

SUMMARY

URGENT PROBLEMS OF ECONOMY

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

Korotkikh I.Yu., Senior Teacher, Chair of Commerce Activity and Advertising, Belgorod University of Consumer Cooperatives

Theoretical and methodological Substantiation of Businesses' Advertising Activity Efficiency. P. 5-12.

The paper studies the essence of advertising activity, theoretical and methodological substantiation of advertising activity efficiency; characterizes main scientific approaches to the understanding of advertising activity of businesses; studies social and economic paradigm of advertising activity efficiency.

Key words: advertising activity, social and economic efficiency of advertising activity, advertising activity efficiency types classification.

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

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

Methodical Approaches to the Determination of Consumer Cooperation Organizations' Position on Consumer Market. P. 13-22.

The paper dwells on the existing methods of organization's position assessment on the market, offers methodical approach to the determination of consumer cooperation organizations' on the market and provides its approbation with cooperative organizations of Kursk Region as case study.

Key words: position, positioning, consumer cooperation organizations' position assessment indicators, consumer cooperation organizations' ranking positioning matrix.

Nagovitsina L.P., Ph.D. in Economics, Professor, Chair of the Theory of Cooperation and Regionalistics, Sibirsky University of Consumer Cooperatives

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

Economic Basis of Consumer Cooperation Normative and Legal Management Mechanism. P. 23-29.

The paper reveals the necessity of economic substantiation of normative and legal management mechanism in the system of consumer cooperation; proves the presence or absence of economic interconnection between unions and their members and offers amendments in the law and the charter.

Key words: normative and legal mechanism, cooperative property, property complex, founding agreement.

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

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

Diagnostics of Contradictions and Conflicts in Social and Labor Sphere of Consumer Cooperation Organizations. P. 3-35.

The paper substantiates the necessity of monitoring social and labor spheres of consumer cooperation organizations aimed at diagnosing conflict situations, their prevention and solution; offers the technology for diagnosing contradictions and conflicts in the social and labor sphere of organizations and provides the results of its approbation.

Key words: conflicts diagnosis, labor, labor conflict, labor contradictions, organizations' social and labor sphere.

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

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

Marketing Environment Study as a Tool of Competition. P. 36-41.

The most competitive companies evaluate their activities both from the inside and from the position of the outsider. Marketing environment is changing constantly that is why for each company it is of paramount importance to closely monitor the ongoing changes and timely adjust to them.

Key words: marketing environment, monitoring, competitive surveillance, information, market concentration.

Itsenkov O.O., Ph.D. in Economics, Professor, Chair of the Theory of Cooperation and Regionalistics, Sibirsky University of Consumer Cooperatives

Moroz O.N., Ph.D. in Economics, Associate Professor, Chair of Finance, Sibirsky University of Consumer Cooperatives

Financial Risks management Mechanism on the Basis of European Model. P. 4-49.

The paper provides material on the application and adjustment of the financial condition management mechanism of a cooperative organization on the basis of the European model; analyzes the models of the financial leverage on the materials of the Consumer Union of the Republic of Tuva for 2003-2008 and formulates basic rules limitations connected with the application of European model in business activities.

Key words: speculative financial capital, own capital profitability, assets profitability, financial leverage, financial risks, tax corrector, differential, financial multiplication, risk coefficient, risk scale, risk measure, operation leverage power, cooperative organization.

Lazareva G.I., Ph.D. in Economics, Associate Professor, Head of the Chair of Finance and Credit, Stavropol Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

Efremova L.A., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Stavropol Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

Budgetary Policy Tasks in the Ensuring Sustainable Development of the Economy at Subfederal Level. P. 50-60.

On the most important tasks at present is the real beginning of the active state policy in the field of structural economic reforms, transition to the new quality of economic growth on the basis of investment activities. The measures adopted at the federal level on ensuring the sustainability of state economic policy in the middle-term and long-term perspective provide for the creation of conditions for the sustainable social and economic development of the country's regions.

Key words: budgetary policy, sustainable growth of economy, subfederal level, consolidated budget of Stavropolsky Krai, revenues and expenses of the budget, middle-term financial plan, financial prognosis, budgetary policy improvement directions.

