

SUMMARY

URGENT PROBLEMS OF ECONOMY

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

Business Processes Management Model of Consumer Cooperation Organizations' Commerce Activities. P. 5-11.

The paper substantiates the necessity of search and application of methods and tools of consumer cooperation organizations' management; defines the model of commerce activities business processes management; provides the hierarchy of the development of the levels of balanced system of indicators in the model of consumer cooperation organizations' commerce activities business processes management.

Key words: benchmarking, marketing mix, benchmarking analysis, benchmarking forms.

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

Theoretical Foundations of Rewarding System Formation. P. 12-16.

The paper substantiates the necessity of working out theoretical and methodological foundations of the rewarding system formation at a company; defines necessary structural elements of the said system; formulates and substantiates requirements, which the system should meet.

Key words: motivation, rewarding system, provisions on rewarding, indicators and terms of rewarding, rewarding periodicity, motivating and demotivating factors.

Troshikhin V.V., Ph.D. in Philosophy, Professor, Head of the Chair of Humanitarian, Social and Economic Sciences, Belgorod University of Consumer Cooperatives

Modern Philosophic Problems of Socio-Economic and Humanitarian Sciences. P. 17-29.

The paper dwells on the problems of cognition process in humanitarian and socio-economic sciences, substantiates the specificity of theoretical and methodological procedures, reveals axiological prerequisites of humanitarian and social knowledge, shows the role and importance on non-formalized, intuitive and metaphoric knowledge, as well as activity and communication in substantiating truth and reliability scientific humanitarian knowledge.

Key words: paradigm, communication, hermeneutics.

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

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

Actualization of Benchmarking Measurements in Different Fields and Spheres of Activity of Consumer Cooperation Organizations. P. 30-36.

The paper studies the possibilities of benchmarking application in different fields and spheres of activity of consumer cooperation organizations; substantiates the urgency and practical importance of innovation technology application in consumer cooperation organizations with the view of adjusting their activities in the conditions of highly competitive and dynamic environment.

Key words: benchmarking, marketing mix, benchmarking analysis, benchmarking forms.

Nevleva I.M., Ph.D. in Philosophy, Professor, Head of the Chair of Social Work and Document Study, Belgorod University of Consumer Cooperatives

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

Analysis Methodics of Population Life Quality Regional Diversification. P. 37-44.

The paper discloses the methodics of regional diversification of the population life quality; provides initial information basis for the selection of the indicators of regional diversification of the population life quality on the basis of the assessment of factors forming the differences in the level of services consumption.

Key words: life quality, national mentality, social sphere, life quality assessment indicators, life standard, social transfers.

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

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

Innovation Factor of Assuring National and Regional Economy Competitiveness. P. 45-50.

The paper substantiates the influence of innovation processes on the competitiveness of national economy; studies the ratings of the most competitive countries and foreign experience in the formation of competitive strategy and policy as well as the prospects for the development and potential of Russian economy.

Key words: competitiveness, innovations, innovation activities, national economy competitiveness, techno parks.

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

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Sinyukova V.A., Ph.D. in Economics, Associate Professor, Chair of Companies' Economy, Russian State University of Trade and Economics

Production DEvelopment on the Basis of Cooperative Principles. P. 51-58.

On the basis of systemic views the paper studies the reasons for the socialization of production; shows that the relations in the conditions of cooperation are based on economic interests of its participants which should be harmonized.

Key words: cooperation, cooperative socialization, property relations, cooperative principles.

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

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

Innovation Process Non-Linear Model Improvement. P. 59-62.

The paper reviews modern trends and models of innovation process; analyzes the reasons for low innovation activity of Russian manufacturing companies; provides the recommendations for improving non-linear innovation model.

Key words: innovation, innovation process, financial and commodity markets, knowledge intensive hi-tech goods, non-linear innovation model.

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 Complex Process of Identification and Development of Businesses Intellectual Key Competence and Improvement of Their Competitiveness. P. 63-71.

The paper systemizes different point of views of researchers on competence; provides the definition of the category of intellectual key competence; dwells on the mechanism of its identification and development on the basis of knowledge management system; provides unified dynamic cycle of knowledge reproduction; offers the model and formulates the main principles of the identification and generation of knowledge; works out unified complex integrity of requirements to the system of knowledge accumulation; singles out the main directions to stimulate knowledge exchange and a complex of new strategic opportunities of an organization.

