

SUMMARY

URGENT PROBLEMS OF ECONOMY

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

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

Essence and Trends in the Development of Market Subjects Advertising Activities. P. 5-12.

The paper provides theoretical substantiation of the essence of advertising activities, singles out its subjects, shows trends in the development of Russian advertising market and advertising activities of market subjects.

Key words: advertising activities, advertising market, advertising market subjects, advertiser, advertisement distributor, advertisement consumer, advertisement business infrastructure.

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

Dedusenko M.L., Post-Graduate Student, Chair of Finance and Credit, Belgorod University of Consumer Cooperatives

Factors, Their Classification and the Mechanism of Influence on the Amount of Tax Potential. P. 13-17.

The paper analyzes the factors influencing the amount of tax potential; provides their classification depending on the level of tax potential: factors of the tax potential of the country, factors of the tax potential of the country's region, factors of the tax potential of a profit organization.

Key words: tax potential, factors influencing tax potential amount, factors of the tax potential of the country, factors of the tax potential of the country's region, factors of the tax potential of a profit organization.

Klimenko O.I., Ph.D. in Economics, Professor, Director of the Institute of Theoretical and Applied Problems of Consumer Cooperation, 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

Social Activity of Cooperatives and Prospects of its Development. P. 18-28.

The paper reveals the content of social activity of cooperatives and substantiates the growth of its role due to the globalization of world economy and changes in social and economic development of Russia; provides the results of the study of foreign experience of the cooperative movement of countries possessing social cooperatives; defines the main problems in the development of social activity of Russian cooperatives.

Key words: cooperative, social cooperative, social activity.

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

Necessity of Protection and Prerequisites for the Development of Russian Foodstuffs Market. P. 29-35.

The paper analyzes the situation with the foodstuffs supply of the population of Russia, the necessity of protecting the foodstuffs market from foodstuffs imports; dwells on the measures of Russian Federation government directed at preventing from low quality products consumer mar-

ket penetration; proceeding from the foodstuffs safety doctrine it makes the conclusion on the possibility of supplying Russian citizens with high quality domestic agricultural produce.

Key words: foodstuffs market, agricultural produce, imports, foodstuffs safety, doctrine, technical regulation.

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

Contents of Business Processes in Wholesale Trade and Application of Business Engineering Technologies at Their Management. P. 36-40.

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.

Makrinova E.I., Ph.D. in Economics, Professor, Head of the Chair of Service and Tourism, Belgorod University of Consumer Cooperatives

Mukhina M.G., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Methodical Approach to Consumer Cooperation Organizations' Personnel Assessment with the Application of Expert and Quantitative Methods. P. 41-46.

The paper provides the substantiation of methodical approach to consumer cooperation organizations' personnel assessment with the application of quantitative and expert methods; provides the results of PATTERN methods approbation and multidimensional average with the view of evaluating cooperative organizations personnel.

Key words: assessment, personnel, expert methods, quantitative methods.

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

Sonnikov A.V., Post-Graduate Student, Chair of Economics, Belgorod University of Consumer Cooperatives

Methodological Aspect of Households Economy Study. P. 47-53.

The paper provides methodological substantiation of interconnection among the needs, property and interests of households regarded as specific category of economic subjects; clarifies certain concepts of cardinal and ordinal approaches to the theory of consumption; provides main methodological concepts of the problem of property (personal, private) and specificity of its formation in the households depending on the income of households' economy.

Key words: needs, economic interests, households' economy, personal and private property.

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

Shevchenko M.V., Senior Lecturer, Chair of Accounting and Audit, Belgorod State Technological University made after V.G. Shukhov

Registration of Regional Component while Assessing the Efficiency of Manufacturing Company Management System. P. 54-61.

The paper substantiates the necessity of taking into account the influence of group of factors, which are objective and practically independent on the efforts of the managing system, determined by natural and climatic, economic and geographical, legislative and other peculiarities

of the region while assessing the efficiency of companies management systems; offers the mechanism of registration of the said factors as a regional component in the assessment of the management system efficiency.