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

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

Necessity and Possibility of Information Technologies Application by a Manager in a Primary Work Collective. P. 61-66.

The paper studies approaches to the application of modern information technologies at primary level of management in small groups of work collectives.

Key words: information technology, primary level management, manager, automated work place, communications, work with personnel.

Galkin L.G., *Ph.D. in Economics, Professor, Chairperson, Chair of Economy and organization of Enterprise, Affiliation of St. Petersburg Engineering and Economic University in Belgorod, Professor of the Chair of Theory and Methodology of Science, Belgorod State Technological University named after V.G. Shukhov*

Savvatejeva O.I., *Ph.D. in Economics, Associate Professor, Chair of Bookkeeping and Auditing, Belgorod State Agricultural Academy*

On Complimentarity of Material and Non-Material Components of Strategic Managerial Analysis. P. 67-75.

The paper on the basis of systemic approach studies the question of complimentarity of material and non-material factors in the system of companies management and managerial control.

Key words: managerial control, strategy, material and non-material components of aggregate conditions and reserves of economic development, bookkeeping.

Matuzenko E.V., *Ph.D. in Economics, Professor, Chair of Commerce Activities and Advertisement, Belgorodsky University of Consumer Cooperatives*

Dikunova L.M., *Associate Professor, Chair of natural Studies, Belgorod University of Consumer Cooperatives*

On the Question of Building Particular Models for the Assessment of Economic Environment Changes of Entrepreneurial Activities. P. 76-80.

The paper built models for the assessment of economic environment of entrepreneurial activities, which make it possible to take into account the dynamics of the indicators of market competition and their structural interconnections, ensuring the possibility of undertaking the express analysis for mobile evaluation of economic environment and revealing of trends in its changes caused by the dynamics of macro economic competition.

Key words: entrepreneurial activities, economic environment, growth rates of competitive development of economic environment.

Yagutkin S.M., *Ph.D. in Economics, Professor, Chair of Organization Management, Belgorod State University*

Social and Economic Peculiarities of Customers Service Process Management in Rural Shops. P. 81-86.

The paper discloses the peculiarities of retail trade organization in rural areas; dwell on different methods of sales; analyzes trends in the development of trading units.

Key words: social and economic peculiarities, customers service process management, methods of sales, rural shops, retail sales, retail trade.

Romashkin N.B., *Associate Professor, Chair of Automation and Information Management Systems, Starooskolsky Technological Institute (Affiliation) National Research Technological University of Moscow Institute of Steel and Alloys*

Lyakhova N.I., *Ph.D. in Economics, Professor, Chair of Economics and Management, Starooskolsky Technological Institute (Affiliation) National Research Technological University of Moscow Institute of Steel and Alloys*

Consumer Assessment of Service Quality on Goods sales in Retail Trade Network of Consumer Cooperation Organizations. P. 87-92.

The paper studies the alternative approach to the formation of the managerial personnel in different spheres; calculation of the economic efficiency shows that educational and production sphere is the most favorable environment for the emergence of the company with qualitative human resources with minimal economic risk.

Key words: economic efficiency, educational and production environment, practical and production process, production adaptation.

Titova V.A., Ph.D. in Economics, Professor, Head of the Department of Business, Head of the Chair of Market Theory, Novosibirsky State Technical University

Shkarupa T.V., Post-Graduate Student, Novosibirsky State Technical University

Methodical Approach Towards Innovation Goods Branding. P. 93-95.

The paper dwells on the original methodics of brand creation for innovation goods and combines processes of the creation of a new product and brand.

Key words: marketing, innovation goods, promotion, branding, methodics.

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

Main Provisions of the Marketing Management Development Concept of Trading Organization Commerce Activities. P. 96-103.

The paper substantiates the necessity of the development of a trading organization commerce activities marketing management development concept and provides its main provisions. The author's concept is based on the logistical approach to management as a resource saving algorithm of commerce activities in the market conditions.

Key words: marketing management, commerce activity, trading organization, development concept, logistical approach to management.

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

Consumer Assessment of Service Quality on Goods sales in Retail Trade Network of Consumer Cooperation Organizations. P. 104-110.

The paper studies the methods of service quality assessment on goods sales; offers consumer assessment of satisfaction with service quality in a retail unit trade network of consumer cooperation organizations on the basis of scale assessment methods and on the basis point system evaluation.