Key words: competence, intellectual key competence, knowledge management, knowledge reproduction cycle, knowledge generation, knowledge repository, knowledge diffusion.

Kupriyanov S.V., Ph.D. in Economics, Professor, Head of the Chair of Management and Foreign Economic Activities, Belgorod State Technological University named after V.G. Shukhov

Shevtsova S.N., Assistant, Chair of Management and Foreign Economic Activities, Belgorod State Technological University named after V.G. Shukhov

Peculiarities of the Formation and Development of Special Economic Zones (SEZ) in Russia. P. 72-79.

At present the process of integration in the world is taking ever wider scale, which makes national economies more open. Creation of special economic zones (SEZ) in the Russian Federation is one of the main components of Russian business integration program in world economic system. The development and maintenance of different types of zones on the territory of Russia makes it possible to attract national and foreign investors in the most promising sectors of economy.

Key words: special economic zone, technological and implementation SEZ, industrial and manufacturing SEZ, investments, taxation.

Troshikhin V.V., Ph.D. in Philosophy, Professor, Head of the Chair of Humanitarian, Social and Economic Sciences, Belgorod University of Consumer Cooperatives

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

Informatization as a Factor of Social and Economic Society Transformation. P. 80-84.

The paper provides a comparative analysis of the most wide spread in science concepts of information society, reveals foundations and methodology of their typology, description and interpretation and shows the role of informatization and communication in the formation and functioning of social structures, institutions and processes of modern societies.

Key words: the Internet, technocracy, expertocracy, informatization, communication, information economy, post industrial society, computer revolution.

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

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

Region Diversified Companies Economic Development Strategy Formation. P. 85-91.

The paper focuses on the importance of strategic planning and management of companies of the region in the conditions of market economy; reflects the technique of management strategy formation on the basis of the diversification of companies; provides details on types, motives, risks and strategy of diversification; mirrors possible both positive and negative sides of companies diversification.

Key words: diversification, concentration, integration, adjustment, investments, formation, strategy, planning, management, company, production, efficiency.

Krivoshlykov V.S., Post-Graduate Student, Kursk State University

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

Certain Trends of Local Market Development (on the example of Kursk Region meat market). P. 92-99.

The paper dwells on the problems, which significantly influence the formation of demand and supply in the market of meat products of Kursk Region. Ensuring dynamic and sustainable development of the said local market would make it possible to solve the problems of the regional foodstuffs safety.

Key words: local market, structure and dynamics of production, consumer prices, demand and supply curve, determination coefficients, financial results, quality of products.

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

Golub M.E., Ph.D. in Economics, Associate Professor, Chair of Accounting, Analysis and Auditing, Moscow Institute for Entrepreneurship and Law

Methodical Aspects of Accounting in Not-For-Profit Organizations. P. 100-104.

The paper provides the system of accounting in not-for-profit organization, which is influenced by information flows while carrying out its target and entrepreneurial activities.

Key words: not-for-profit organizations, entrepreneurial activities, information system, accounting system, external users, internal users.

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

Komyagin A.D., Post-Graduate Student, Kursk State Technical University

Costs Volume Influence Analysis on the Grain Production Efficiency at Agricultural Companies. P. 105-109.

The paper provides the analysis of the costs volume influence on the efficiency of grain production at agricultural companies of Kursk Region.

Key words: costs, self-cost, correlation and regression analysis, agriculture, yield, production, profitability, efficiency.

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

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

Tourist Organizations Sustainable Development Strategy Formation on the Basis of Marketing Efficiency Management. P. 110-115.

The paper studies the peculiarities of marketing efficiency management in the organization; substantiates the necessity of the development of the balanced system of indicators in the frameworks of the sustainable development strategy implementation; offers the algorithm for the formation of the sustainable development strategy formation of a tourist organization on the basis of marketing efficiency management.

Key words: marketing indicators, strategic map, sustainable development strategy, client orientation.

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

Knowledge Economy Formation as a Target of Specialists' Professional Training. P. 116-121.

The paper substantiates the contextual specificity of knowledge economy and discloses the essence of knowledge as a new resource of the society's economic development; shows the role and defines certain problems of specialists' professional training in the formation of knowledge economy.