Key words: management system efficiency, regional component.

Khramtsova T.G., Ph.D. in Economics, Professor, Chair of Statistics and Economic Prognosis, Sibirsky University of Consumer Cooperatives

Leontieva V.V., Post-Graduate Student, Sibirsky University of Consumer Cooperatives

Comprehensive Assessment of Rural Territories Development Level. P 62-71.

The paper studies the methodology of a comprehensive assessment of rural territories development level based on the comparison of the indicators of economic and social development of regions with model and average regional values.

Key words: rural territory, rural municipal district, development level, comprehensive assessment, grouping.

Shchetinina E.D., Ph.D. in Economics, Professor, Head of the Chair of Marketing, Belgorod State Technological University named after V.G. Shukhov

Gurskaya S.G., Senior Lecturer, Chair of Marketing, Dyatkovsky Affiliation, Belgorod State Technological University named after V.G. Shukhov

Contractual Communications as Subsystem of Business Communications at Manufacturing Companies. P. 72-75.

The paper studies contractual communications of manufacturing companies as a subsystem of business ones with their specificity, distinctive features, functions, stages etc. The author offers the definition of contractual communications of industrial companies and original model of contractual communications and dwells on the importance of contractual communications for the implementation of manufacturing companies' strategic goals.

Key words: contractual communications, manufacturing companies, business communications system, contractual communications model.

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

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

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

Maximizing Marginal Return of Relationship Subjects in the Regional System. P. 76-82.

In the conditions of considerable decline in demand for mixed feed and as a result decline in the productivity of animals and their total number it is offered to solve the question on the marginal return of all interested participants through the satisfaction of consumers' demand for quality and cost of feed and increase of the degree of the use of equipment of feed units.

Key words: marginal return, subjects relationship, market price, mixed feed recipe.

Anopchenko T.Yu., Ph.D. in Economics, Professor, Chair of Theory and Technologies in Management, South Federal University

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

Region Sustainable Development Model Given Population's Health Risks. P. 83-89.

The paper dwells on the model of a region development taking into account population's health risks; on the basis of the Rostov Region data assesses parameters describing the dependence of the average life expectancy on the indicators of social and economic development.

Key words: region's model, sustainable development principles, risk.

Demchenko S.G., Ph.D. in Economics, Professor, Head of the Chair of Marketing and Economics, Institute of Economics, Management and Law, city of Kazan

Kabirov I.S., Senior lecturer, Institute of Economics, Management and Law, city of Kazan, Chistopol Affiliation

Condition and Trends of Tourism Industry Development in the Russian Federation. P. 90-97.

On the basis of theoretical prerequisites and study of the condition and trends of tourism industry development the paper makes an attempt to determine the interconnection between flows of Russian citizens to foreign countries with tourist aims and the volume of the gross domestic product as the level of the country's economic development.

Key words: tourism, tourist, tourist flow, crisis, tourist infrastructure, financial guarantees.

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

Role of Not-For-Profit organizations in Social Economy. P. 98-103.

Not-for profit activities are traditionally concentrated in the sphere of health protection and education though recently even those spheres have witnessed the emergence of entrepreneurship activity. The activity of any not-for profit subject is based on the maintenance of the balance between returns and expenses, besides this, the sources of the not-for profit organization's returns are strictly regulated. In case of obtaining profit the said organization should use it in accordance with the law requirements and carry out a special procedure of settling the accounts with state budget via reviewing the volume of financing of paying the corresponding taxes.

Key words: social economy, not-for-profit organization, social and economic relations.

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

Theoretical Aspects of Commercial Activities in Retail Trade. P. 104-110.

The paper provides the results of the content analysis of the interpretation of the term "commercial activity" and offers its author's interpretation; reveals the specificity of organization of commercial activities in retail trade from systemic approach stand; systemizes commercial activity elements depending on their place in the system of goods flow, level of participation in a trade company profit formation, content of marketing functions performed.

Key words: commercial activity, trade, commercial activity elements.