Key words: service quality assessment, service quality on goods sale, retail trade network, consumer cooperation organizations.

Klimovich L.K., Ph.D. in Economics, Associate Professor, Head of the Chair of Management, Belarus Consumer Cooperation University for Trade and Economics

Minchukova O.P., Klimovich I.M., Post-Graduate Students, Belarus Consumer Cooperation University for Trade and Economics

Services Sphere Infrastructure Development Regulation as Means of Improving Their Competitiveness in the Conditions of Globalization. P. 111-118.

The paper substantiates the urgency of the services sphere development regulation in the Republic of Belarus and the role of the state in increasing competitiveness of educational and other services in the conditions of the transformation of economic, scientific and technological, social and international ties.

Key words: service, service provision, service sphere, state regulation, economic ties, economic potential, innovation potential, educational potential, export of services.

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

Organization's Labor Resources Management System. P. 11-126.

The paper substantiates the necessity of applying the systemic approach to the organization's labor resources management; analyzes the existing points of view on the elements

of personnel management system; dwells on the content and peculiarities of organization's labor resources management in organizational and hierarchal, functional and dynamic aspects.

Key words: labor resources management system, labor resources management levels, organization's labor resources management system, functional subsystems of organization labor resources management system, formation, use and development of organization labor resources.

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

Main Assets Reproduction Management Improvement Concept. P. 127-133.

The paper studies the concept of the main assets reproduction management improvement; points out concept components, discloses their contents and implementation sequence; describes in detail the methods of tax system improvement in the frameworks of the main assets reproduction management improvement concept; offers to use foreign experience of main assets reproduction state management in the countries with developed market economy.

Key words: reproduction management, main assets, improvement concept.

Mikhailova I.G., Ph.D. in Economics, Associate Professor, Chair of Bookkeeping, Belgorod University of Consumer Cooperatives

Igolkina V.V., Ph.D. in Economics, Associate Professor, Chair of Bookkeeping, Belgorod University of Consumer Cooperatives

Application of Information on Main Assets Objects for Reflection in the Records of Oil Products Supply Companies. P. 134-140.

The paper describes the procedure of entering bookkeeping records information on the objects of main assets and dwells on the ways to improve the transparency of the said information.

Key words: main assets, bookkeeping, investments, international standards on financial records.

Savchenko T.V., Ph.D. in Economics, Professor, Director, Aleksejevsky Affiliation, Belgorod State University

Spivakov A.A., Post-Graduate Student, Research Institute for Economics and Organization of AIC of the Central Black Soil Region of the Russian Federation

Improvement of Organizational and Economic Mechanism of MTS Functioning in the Conditions of Crisis. P. 141-145.

Improvement of technological potential in rural companies due to the concentration of the machinery in MTS makes it possible to decrease the investment demand for purchases of new machinery by more than 2 times. In improve the efficiency of MTS functioning it is offered to improve price formation for works and services as well as to reform taxation to make it possible for MTS to obtain tax preferences as agricultural companies.

Key words: technological potential, machinery and technological stations, price formation for MTS services, tax preferences for MTS.

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

Certain Aspects of Improving the Organization of Budget System and Interbudgetary Relations Between Federal and Regional Budgets. P. 146-152.

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

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

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

Russian Consumer Cooperation in the Sustainable Development of Rural Territories. P. 153-157.

The paper reveals the notion of sustainable development, provides characteristics of its components; defines the peculiarities of the sustainable development of rural territories; substantiates the growing role of consumer cooperation organizations in the social protection and economic support of rural population.

Key words: cooperation, cooperative sector of the economy, consumer cooperation organizations, sustainable development of rural territories.

Orlova N.L., Ph.D. in Economics, Head of the Chair of World Economy, Academy of Budget and Treasury, Ministry of Finance of Russia

Subjects of World Economy Interaction in the Context of Resource Demand. P. 158-168.

The paper regards the states as global entrepreneurs, transnationalized business subjects of the world economy interaction, newest types of organizational and functional structures – cluster and chain models, asystemic structures in the light of resource demand.

Key words: world reproduction chains, subjects of the world economy, resource demand.