Key words: knowledge economy, knowledge, innovations, intellectual capital, specialists' professional training.

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

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

Classification of Distortions and Mistakes in Financial Reporting. P. 122-129.

The paper dwells on the problems of the classification of the signs of distortions in financial reporting, studies the questions of the definition of elements forming the system of classifying signs; clarifies the difference between tax optimization and taxes payment evasion.

Key words: classification of distortions, mistakes in reporting, tax optimization, deliberate and undeliberate mistakes.

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

Ivanitskaya T.Y., Senior Lecturer, Chair of Service and Tourism, Belgorod University of Consumer Cooperatives

Essence and Content of Tourist Services. P. 130-139.

The paper systemizes point of views of scientists on the definitions of such economic categories as "tourism", "tourist industry", "tourist product", "tourist service" and offers author's interpretations of the said notions; discloses interconnection among them.

Key words: tourism, tourist industry, tourist product, tourist service.

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

Methodical Aspects of Fixed Capital Reproduction Selection Methods. P. 140-146.

The paper dwells on the methodical aspects of fixed capital reproduction selection methods; singles out separate peculiarities of fixed capital reproduction, describes the methods of fixed capital reproduction, provides their characteristics; defines requirements, goals and stages for working out the methodology of fixed capital reproduction conditions; offers algorithm's block scheme for fixed capital reproduction method selection.

Key words: reproduction management, fixed capital, methods of reproduction.

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

Activation of Socially Responsible Behavior of Consumer Cooperation Organizations. P. 147-156.

The paper studies the essence and importance of social responsibility, conducts retrospective analysis of public comprehension of social responsibility and its forms and types; provides the notion and shows distinctive peculiarities of social responsibility in consumer cooperation system; characterizes principles and components of socially responsible behavior of consumer cooperation organizations and opportunities for its activation in the process of governance.

Key words: social responsibility, social responsibility comprehension, socially responsible behavior of consumer cooperation organizations, image and brand, stockholders, social responsibility management.

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

Theoretical Aspects of Non-Tariff Regulation in the Russian Federation. P. 157-162.

The paper studies theoretical aspects of non-tariff regulation in the Russian Federation as one of the methods of state regulation of foreign trade; dwells on the elements of non-tariff regulation and clarifies the notion of non-tariff regulation.

Key words: foreign trade, non-tariff regulation, quantitative limitations, economic character measures, non-economic character measures, bans on export/import of goods.

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

Theoretical and Methodological Foundations and Directions in the Implementation of the Concept of Social and Economic Development of Consumer Cooperation in Institutional Environment. P. 163-168.

The paper provides the substantiation of the necessity of concept formation and offers conceptual model of consumer cooperation social and economic development in the institutional environment; singles out directions of consumer cooperation development, embracing the improvement of the institutional environment and internal institutional agreements.

Key words: social and economic development, institutional environment, consumer cooperation.

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

Authentication in Banking System. P. 169-173.

The paper studies the mechanisms and types of authentication, its interconnection with other processes ensuring the access for bank's clients to the information on the situation with their accounts and their use through the computer networks; describes the process and stages of the bank clients authentication and provides types both used for a long time and new ones.

Key words: authentication, user, Internet, mobile connection, protection, authorization, information, client, password, microprocessor cards.

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

Role of Voluntary Social Insurance in Assuring Protection of the Population of Russia from Social Risks. P. 174-179.

The paper substantiates the necessity of developing voluntary social insurance in this country, provides the analysis of its condition during 1998-2008; reveals trends in its development at each stage of the emergence of national insurance market as well as the factors determining their emergence.

Key words: social insurance, voluntary social insurance.

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

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

Social Partnership System Formation in Russia: Essence, Principles, Forms. P. 180-185.

The paper points at the necessity and importance of social partnership usage as a specific type of social relations; studies features, principles and forms of social partnership; defines the main peculiarities of social partnership in Russia.

Key words: social partnership, principles of social partnership, forms of social partnership, social partnership system in Russia, tripartite system as a form of social partnership.

Glazunova O.A., Ph.D. in Economics, Associate Professor, Chair of Commerce Activities and Advertising, Belgorod University of Consumer Cooperatives

Main Problems of the Formation of Companies' Assortment Policy and Ways of Their Solution. P. 186-191.