Skripchenko P.V., Associate Professor, Deputy Vice-Rector for Academic Affairs, Belgorod University of Consumer Cooperatives

Conceptual Appliances and Personnel Professional Training Essence. P. 111-118.

The paper discloses the essence of personnel professional training for the economy and provides the scheme of interconnection between the conceptual appliances forming the said term and its division into the sphere of formation (educational) and the sphere of application of personnel professional training (economic).

Key words: profession, professional training, conceptual appliances.

Chorba P.M., Ph.D. in Economics, Professor, Chair of Finance and Credit, Belgorod University of Consumer Cooperatives

Malik R.P., Post-Graduate Student, Belgorod State University

Development Strategy of Banks with State Participation. P. 119-123.

The paper evaluates the efficiency of banks with state participation functioning, points out their competitive advantages in comparison with private banks from the point of view of resource basis formation. The paper comes to the conclusion on the necessity of the formation of banking sector model, in which competition mechanisms would combine with the mechanism of state regulation.

Key words: banking sphere, bank with state participation, private banks, competition in banking sector, banks development strategy.

Gerasimov V.G., Ph.D. in Economics, Professor, Chair of Finance and Credit, Belgorod State University

Soaresh E.A., Post-Graduate Student, Belgorod State University

Risk Management in Corporate Governance. P. 124-130.

The paper dwells on the interpretation of risks in corporate governance; contents of methodical approaches to their assessment and system of governance; provides the scheme and sequence of governance stages, methods of the evaluation of risks in the rated companies; offers methodical approaches to risks management on the basis of monitoring, registrar and risk mapping taking into account their importance, probability and tolerance.

Key words: risk management, corporate governance, corporation, shareholder, monitoring, rating.

Vyborova E.N., Ph.D. in Economics, Professor, Chair of Finance and Management, Zabaikalsky Institute of Entrepreneurship, Sibirsky University of Consumer Cooperatives

Methodical Foundations for Diagnostics of Retail Trade Organizations' Economic Conditions. P. 131-137.

The paper dwells on methodical questions of diagnosing economic sustainability, business activities of retail trade organizations; discloses their contents and main elements.

Key words: economic diagnostics, economic sustainability, economic sustainability level, organization's economic condition testing.

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

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

Urgent Problems of Russian Cooperative Education Modernization in the Conditions of Globalization. P. 138-143.

The paper studies the problems of higher education improvement taking into account Russia's integration in the world economic and education system; stresses the necessity of implementing competent approach in cooperative education.

Key words: modernization changes, business education, innovation economy, education strategy, integration of basis and further education.

Kozhevnikova A.S., Senior Lecturer, Chair of Foreign Languages, Belgorod University of Consumer Cooperatives

Skripchenko P.V., Associate Professor, Deputy Vice-Rector for Academic Affairs, Belgorod University of Consumer Cooperatives

Gomonko R.V., Associate Professor, Chair of Foreign Languages, Belgorod University of Consumer Cooperatives

Career Orientations in Professional Education: Definition Problem. P. 144-149.

The paper dwells on the most urgent and discussed problems on the definition and contents of a person's career orientation, their role and place in the general theory of professional education; analyzes main directions of the interpretation of the notion "career orientations" by home and foreign authors. The authors' interpretation makes it possible to regard career orientations as innovation category based on the vision of a specialist's professional image with taking into account real needs of Russian economy.

Key words: "career anchors", career orientations, self-concept, personality theory.

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

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

Methodical Approaches to Retail Trade Service Quality Assessment on Goods Sale in a Shop. P. 150-154.

The paper dwells on the methodical approaches to the assessment of the main service of retail trade – sale of goods; offers the assessment of the service "sale of goods" on the basis of absolute and relative indicators including indicators of quality of trade services: culture, forms and speed and forms of goods sale, indicators of quality and assortment of sold goods.

Key words: retail trade services, sale of goods, goods sale quality, sale services quality, quality and assortment of goods.

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

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

Distortions and Errors in Bookkeeping (Financial) Reporting: Concepts and Differences. P. 155-161.