Kolesnikov A.V., Ph.D. in Economics, Associate professor, Head of the Belgorod Affiliation of the State Research Institution of All-Russia Research Institute for Agricultural Economy of the Russian Academy of Agricultural Science

Factors Determining the Economy of Large-Scale Agricultural Production in Modern Conditions. P. 169-174.

The paper provides the assessment of the influence of the main factors of large-scale agricultural production on profitability; dwells on the possibility of using the theory of scales in modern conditions of agrarian economy functioning; determines specialization of the federal regions of Russia and the prospects for further development in them of large-scale agricultural production.

Key words: factors of large-scale agricultural production, the theory of the advantage of large-scale production, agricultural production location.

Madatova O.V., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Academy of Marketing and Information Technologies

Credit Guaranties System Improvement for Small Businesses. P. 175-180.

The paper studies the question of creating conditions for ensuring access of small businesses to the financial resources of the country's credit system. In order to solve the above mentioned problems the paper offers the scheme of state ensuring of credit guaranties based on the trust of banks in state guarantee fund in case of the insolvency of a company.

Key words: small business, credit, credit guaranty, guaranty fund, bank, investments.

Ershova I.G., Ph.D. in Economics, Associate Professor, Chair of Marketing and Personnel Management, Kursk State University

Analysis of Qualified Workers Training of a Region. P. 181-190.

The paper analyzes the main indicators of primary professional education development in Kursk Region; studies the structure of qualified workers graduation from the establishment of primary professional training of the region and their employment.

Key words: primary professional education, qualified worker personnel, employment, workers' output

Tolstolesova L.A., Ph.D. in Economics, Associate Professor, Chair of Finance, Monetary Circulation and Credit, Tyumen State University, Doctor Degree Applicant, Chair of the Theory of Credit and Financial Management, St. Petersburg State University

Natural Resources Value Assessment and Their Influence on the Raw Materials Territories Financial and Investment Potential Volume. P. 191-198.

The paper dwells on the questions connected with the necessity of carrying out value assessment of natural resources as a component of national wealth; studies different methods of economic evaluation of nature and resource potential and approaches towards its implementation, many of which possess drawbacks.

Key words: natural resources, value, financial and investment potential, content and methods of economic assessment, practical application of assessment results.

Kabirov I.S., Ph.D. in Economics, Senior Lecturer, Chair of Economics and Finance, Chistopolsky Affiliation, Institute of Economics, management and Finance

Contemporary Model of Tourist Flows. P. 199-205.

The paper makes an attempt to create a contemporary model of tourist flows on the basis of different types of tourism study; clarifies theoretical substantiation of the notional apparatus of the term “tourist” and provides classification of travelling persons.

Key words: tourism, model, tourist flow, types of tourism, travelling persons.

Posdnyakov V.Y., Post-Graduate Student, State Research Organization, Stavropolsky Research Institute of Agriculture, Russian Agricultural Academy

Udovydenko V.I., Ph.D. in Economics, Associate Professor, Head of the Department of Economy, State Research Organization, Stavropolsky Research Institute of Agriculture, Russian Agricultural Academy

Problems and ways of leasing Activity Improvement in AIC of Regions (Stavropolsky Krai case study). P. 206-209.

In the states with the developed market economy leasing is one of the main tools for renewal of main assets. With the transition to market leasing activities started to develop in Russia, but in order to increase the number of leasing deals to the level of the developed countries and increase their role in the economy of AIC it is necessary to solve a number of problems.

Key words: leasing activities, broker services, collector agencies.

Shiryaeva T.Y., Senior Lecturer, Chair of Management, Sibirsky University of Consumer Cooperatives

Relationships management in the Cooperative Sector of Economy. P. 210-218.

The paper dwells on the possibility of modeling relationships management in the cooperative sector of the economy.

Key words: relationships management, economic relations participants, participation economy.

Kudrevatykh N.V., Senior Lecturer, Chair of Finance and Credit, Kuzbass State Technical University

On the Question of Establishing Electronic Foodstuffs Exchange in Kemerovskaya Oblast. P. 219-224.

The paper offers to create electronic foodstuffs exchange with the view of developing foodstuffs market of the Kemerovskaya Oblast, which would make it possible to cut the number of intermediaries, ensure access to the market of all interested goods producers and receive reliable and up-to-date price information.