The paper analyzes the questions, connected with a company assortment policy as well as main tasks, facing those, who carry it out; shows typical mistakes most often found in practice and possible ways of their solution.

Key words: assortment, assortment policy, assortment matrix, assortment list.

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

Application of Controlling in Organization's Management System. P. 192-198.

The paper studies the problems of controlling application in organization's management system; shows the opportunities for the application of general scientific and applied approaches to controlling in the organization's management system; defines structural components of controlling concept.

Key words: controlling, controlling concept implementation, application of scientific approaches and principles in studying controlling in organization's management system.

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

Market Subjects Interrelations Improvement in the Sphere of Advertising Business. P. 199-204.

The paper provides theoretical substantiation of the essence and content of advertising business, its structure; defines peculiarities of building interrelations among the participants of the advertising market; defines the directions of cooperation between advertisers and advertising agencies.

Key words: advertising market, advertising business, advertiser, advertising producer, advertisement distributor, advertisement consumer, advertising business infrastructure, advertising agency, media buyer, media seller.

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

Sukhikh E.A., Deputy Director General for Finance and Economy, Plc "TD LISKO-Broiler"

Organization's Marketing Management Information Supply. P. 205-210.

The paper reveals the essence of marketing information system; characterizes its main components and their content with special attention given to the role of the marketing information system in improving the efficiency of marketing management at a company.

Key words: marketing information, information space, marketing information system, marketing information analysis.

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

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

Sale System Formation in Consumer Cooperation Organizations on the Basis of CRM Technologies Application. P. 211-216.

The paper points at the necessity and importance of applying CRM strategy and CRM technologies by consumer cooperation organizations while building efficient sale system; studies CRM strategy instruments in consumer cooperation organizations; provides CRM technologies application algorithm at different stages of the marketing process planning in a cooperative organization; dwells on the data used in the process of marketing planning in consumer cooperation organizations.

Key words: sale system formation, CRM strategy, CRM strategy principles, CRM strategy instruments, CRM technologies, CRM system.

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

Ryndin E.V., Student, Belgorod University of Consumer Cooperatives

Young Researchers' Creative Activity Activation Program in the Solution of Russia's Innovation Development Problems. P. 217-220.

The paper reveals the role of youth in the innovation development of the country; studies the main programs providing assistance to the creative potential development of young researchers, growth of the youth innovation activity and stimulation of their innovative behavior.

Key words: innovation, innovation activity, innovation development, innovation culture.

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

Information Assurance Improvement of a Trading Organization Commercial Activity Marketing Management. P. 221-228.

The paper provides a set of recommendations to improve information assurance of a marketing management of organization's commercial activity taking into account its contextual specificity in the sphere of trade; systemizes program products on trade management according to their purpose and functional problem solution; singles out characteristics of program products and provides their comparative analysis according to the purposes of marketing management; defines limiting conditions of applying information assurance in marketing management of organization's commercial activity.

Key words: information assurance, marketing management, commercial activity.

Pol'skaya G.A., Ph.D. in Economics, Associate Professor, Head of the Chair of Accounting, Finance and Taxation, Kursk Affiliation, Belgorod University of Consumer Cooperatives

Accountant's Competence Formation as a Guarantee of Cooperative Organization Innovation Development. P. 229-233.

The paper reveals the notion of competence, the essence of the competence of bookkeepers and financiers, its types and directions of development; shows the importance of the application of the factors for the formation of basic, key and functional competences and cooperative component in training of accountants and financiers.

Key words: competence, competence of bookkeepers and financiers, formation and development of bookkeeper's competence, cooperative component in bookkeeper's competence.

Gerasimova N.A., Ph.D. in Economics, Senior Lecturer, Chair of Economics and Company Management (town utilities), Belgorod State University

Kalashnik A.N., Ph.D. in Economics, Senior Lecturer, Chair of Economics and Company Management (town utilities), Belgorod State University

Specific Characteristics and Role of Information in the Regional Healthcare Management System. P. 234-238.

The modern stage of the society's development is often called "information civilization". Thus they underline the role played in its life by consumption, production and information exchange. With the view of more efficient healthcare system management there arises the necessity of recording all medical services provided by the organization and individual analysis of spending in each concrete case. The realization of this task is impossible without creation of the information system.