The paper is devoted to the study of conceptual apparatus in the defining of deviations and errors in financial reporting, study of the interpretations and substantiation of the said terms; provides the analysis of the RF normative and law basis and foreign legislation regulating the existing practice of financial reporting and defining the concept "deviation" and "fraud".

Key words: deviations in reporting, errors in reporting, notion of deviations and errors, differences between deviation and error.

Drobyshev V.G., Ph.D. in Economics, Associate Professor, Voronezh State Agrarian University named after K.D. Glinka

Savchenko T.V., Ph.D. in Economics, Associate Professor, Aleksejevka Affiliation, Belgorod University of Consumer Cooperatives

Moseichuk V.V., Post-Graduate Student, Research Institute for Economy and AIC Organization of Central Black Soil Region of the Russian Federation

Creation of Efficient System of Labor Motivation of Agricultural Companies Employees in the Conditions of Budgeting. P. 162-165.

The paper studies different models of economic relations among structural departments of a company; depending on the type of distribution relations it offers 4 models of labor remuneration collective fund formation. The most efficient one in the market conditions is the labor remuneration fund formation from the gross income, i.e. final financial result.

Key words: distribution relations models, labor remuneration collective fund formation, employees' rewarding system, expenses budgeting.

Pisarenko K.V., Ph.D. in Economics, Head of the Chair of Finance and Credit, Academy of Marketing, Social and Information Technologies, Krasnodar

Some Problems Connected with the Formation of Financial Resources of RF Regions. P. 166-171.

The paper dwells on some problems connected with the formation of returns and expenses of regional budgets; offers some concrete measures on their solution.

Key words: financial resources, returns and expenses of regional budgets, budget system, subsidies.

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

Conceptual Aspects of Main Assets Reproduction Management in the Frameworks of Foreign Experience. P. 172-176.

The paper dwells on the conceptual aspects of the main assets reproduction management in the frameworks of foreign experience; systemizes the state experience of the main assets reproduction management in the countries with market economy through three models of main assets reproduction management; describes the methods and tools of the main assets reproduction management in the frameworks of the said models.

Key words: reproduction management, main assets, reproduction tools, reproduction models.

Prokushev Y.E., Ph.D. in Economics, Associate Professor, Chair of organization and Technology of Information Protection, Belgorod University of Consumer Cooperatives

Personnel Complex Testing as a Factor of Organization's Economic safety Improvement. P. 177-180.

The paper dwells on the necessity of applying complex testing of a personality properties as one of the factors influencing the improvement of organization's economic safety and perfecting the procedure of personnel selection and assessment.

Key words: personnel management, personality properties complex testing, personnel testing, economic safety, personality properties nesting program complex.

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

Managerial Personnel Business Performance Assessment Improvement. P. 181-188.

The paper dwells on the questions of the organization's assessment system formation; offers the methodology of business performance assessment based on the calculation of integral coefficient.

Key words: personnel business performance assessment, personnel assessment methods, assessment of professional and personal qualities, labor results assessment, managerial personnel comprehensive assessment.

Alieva Z.M., Ph.D. in Economics, Associate Professor, Director, Dagestan Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

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

Methodical Approaches to Assessment of the Consumer Cooperation Retail Trade Commerce Activity. P. 189-195.

The paper substantiates the necessity of consumer cooperation retail trade commerce activity assessment and defines the indicators of its assessment with the view of developing the strategy of retail trade units behavior in commodity and services market; searching for the reserves of their activity efficiency improvement.

Key words: commerce activity, retail trade, consumer cooperation organizations.

Goncharova E.N., Ph.D. in Economics, Chief State Customs Inspector, Personnel Department of Belgorod Customs, RF State Civil Service Counselor 3d Class

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

Management Structure Formation in Customs Bodies at Present Stage of Customs Activities Development in the Russian Federation. P. 196-200.

The paper studies the structure and components of management system in Russian Federation customs bodies; reflects main directions of customs bodies restructuring at the present stage of customs activities development.

Key words: customs activities, management system in customs bodies, Federal Customs Service, customs clearance.