Key words: foodstuffs exchange, region, market.

Urmanov D.V., Assistant, Chair of Humanities, Social, Economic and Natural Studies, Affiliation of Kuban State University, Scientific Degree Applicant at Yuzhny Institute of Management

Theoretical Aspects of Spatial Development of the Regional System “Centre - Periphery”. P. 225-230.

In Russia about 60% of the population live in small municipal communities and the question on the quality of their life is urgent as misbalances in the social and economic policy of the country and the regions have led to the situation in which many local communities are excluded from the processes of integration in the common economic environment of the country. In this aspect there arises the necessity of developing such depressive and backward territories. One of the directions is the formation development nuclei in the regions. But the foreign experience shows that it leads to the emergence of big centers which concentrate development resources at the sake of less and underdeveloped local communities. The author pays attention to the possibility of developing depressive territories, which could become zones of the regional development.

Key words: region, space, local enclave, theories of spatial development.

Dedusenko M.L., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Analysis of the Dynamics and Structure of tax Revenues of Belgorod Region. P. 231-236.

The paper analyses the dynamics and structure of accruals and receipts from tax payments in the budget system of the Belgorod Region; dwells on the structure of tax receipts by the economy sectors, calculates the realized tax potential of the region.

Key words: regional realized tax potential, regional nominal tax potential, tax revenues of the all levels budget, branch structure of tax receipts, economic crisis consequences, gross regional product.

Rudenko A.E., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Essence of Bank Investment Credit, its problems and Development Prospects in the Russian Federation. P. 237-240.

The paper reveals the problems in the development of bank investment crediting and singles out as the main tasks the following: possibility of providing preferential investment credits at lower interest rates and for longer periods, provision of tax preferences and credit guarantees.

Key words: investments, investment activities, investment project, bank investment crediting.

Karikh E.V., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Rating Assessment of Financial and Economic Condition of Agricultural Companies. P. 241-247.

The paper stresses that in the conditions of market economy the interest of the economic process participants to objective and reliable information on the company's financial condition is significantly growing; alongside with this in order to obtain more reliable assessment of the company's financial condition it is offered to independently calculate normative values of the liquidity coefficients and financial sustainability characteristics of agricultural companies.

Key words: company's financial condition, company's financial and economic condition indicators assessment, company's financial condition rating assessment.

Bezgina N.A., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Certain Aspects of Organization's Working Capital Structure Formation Management. P. 248-252.

The paper dwells on the subjects of working capital management by its functional role in the process of business activities of a trade company, the demand of the company in working capital and describes the set of activities with the view of improving receivables management.

Key words: working capital structure optimization, working capital management objects, credit policy types.

Davydov R.N., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Consumer Cooperation Retail Trade Network Assortment Strategies. P. 253-256.

The paper analyzes the essence of assortment strategy, its influence on the fecundity of the consumer cooperation retail trade units activity.

Key words: assortment policy, assortment strategy, assortment strategy selection stages.

Shvets V.V., Post-Graduate Student, Sibirsky University of Consumer Cooperatives
Company Diversification Strategy Selection in Commodity Market. P. 257-263.

The paper offers to use SPACE method to determine strategic condition of a company diversifying its activities; operational diagnostics of external and internal environment of a company by four criteria: situation stability, industrial potential, competitive advantages and financial potential it is offered to evaluate with the help of seven different factors.

Key words: diversification, diversification strategy, company strategic condition assessment methods, SPACE method, expert assessments.

Drimanov A.A., Post-Graduate Student, Sibirsky University of Consumer Cooperatives
Methodical Approach to Competitive Advantage Assessment of Consumer Cooperation Retail Trade. P. 264-271.

The paper dwells on the essence and peculiarities of combination assessment methodics application of one of the least studied competitive advantages – organization's and retail trade units image of consumer cooperation, the said methodics is based on the use of the "three-level" method and the model of "ideal line".

Key words: competitiveness, competitive advantages, company's image, consumer cooperation, image components.

Oorzhak V.Ch., Post-Graduate Student, Sibirsky University of Consumer Cooperatives
Risk Management Organization in a Cooperative. P. 272-279.