Key words: regional healthcare management system, information, medical information, information system, information technologies.

Sorokina I.E., Ph.D. in Economics, Associate Professor, Head of the Chair of Goods Expertise and Commerce, Vologda Institute of Business

Cooperative Organizations' Competitiveness Management in the Conditions of the World Economy Globalization. P. 239-245.

The paper studies the factors of cooperative enterprises competitiveness, put in the hierarchical sequence; the model of competitiveness as the basis of the competitiveness management process in the conditions of the scarcity of material and financial resources and market uncertainty, marketing methods of management.

Key words: globalization, competitive advantages, cooperative organizations' competitiveness, marketing methods of management.

Paronyan A.A., Ph.D. in Economics, Associate Professor, Chair of Marketing and Management, Kursk Affiliation, Belgorod University of Consumer Cooperatives

Demographic Factors Influence Assessment on Agriculture Labor Resources Formation. P. 246-251.

The paper studies the influence of demographic situation in the region on the formation of labor resources and further selection of personnel policy for meeting the needs of the market in labor; studies statistical indicators of the number, gender and age structure, natural growth of the population of the Kursk Region in general and in the countryside; dwells on the influence of migration on the regional labor resources formation; provides the assessment of the demographic processes influence on labor market in future; gives recommendations to improve the demographic situation and defines main tasks on increasing the number and improving living standards of the rural population.

Key words: demographic situation, demographic processes, demographic load, number and structure of the rural population of Kursk Region, natural growth and natural decline in the population, migration processes, rural population living standards improvement, conditions for the rapprochement of agricultural and industrial labor.

Golub M.E., Ph.D. in Economics, Associate Professor, Chair of Accounting, Analysis and Auditing, Moscow Institute for Entrepreneurship and Law

Managerial Accounting as the Tool for Managerial Decisions Making in the Conditions of Economy Crisis Development. P. 252-257.

The paper dwells on the urgency and necessity of making the most efficient decisions on the basis of managerial accounting in medical units; dwells on the peculiarity of business process realization in health protection system practice.

Key words: managerial accounting, managerial decisions making, medical services, financial and economic crisis.

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

Aggregate Conditions and Guarantees of Life Activities Safety. P. 258-263.

The paper dwells on certain theoretical aspects and methodical approaches to the assessment of the society development quality and life activities safety in the conditions of modern transformation of social and economic processes.

Key words: noosphere, system, environment, sustainable development, life activities safety, price of life, capacity, useful power, power conservation law, human capital development index.

Polskaya G.A., Ph.D. in Economics, Associate Professor, Head of the Chair of Accounting, Finance and Taxation, Kursk Affiliation, Belgorod University of Consumer Cooperatives

Organizations' Accounting as the Main Link in the Implementation of Organization's Tax Policy. P. 264-269.

At present the problems connected with taxation optimization cause particular interest of taxpayers and to a great extent determine both economic and social prospects of businesses. That

is why a special attention should be paid to top managers, bookkeepers in order to improve their competence, professionalism and creative approach in the implementation of tax policy, tax legislations in force in Russia.

Key words: basic competence of a bookkeeper, reporting object, tax policy, tax legislation, settlements on taxes and fees.

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

Controlling System Formation Foundations in the Company's Management. P. 270-275.

The aim of the controlling system formation is the orientation of the managerial process at reaching all goals faced by the company. To create and maintain controlling system to work really and to work efficiently is a difficult task. Controlling should support while supplying information coordinated making of managerial decisions at all levels.

Key words: budget, external environment, information supply, strategic controlling, operational controlling, managerial control, company management.

Gerasimova N.A., Ph.D. in Economics, Senior Lecturer, Chair of Economics and Company Management (town utilities), Belgorod State University

Kalashnik A.N., Ph.D. in Economics, Senior Lecturer, Chair of Economics and Company Management (town utilities), Belgorod State University

Strategic Planning Particularities in the Regional Healthcare Management System. P. 276-280.

At present methods of healthcare management as a subsystem of the region are undergoing considerable changes. Planning in the system of healthcare management is carried out by traditional methods with set goals to be achieved, that is why at present the role of strategic planning is growing. Strategic planning in the system of healthcare management is based on the formation and implementation of integrative and functional strategies.