Ukolov O.I., Ph.D. in Economics, Associate Professor, Belgorod University of Consumer Cooperatives

Cooperative Movement Development Stages: Changes in the Activity Conditions and Legal Regulation Basics. P. 201-206.

The paper studies the evolution of cooperative movement; shows the sequence of the normative and legal acts formation providing for the legal foundation of cooperatives at different stages of social and economic development.

Key words: cooperative movement, cooperative movement development stages, statutes of cooperatives, cooperative law, legal regulation basics.

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

Ekhilevskaya E.V., Post-Graduate Student, Belgorod State University

On the Question of the Project Financing Essence, Problems and Opportunities of its Application in Oil and Gas Complex of the Russian Federation. P. 207-212.

The paper studies the essence of project financing and defines its peculiarities; using the case study of the projects "Sakhalin 1", "Sakhalin 2" and "Kharyaga" it generalizes the experience of project financing in oil and gas complex of the Russian Federation and on its basis it reveals its problems and prospects.

Key words: project financing, investment project, project financing forms, production sharing agreement.

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

Cooperation in the Conditions of World Economy Globalization. P. 213-219.

The paper discloses the key notions of cooperation; shows multi aspects of the said category; dwells on its role in the conditions of inevitable globalization of the world economic space.

Key words: cooperation, cooperative, cooperative movement, cooperative development, cooperation system.

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

Specificity of Organizations' Modern Financial Planning. P. 220-224.

The paper dwells on the specificity of modern financial planning, reveals the reasons of lack of financial planning dissemination at Russian companies; offers the method of financial

planning, which would make it possible to work out the methodics of financial planning at organizations, which in its turn will influence the quality of financial plans.

Key words: planning, financial planning, budgeting.

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

Chistnikova I.V., Ph.D. in Economics, Associate Professor, Chair of Economics and Statistics, Belgorod State University

Methodical Aspects of Financial and Economic Results Analysis of Credit Cooperatives Activities. P. 225-229.

The paper reveals the notions and the aims of financial and economic results analysis of credit cooperatives activities; offers the system of indicators adapted for the analysis of social and economic efficiency of credit cooperatives activities.

Key words: credit cooperative, analysis, system of indicators, financial and economic results of activities, social and economic efficiency.

Gulko A.A., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod State University

Karaichentseva N.I., Post-Graduate Student, Belgorod State University

Domestic Practice of Small Business Financial and Credit Support in the Context of Foreign Experience. P. 230-235.

The paper discloses the importance of small entrepreneurship for country's economy' substantiates the necessity of state and credit support of small business subjects in modern conditions of financial instability with special attention given to the reasons hampering the development of domestic crediting of small business subjects; offers measures on stimulating financial and credit support of small business companies taking into account foreign experience.

Key words: small business, state support, bank, credit system, small business problems, financial crisis.

Afanasieva L.A., Ph.D. in Economics, Associate Professor, Chair of Marketing and Personnel Management, Kursk State University

Company's Product Strategy Formation. P. 236-241.

The paper provides the BCG matrix analysis for the formation of a company's product strategy by separate types of products. Portfolio analysis is a powerful tool of strategic planning. The paper studied the case of Plc "Sudzhansky butter factory" to analyze the efficiency of goods assortment management processes.

Key words: marketing activities, product assortment, BCG matrix, growth rates, relative market share.

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

On Concept of Energy Measurement of Production and Labor Efficiency. P. 242-248.

The paper studies the reasons and opportunities for increasing attention to energy measurement of production and labor efficiency, which in the author's opinion could improve the objectivity of the corresponding grades.

Key words: labor, labor employees, energy measurements in economics, money supply, financial assets, real power.

Maksimchuk E.V., Ph.D. in Economics, Associate Professor, Chair of Financial Management, Belgorod State Technological University named after V.G. Shukhov

Suvorova A.A., Assistant, Chair of Financial Management, Belgorod State Technological University named after V.G. Shukhov

Adaptivity of Small and Medium Business organizations to Crisis Phenomena in Finance and Economy. P. 249-254.

