссылками на соответствующую литературу. Сноски, относящиеся к таблице, обозначаются звездочками (одной, двумя, ...) и помещаются под таблицей. Замечания общего характера к содержанию таблицы печатают под таблицей после слова *Примечание*.

Математические и физические *формулы* выполняются в редакторе формул.

Все данные должны иметь **ссылки на источник**. Ответственность за использование данных, не предназначенных для открытых публикаций, несут в соответствии с законодательством РФ авторы статей.

**Статьи должны иметь библиографические списки в едином формате, установленном системой Российского индекса научного цитирования (в соответствии с ГОСТ Р 7.0.5–2008).**

Ссылки на источник литературы указываются в квадратных скобках с номером, соответствующим номеру в списке литературы. *Сноски, приводимые на странице*, располагаются внизу страницы (шрифт Times New Roman 10 pt) и могут содержать следующие элементы: заголовок; основное заглавие документа; общее обозначение материала; сведения, относящиеся к заглавию; сведения об ответственности; сведения об издании; выходные данные; сведения об объеме документа (если ссылка на весь документ); сведения о местоположении объекта ссылки в документе (если ссылка на часть документа); сведения о серии; обозначение и порядковый номер тома или выпуска (для ссылок на публикации в многочастных или сериальных документах); сведения о документе, в котором опубликован объект ссылки; примечания; международный стандартный номер. Предписанный знак точку и тире, разделяющий области библиографического описания в сносках, как правило, заменяют точкой.

<sup>1</sup> Флоренский П.А. У водоразделов мысли. М., 1990. Т. 2. С. 27.

<sup>3</sup> Кутепов В.И., Виноградова А.Г. Искусство Средних веков. Ростов н/Д. 2006. С. 144-251.

<sup>17</sup> История Российской книжной палаты, 1917–1935. М., 2006.

*Повторную ссылку* на один и тот же документ (группу документов) или его часть приводят в сокращенной форме при условии, что все необходимые для идентификации и поиска этого документа библиографические сведения указаны в первичной ссылке на него. Выбранный прием сокращения библиографических сведений используется единообразно для данного документа.

В повторной ссылке указывают элементы, позволяющие идентифицировать документ, а также элементы, отличающиеся от сведений в первичной ссылке. Предписанный знак точку и тире, разделяющий области библиографического описания, в повторной библиографической ссылке заменяют точкой.

В повторной ссылке, содержащей запись на документ, созданный одним, двумя или тремя авторами, приводят заголовок, основное заглавие и соответствующие страницы. В повторной ссылке, содержащей запись на документ, созданный четырьмя и более авторами, или на документ, в котором авторы не указаны, приводят основное заглавие и страницы. Допускается сокращать длинные заглавия, обозначая опускаемые слова многоточием с пробелом до и после этого предписанного знака.

<i>Первичная</i>	<sup>1</sup> Гаврилов В.П., Ивановский С.И. Общество и природная среда. М.: Наука, 2006. 210 с.
<i>Повторная</i>	<sup>15</sup> Гаврилов В.П., Ивановский С.И. Общество и природная среда. С. 81.
<i>Первичная</i>	<sup>3</sup> Концепция виртуальных миров и научное познание / Рос. акад. наук, Ин-т философии. СПб., 2000. 319 с.
<i>Повторная</i>	<sup>11</sup> Концепция виртуальных миров ... С. 190.
<i>Первичная</i>	<sup>18</sup> Фенухин В.И. Этнополитические конфликты в современной России: на примере Северо-Кавказского региона: дис. ... канд. полит. наук. М., 2002. С. 54–55.
<i>Повторная</i>	<sup>19</sup> Там же. С. 68.

*Библиографическая ссылка, приводимая в конце статьи*, может содержать следующие элементы: заголовок; основное заглавие документа; общее обозначение материала; сведения, относящиеся к заглавию; сведения об ответственности; сведения об издании; выходные данные; физическую характеристику документа; сведения о местоположении объекта ссылки в документе (если ссылка на часть документа); сведения о серии; обозначение и порядковый номер тома или выпуска (для ссылок на публикации в многочастных или сериальных документах); сведения о документе, в котором опубликован объект ссылки; примечания; международный стандартный номер. При нумерации затекстовых библиографических ссылок используется сплошная нумерация всех источников, расположенных в алфавитном порядке. Предписанный знак точку и тире, разделяющий области библиографического описания, в затекстовой ссылке сохраняют.

История Российской книжной палаты, 1917–1935 / Р.А. Айгистов [и др.]. – М.: Рос. кн. палата, 2006. – 447 с. – ISBN 5-901202-22-8.

Кутепов В.И., Виноградова А.Г. Искусство Средних веков / под общ. ред. В.И. Романова. – Ростов н/Д, 2006. – С. 144–251.

Флоренский П.А. У водоразделов мысли. – М., 1990. – Т. 2. – С. 27.

**Объем статьи**, как правило, не должен превышать 10 страниц машинописного текста, включая библиографический список.

**Вниманию авторов:** статьи, оформленные с нарушением настоящих Правил, редакцией не принимаются и возвращаются авторам на доработку без их рассмотрения по существу. Материалы, присланные в редакцию, авторам не возвращаются.

### ***Оформление подписки на журнал***

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– на сайте Научной электронной библиотеки <http://www.elibrary.ru/projects/subscription/subscription.asp> – на электронную версию журнала.

Подробную информацию авторы могут получить по телефону: (4722) 26–07–47, на сайте журнала: [http://www.bupk.ru/vestnik\\_vestgl](http://www.bupk.ru/vestnik_vestgl).