The paper presents the policy of risk management; reveals the spectrum of risks of consumer cooperation financial and business activities; dwells on the process of working out and implementation of risk decisions.

Key words: crisis, risk, uncertainty, risk process, risk decision, risk manager, anticrisis management, financial risk, managerial risk, expertise and prognosis of risks, anticrisis policy, risk identification, risk forming factors, "equilibrium cube".

Isachenko T.S., Post-Graduate Student, Tyumen State Academy of World Economy, Management and Law

Theoretical Foundations for Defining Organization's Efficiency. P. 280-284.

The paper analyzes main approaches to the assessment of organization's system efficiency and in the frameworks of each concept studies key properties and criteria of the term "efficiency" and substantiates the universality of the target approach towards organization management.

Key words: efficiency, target management, potency, goal, profit.

Davydov R.N., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Factors Influencing the Formation of Goods Assortment in Consumer Cooperation Retail Trade Network Organizations. P. 285-290.

The paper presents the results of the study with the view of establishing major factors considerably influencing the selection of goods by customers at the units of consumer cooperation retail trade.

Key words: goods assortment, shops, buyers, retail trade network, consumer cooperation.

Tararuev V.V., Post-Graduate Starooskolsky Technological Institute (Affiliation) National Research Technological University of Moscow Institute of Steel and Alloys

Prospects of Creating Single Mining and Processing Complex in the Region of the Kursk Magnetic Anomaly. P. 291-294.

The paper offers to carry out strategic cooperation between the neighboring mining companies, points out the prerequisites for integration processes and the advantages, which the companies could obtain as a result of the integration.

Key words: Company KMARUDA, iron products, mining companies, competitiveness, integration.

Chekunov A.S., Post-Graduate Student, North Caucasus Academy of State Service

Global Trade Liberalization under WTO for Countries with Different Levels of Economic Development. P. 295-299.

The paper dwells on the activity of WTO on regulation and development of world trade system and the influence of trade liberalization on the economies of developing and developed countries.

Key words: WTO, liberalization, multilateral trade regulation, neoliberal model.

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

Marketing Communications Efficiency Assessment. P. 300-303.

The paper dwells on the factors influencing the efficiency of marketing communications; offers the model for assessing the efficiency of marketing communications; studies methodical approaches to its assessment including the application of Internet technologies.

Key words: marketing communications, marketing communications efficiency assessment, Internet.

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

Organizations' Market Activity Expansion Strategy Implementation Directions Selling Transport Means. P. 304-314.

The paper substantiates the directions of organizations' market activity expansion strategy selling transport means; shows the vectors for expanding business, marketing, economic, financial, labor, investment and innovation activities; discloses factors influencing market activity of organizations.

Key words: market activity expansion strategy, business activity, marketing activity, economic activity, financial activity, investment activity, innovation activity.

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

Retail Trade Turnover Development Trends in Russia. P. 315-318.

The paper reveals the trends in retail trade turnover changes during 2007-2009; analyzes statistical data on its structure and subjects of retail trade; defines directions of its development.

Key words: retail trade turnover, turnover structure, development trends.

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

Airport Management Efficiency Improvement in the Conditions of the Branch Structural Reform, Transition to the Innovation Way of Development. P. 319-322.

In the light of structural reforms and transition to the innovation way of development the article provides the approach to the airport management efficiency improvement; determines the

structure of improving the efficiency system of the air company activity management, reflecting main directions of restructuring (changes) and their corresponding support.

Key words: business models of airports development, airports specialization, branding programs, directions of restructuring.

FOREIGN EXPERIENCE

Boaventura de Sousa Santos, Professor at the University of Coimbra, Distinguished Legal Scholar of the University of Madison-Wisconsin, Global Legal Scholar of the University of Warwick

The European University at Crossroads. P. 323-338.

The paper discloses modern problems of the European university education development caused by the consequences of the general systemic crisis of the university as an educational structure; singles out and characterizes major problem points of the strategic development of universities, interim results of the Bologna process principles implementation.

Key words: university, university education system, Bologna process.

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Requirements for the publication of research papers in the journal Herald of Belgorod University of Consumer Cooperatives. P. 349-353.