The paper dwells on the stability of Russian organizations of small and medium business in crisis phenomena in the economy; shows that the level of adjustment depends on the type of the organization's activity and especially on the category of clients and consumers; points out high level of stability of small and medium business organizations in crisis phenomena in the economy and acceptable level of management carrying out the governance of small companies in crisis conditions.

Key words: small business, crisis, adjustment, stability, cash flow.

Mamedova S.S., Senior Lecturer, Azerbaijan University of Cooperation

Analysis of Processes Interconnection in Real Estate Market. P. 255-261.

Dual nature of real estate market and the presence of all processes in it envisage more detailed study of all its components. Real estate market requires interconnected analysis for further prognosis of its development. With this view the paper studies main processes influencing real estate market.

Key words: real estate market, mortgage, primary housing, secondary housing, building sector, building materials, market activity, real estate evaluation, realtor.

Nutsalkhanov G.N., Assistant, Chair of Law Subjects, Dagestan Cooperative Institute (Affiliation) Belgorod University of Consumer Cooperatives

Economic and Legal Aspects of Small Entrepreneurship Support in Russia. P. 262-269.

The given paper is dedicated to economic and legal aspects of small entrepreneurship support; it discloses the notions of small entrepreneurship, small business; provides characteristics for legal and economic forms and methods of small entrepreneurship support.

Key words: small entrepreneurship, micro companies, small companies, representatives of medium size business, small entrepreneurship support, state support forms, small entrepreneurship support infrastructure, business school, technological center, techno park, small entrepreneurship subjects crediting.

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

Sociological Study Results of Consumers' Satisfaction with Nomenclature and Quality of IT Services. P. 270-273.

The paper provides the results of the sociological study of the satisfaction with nomenclature and quality of IT services of consumers and employees of the companies providing the said services; reveals and formulates problem fields of the formation of the information foundation of the conditions and dynamics of IT services growth in the consumer market of the Belgorod Region.

Key words: IT services, sociological study, consumers' satisfaction with nomenclature and quality of services.

Bolotova A.V., Assistant, Chair of Finance and Credit, Post-Graduate Student, Belgorod University of Consumer Cooperatives

Planning and Analysis of Cash Flows on the Basis of Cash Flows Budget Compiling. P. 274-277.

The paper pays attention to the planning of cash flows in road building companies on the basis of compiling cash flows budget; dwells on the peculiarities of budgeting application in contractual road building companies; analyzes cash flows budget at a concrete company.

Key words: cash flows, cash flows budget, cash inflow, cash payments, cash balance.

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

Analysis of Conditions and Development Prospects of Public Catering Service market Development in the Belgorod Region. P. 278-285.

The paper analyzes the dynamics of the number of public catering units, turnover dynamics and its structure by the Belgorod Region cities and towns.

Key words: public catering services market, public catering turnover, public catering market capacity, demand, cash income, catering units types, fast food, free floor.

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

Modern Approaches to Assortment Policy Formation. P. 286-292.

The paper studies the notion of assortment policy, types of analysis of assortment portfolio and assortment matrixes, their key components, types of assortment matrixes, stages of its formation in consumer cooperation organizations.

Key words: assortment policy, ABC analysis, XYZ analysis, assortment matrix.

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

Introduction of Marketing Innovations at Public Catering Companies. P. 293-298.

The paper substantiates reveals the necessity of introduction of marketing innovations with the view of improving the quality of provided services and companies' competitiveness; shows the results of the Internet quest while carrying our marketing research.

Key words: marketing innovations, marketing research, public catering companies, Internet quest.

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

Comparative Analysis Procedure with Benchmarking Processes Initialization in Consumer Cooperation Organizations. P. 299-305.

The paper substantiates the necessity and practical importance of rating assessment application when conducting comparative analysis in the process of benchmarking procedures initialization in consumer cooperation organizations; offers the approbated methodics of three-level rating assessment of cooperative organizations functioning; provides social and economic rating of consumer organizations members of Belgorod Region Consumer Union.

Key words: benchmarking, comparative analysis, rating assessment, social and economic rating.

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

Knowledge Component Realization Peculiarities in the Process of Intellectual Consulting Services Provision. P. 306-314.