Key words: regional healthcare management system, planning, strategic planning, strategy, strategic plan, healthcare resources.

Ledovskaya M.E., Senior Lecturer, Chair of Marketing and Management, Belgorod University of Consumer Cooperatives

Identification of Marketing Problems and Opportunities in Consumer Cooperation Organizations on the Basis of Marketing Diagnostics. P. 281-286.

The paper studies the main approaches to marketing diagnostics of consumer cooperation organizations activities, stages of its carrying out and the applied set of tools.

Key words: marketing diagnostics, marketing problems and opportunities, diagnostics process.

Degtyar O.N., Senior lecturer, Chair of Commerce Activity and Advertising, Belgorod University of Consumer Cooperatives

Self-Service Introduction Impact in Consumer Cooperation Retail Trade. P. 287-292.

The paper analyzes economic, financial, social and technological indicators of a retail unit activities before and after introduction of self-service method.

Key words: self-service, retail trade, impact assessment indicators, self-service method introduction.

Klimenko A.A., Senior Lecturer, Chair of Theory and History of Cooperative Movement, Belgorod University of Consumer Cooperatives

Cooperative Organization's Brand Presentation Formation. P. 293-297.

The paper substantiates the necessity of a cooperative organization's brand presentation formation to strengthen consumer adherence and loyalty of consumers target segment; singles out and reveals the elements of brand presentation formation model: definition of the brand vision of a cooperative organization, cooperative organization's reputation formation (identification, image, reputation), development of general cooperative organizational culture.

Key words: branding, organization's brand presentation, identification, image, reputation, consumer cooperation system, cooperative organization.

Yagudina V.B., Senior Lecturer, Associate Professor, Chair of Commerce, Sibirsky University of Consumer Cooperatives

Methodical Approaches to the Study of Consumers' Loyalty in the Process of Personal Sale. P. 298-306.

The paper dwells on the peculiarities of consumers' loyalty marketing study conducting. The main accent is made on in-depth interview, which makes it possible to reveal genuine motives of consumers' loyalty.

Key words: marketing study, in-depth interview, personal sale process, consumers' loyalty.

Vasileva L.P., Senior Lecturer, Chair of Management and Marketing, Vologodsky Institute of Business

System of Indicators of a Manufacturing Company Development in the Region's Investment and Construction Sphere. P. 307-311.

The paper dwells on the mechanism including the indicators of financial and non-financial resources, at the expense of which companies of investment and construction sphere of a region while overcoming slump could develop and extend their activities.

Key words: investment and construction sphere, intangible assets, competitiveness, company, region, indicators system, strategic planning.

Zamaletdinova E.N., Senior Lecturer, Chair of Economics and Finance, Institute of Economics, Management and Law, Scientific Degree Applicant

Human Capital Build-Up in the Frameworks of Institutional Transformations. P. 312-317.

While there exists a sufficient amount of works in the field of institutional problems of national economy functioning modern domestic and foreign economic literature practically lacks comprehensive study of the human capital reproduction on the basis of the institutional approach.

Key words: institutionalism, reproduction, human capital, life cycle.

Maslov A.P., Chairperson of the Council of Korolyovsky Town Cooperative Society, town of Korolyov

Entrepreneurship Development in Consumer Cooperation System. P. 318-322.

Achieving stable business and financial growth in the system of consumer cooperation is possible through increasing entrepreneurial activity of consumer societies and their unions. The paper dwells on the problems and the most perspective directions of entrepreneurial activity development in consumer cooperation.

Key words: entrepreneurship, development, consumer cooperation, consumer society, consumer union.

Nemchenko O.A., Assistant, Chair of Marketing and Management, Belgorod University of Consumer Cooperatives

On the Prospects of Integration Development in the System of Goods Turnover. P. 323-236.

The paper dwells on the prospects of the development of integration in the system of goods turnover on the example of synergy effect; defines the main strategies of goods turnover.

Key words: goods turnover, integration, strategies, networks.

Murylyova O.A., Assistant, Chair of Economic Subjects, Rostov Affiliation, Belgorod University of Consumer Cooperatives

Assessment and Development Risks Regulation of Regional Level Business Systems. P. 327-333.

The paper dwells on the regulation of development risks of regional level business systems and their assessment; provides the system of indicators of multifactor assessment of the regional socio-economic development risk.

Key words: risk, risk regulation, region, risk assessment.

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

Car Market Development Trends in Russia. P. 334-339.

The paper studies the main trends in the development of car market in Russia both during the period under study 2005-2009 and during two singled out periods 2005-2008 and 2008-2009; reveals factors influencing the dynamics of automobile market.

Key words: automobile market of Russia, development trends, market structure, automobile sale, automobile production.

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

Public Catering Market Development Trends. P. 340-346.

The paper reveals the problems and trends in the development of public catering market; provides the results of marketing studies, characterizing restaurants' clients by different criteria.

Key words: public catering market, restaurants, marketing studies.

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

Merchandising Tools Application for Improvement of Trade Services Quality to the Population at Retail Trade Units. P. 347-351.

The paper dwells on the merchandising tools to increase the quality of trade services provided to the population at retail trade units; shows the advantages of sampling application to build consumer preferences; offers a complex of measures to provide additional services at retail trade units in order to improve the quality of trade services.

Key words: trade services quality, merchandising tools, sampling.

Likhosherstov E.S., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Organization's Personnel Policy Formation. P. 352-357.

The paper studies the essence of personnel policy, its goal and tasks, types, stages of the formation, as well as requirements to organization's personnel policy and factors, influencing the selection of personnel policy.

Key words: personnel policy, personnel policy tasks, passive, reactive, preventive, active, closed and open personnel policy, personnel policy formation stages, factors, influencing personnel policy formation.

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Methodical Technique Structuring of a Company's Systemic Analytical Activity. P. 358-365.

The paper provides the results of the analysis of the existing points of view on the composition of the methodical tool set of analytical activity; discloses the essence of the systemic analytical activity technique of a company and provides their structuring according to their purpose and the field of application in the analytical activity.

Key words: company's systemic analytical activity, methodical tool set, methodical technique.

Khaupsheva O.S., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Tertiary Accounting and as a Source of Information for Organization's Financial Condition Assessment. P. 366-370.

The paper provides critique analysis of the existing methodics of organization's financial condition analysis and assessment; substantiates the ways to solve the said problems of more realistic and operative organizations' financial condition assessment on the basis of tertiary accounting and reporting.

Key words: tertiary accounting, analytical set of tools, financial condition, segment reporting, operational reporting, solvency, financial sustainability.

Sonnikov A.V., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Etymology of the Term "Household Economy". P. 371-375.

The paper provides the results of the study of the term "household"; contextual overview of the existing variants of the interpretation of the term "household", on the basis of which its is a synonym to the term "household economy".

Key words: economy, household, household economy.

Pavlov A.V., Post-Graduate Student, Sibirsky University of Consumer Cooperatives
Working Capital Management Policy Formation in Consumer Organizations. P. 376-381.

The paper defines the essence, importance and structure of internal economic policy of working capital management, its goals and tasks; reveals the ways for improving the efficiency of working capital application through the formation of the efficient economic policy.

Key words: internal economic policy, working capital management policy, main models of working capital management, consumer cooperation organizations.

Ugryumova E.V., Post-Graduate Student, Sibirsky University of Consumer Cooperatives
Regulatory Mechanism of Cooperative Property Preservation. P. 382-388.

The paper reviews modern challenges for cooperative property and offers the mechanism of its preservation through the improvement of the Rules and cooperative legislature.

Key words: cooperative property, challenges, safekeeping, regulatory mechanism.

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

Joint Ownership as a Key Factor for Organization's Employee Economic Activation. P. 389-393.

The paper makes an attempt to understand the essence of joint ownership as a key factor for organization's employee economic activation with special attention paid to the study of the proprietary objects and subjects.

Key words: property relations, property right, property object, property subject, employee's interest, need, motive, employee work status, equity partner status, joint ownership.

Malyavko O.V., Post-Graduate Student, Voronezh State Forestry Academy
Company Competitiveness Determination Methods. P. 394-398.

The paper provides the existing methodics of a company competitiveness assessment; analyzes the said methodics; substantiates the necessity of working out the corresponding methodics for the assessment of companies' competitiveness.

Key words: competitiveness, price, method, marketing, competitors, company.