The paper systemizes different points of view of researchers on the economic category of consulting; singles out main properties and provides classification of consulting services; formulates comprehensive definition and provides the model of intellectual consulting service structure; studies the mechanism of organization's resources transformation in the process of consulting activities; carries out the analysis of intellectual consulting services sector development dynamics in the Belgorod Region; defines its structure and main indicators of activities; singles out

bench learning development trend as one of the prospective directions of intellectual consulting services.

Key words: consulting, service, intellectual consulting service, knowledge component, consulting market, bench learning.

Mastikhina O.Y., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Analysis of Accounting and Information System Condition of Expenses in the Service Sphere. P. 315-321.

At present a special role belongs to such type of social activities of consumer cooperation organizations as the development of the service sphere in the countryside. Efficient management of an organization to a great extent depends on the level of information assurance. The paper provides the analysis of the accounting and information system condition of expenses in the sphere of everyday services at consumer cooperation organizations, as a result of which it discloses the peculiarities and problems of expenses accounting and calculation in the said sphere.

Key words: expenses, everyday services sphere, accounting and information system, consumer cooperation.

Agaev Y.A., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Theoretical Substantiation of Retail Trade Companies' Commodity Policy Formation. P. 322-326.

The paper studies goals and tasks of commodity policy; provides main contents of commodity policy, directions and factors of the retail trade companies' assortment formation as well as principles necessary in the process of goods assortment selection for retail trade companies.

Key words: commodity police, assortment formation, assortment.

Romanova A.I., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Chain Cooperation: Essence, Properties and Intercompany Relations Strategies. P. 327-331.

Modern economic relations are characterized by a rapid development of new forms of business organization, which do not correspond to the traditional understanding of the organization's structure construction and its management. Such forms are characterized by high level of flexibility, specialization as well as stricter control in the management of interrelations and ties. Alongside with this theoretical substantiation of such processes not always reflects enough the dynamics of market situation, which to a certain extent hampers the division of new business structures into categories. From the author's point of view a special attention should be given to the study of theoretical aspects of chain cooperation where main agents are chain structures.

Key words: chain cooperation, chain organization, chain, interrelations strategy, cooperative strategy.

Nobosyolova E.A., Post-Graduate Student, Sibirsky University of Consumer Cooperatives
Economic and Statistical Analysis of Interrelations Stability in Consumer Cooperation. P. 332-338.

The paper studies the interrelations between resources and results of consumer cooperation organizations' activity results from the point of view of their closeness and stability; offers the algorithm of the study of the said interrelations and their graphical reflection; reveals problems in economic interactions in consumer cooperation organizations.

Key words: economic interactions, economic and statistical methods, organization's resources and activity results, correlation coefficient, determination coefficient, matrix of correlation pair coefficients.

Davydov R.N., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Retail Trade Units Assortment: Notion, Formation, Assessment. P. 339-345.

The paper summarizes and clarifies methodical approaches to the formation of assortment, assortment policy of retail trade units as well as to the possibility of their application, assessment and management.

Key words: assortment, assortment assessment, assortment policy, product competitiveness.

Trifonov G.A., Post-Graduate Student, All-Russia Correspondence Institute for Finance and Economics

Customs Value Control as a Tool for Replenishing Russian Federation Budget with Money Means. P. 346-351.

The paper discloses the influence of customs value control on money means inflow in the Russian Federation budget while regarding the budget not only as a tool for fulfilling by the state its fiscal tasks but also as a tool for preventing cases of customs legislation violation.

Key words: customs control, customs payments, customs value, foreign trade turnover, export, import, federal budget.

Buzyunova S.A., Post-Graduate Student, Chair of Management, Kursk State University

Investments in Fixed Capital and Their Influence on the Regional Development Management of Kursk Region. P. 352-359.

The paper reveals the essence of investments in the fixed capital of the region as a means of reproduction with special attention paid to the analysis of direct foreign investments; provides the methodics of a region investment potential assessment and substantiates its influence on GRP.