Ovchinnikov M.P., Post-Graduate Student, Novosibirsky State University for Architecture and Construction

Corporate Formations Management Tools Improvement. P. 399-405.

Formation of corporate structures in the economy of Russia is an objective regularity of capital concentration; the search for the most optimal models of different juridical persons joint activities models becomes a general problems, which has to be taken into account as both general and specific requirements of modern large corporations, the activities of which require special ways of planning, coordination and control on the part of shareholders.

Key words: corporations, interest, models, activity, coordination, control, improvement.

Bogdanova E.I., Post-Graduate Student, Starooskolsky Technological Institute, Affiliation, Moscow Institute of Steel and Alloys

Organizations Activity Analysis Peculiarities for Making Economically Substantiated Managerial Decisions. P. 406-409.

The paper discloses the main theoretical aspects of the essence of a managerial analysis through the characteristics of the economic analysis in general; provides historical background and shows the place of managerial reporting in the system of bookkeeping, as well as the role, tasks and goals of managerial analysis.

Key words: managerial reporting, managerial analysis, economic analysis, managerial decisions, comprehensive analysis, information base, managerial decisions modeling.

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

Company's (Organization's) Financial Sustainability Analysis. P. 410-417.

The paper studies theoretical problems concerning the analysis of financial sustainability of a company and provides main criteria and methods for conducting the assessment of organization's financial situation based on a case study.

Key words: company's financial sustainability, company's financial sustainability analysis, company's financial situation, main criteria and methods of a company's financial situation assessment.

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

Human Capital as the main Component of Organization's Intellectual Capital. P. 418-425.

The paper studies the structure of intellectual capital, defines the role of human capital in the functioning of intellectual capital; provides the mechanism of human capital formation on the basis of the investments in personnel; offers the algorithm of human capital development and company's economic growth.

Key words: intellectual capital, human capital, human capital management, investments in human capital, human resources, corporate culture.

Davydov R.N., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Essence and Role of Intellectual Property Products in the Development of Country's Economy. P. 426-430.

One of the most vivid manifestations of modern economy is the growing role of knowledge and their turning into one of the most important resources of growth – intellectual capital, which is going to

replace traditional capital; with new knowledge capable of increasing the market value of businesses, which use it.

Key words: market, intellectual property, competitiveness, innovation process, modernization, economic policy.

Pritsyuk L.A., Post-Graduate Student, Vinnitsky Cooperative Institute

Economic and Organizational Mechanism of Mediation Development Stages. P. 431-437.

The paper studies the influence of environment components on mediators; reveals economic and organizational components of mediators development stages and states their interaction with other components of the mechanism.

Key words: mediators, mechanism, environment, system, goal.

Bayurinov A.V., Post-Graduate Student, Belgorod State Agricultural Academy

Small Entrepreneurship Subjects Taxation Problems in Belgorod Region. P. 438-444.

The paper studies the problems of small entrepreneurship sector taxation problems and on the basis of the carried out analysis offers measures on its improvement in present conditions.

Key words: small business, entrepreneur, taxation, VAT, STS, STII.

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

Methodological Aspects of Risks Minimization in Electronic Trade. P. 445-449.

The paper dwells on the scientific and methodological basis for the development of the theory of the creation of the methods and technical means for the assurance of electronic trade safety.

Key words: electronic trade risks, risks minimization, electronic commerce, electronic trade.

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

Marketing Communications Efficiency Assessment. P. 450-454.

The paper defines the field of communication studies, provides their classification; shows stages of their conduct; reveals the criteria and directions of marketing communications efficiency assessment; provides indicators characterizing the efficiency of Internet advertising application.

Key words: marketing communications, efficiency assessment, communication studies.

FOREIGN EXPERIENCE

Hagen Genrý, Privatdozent, Head of the Cooperative Program of the ILO

Cooperatives and the Crisis – Impact and Possible Policy Responses.* P. 455-462.

The paper states the differences between cooperatives and companies, based on capital (joint stock companies) transaction relationships and not on investor relationships. This determines their specific capital and governance structures, and most likely explains their higher resistance within this current crisis.

Key words: cooperative enterprises, external financing, cooperative banks, market fluctuations, economic, social and cultural needs, business activities.

SUMMARY P. 463-476.

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