Key words: investments, reproduction, fixed capital, direct investments, innovation, potential, gross regional product.

Gryaznova M.O., Post-Graduate Student, Senior Lecturer, Chair of Management, Commerce, Marketing and Advertising, Murmansk State Technical University

Peculiarities of Strategic Planning at Fishing Industry Companies: Case of Murmansk Region. P. 360-366.

The paper discloses main approaches applicable to the governance of fishing industry companies, provides branch analysis of fishing industry; reveals trends and limitations of strategic planning.

Key words: strategic planning, Porter's model, external environment key factors, Yudanov's methodics, branch development trends, strategic goals and aims of fishing industry companies.

Drygina M.V., Post-Graduate Student, Belgorod State University

Social and Economic Factors of Labor Productivity and Their Role in Assurance of Businesses' Activity Efficiency. P. 367-371.

The paper studies social and economic factors of labor productivity, their essence and importance from the positions of the employee's priority role in ensuring the efficiency of organization's activity; defines main directions (recommendations) providing for the development of employees as the main resource of organization in reaching its economic goals.

Key words: labor, production, labor productivity, labor conditions, human capital factor, social policy, attitude to labor.

Gaptislamova G.N., Scientific Degree Applicant, Pyatigorsk State Linguistic University

State and Private Partnership as a Means to Solve Contradictions of Interests of Innovation Process Subjects. P. 372-378.

The most important direction of the state investment policy is investments. The system of federal target programs widely used in Russia at present doesn't always allow to take into account the interests of all participants of investment relations. The alternative form of interaction between business and state is state and private partnership, which allows in the frameworks of the project more flexibly approach the interests of private business, share risks and profit among the participants in the project and jointly exercise control over the term of its implementation. The most prospective are such types of partnership as concession and joint venture as these are the types, which make it possible to most fully realize the interests of all participants of the investment process.

Key words: economic interest, contradictions, state and private partnership.

Bakun T.V., Post-Graduate Student, Omsk Institute of Economy

Methodics for Defining Interrelations in the System "HEI-Graduate". P. 379-385.

The paper dwells on the problem of establishing relations between a higher educational institution (HEI) and consumers of educational services; provides author's classification of contacts (transactions) between a graduate and HEI; gives the methodics and results of research on the relationships between Omsk Institute of Economy and its graduates.

Key words: educational services market, marketing of interrelations, marketing research.

Ismailova E.S., Post-Graduate Student, Novosibirsky State Technical University

Airport Activity Strategic Planning Model in the Conditions of Innovation Way of Development Transition and Personnel Potential Management as the Determining Factor of the said Model Implementation. P. 386-390.

The paper studies 16 main stages of airports activity strategic planning guaranteeing the creation of efficient balanced system of management in the conditions of innovation way of development transition as well as human resources management (assets) as business growth potential.

Key words: airport innovation development strategy, human assets management, system of innovations maintenance and personnel motivation.

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

Optimal Points Model of Capital Application of Small Business New Companies in the Belgorod Region. P. 391-398.

The paper studies an urgent problem of determining the barriers of entering different branches by small business companies with the help of econometric model; makes on the basis of the results of correlation and regression analysis practical recommendations for the most profitable types of activities for small business.

Key words: small business, entrepreneur, branch entering barriers, econometric model, correlation and regression analysis.

Gulevsky M.P., Deputy Head, Youth Policy Department, Belgorod city Administration, Scientific Degree Applicant, Belgorod State Technological University named after V.G. Shukhov

Assessment of Building Materials Industry Companies Interaction with Distribution Markets. P. 399-408.

The paper dwells on the methodology of the building materials distribution markets prospects assessment as the element of interaction of the manufacturing company and its consumer markets; provides aggregate data on the building materials market in Belgorod Region and the

example of the assessment of building materials industry company distribution markets prospects.

Key words: interaction of a company and distribution markets, building materials industry, distribution markets, distribution markets prospects assessment.

SUMMARY P. 409-421.

Requirements for the publication of research papers in the journal *Herald of Belgorod University of Consumer Cooperatives*. P. 422-426.