

SUMMARY

URGENT PROBLEMS OF ECONOMY

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

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

Innovations Marketing as Fundamental Direction in Ensuring Competitiveness of Businesses in the Conditions of Innovation Oriented Economy. P. 5-12.

The paper systemizes the viewpoints of researchers on innovation; defines innovations marketing as economic category; determines the position of innovations marketing in the structure of organization's innovation processes; singles out the integrity of external environment factor influencing the process of marketing innovations functioning; dwells on the basic directions of innovations marketing development; studies the approaches to the formation of a single strategy of innovations marketing; works out the structure and mechanism of innovations marketing functioning within the company.

Key words: innovation, innovations marketing, external environment factors, innovations marketing strategy, innovations marketing structure and mechanism.

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

Kurlykina T.A., Senior Lecturer, Chair of Economic Analysis and Audit, Belgorod University of Consumer Cooperatives

Budgetary Planning and Marketing Research System. P. 13-21.

The paper dwells on the urgency of budgeting system implementation as a tool for comprehensive management system of the organization; discloses the importance of marketing research and activity of businesses as well as the methodics of budgeting system development within the organization's management system.

Key words: marketing principles, marketing functions, management concept, financial responsibility centre, budget, budgeting, general budget, operational budget, budgetary method of budgeting.

Glaz V.N., Ph.D. in Economics, Professor, Director, Stavropol Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

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

Consumer Cooperation Organizations' Labor Resources: Peculiarities of Formation and Application. P. 22-29.

The paper singles out and substantiates the peculiarities of formation and application of labor resources in consumer cooperation with their distribution according to the attribute of exposure to organizations' influence; a creation attention is given to the problems of the development of the rural segment of labor market and the use of atypical forms of rural population employment.

Key words: labor resources, labor resources formation, labor resources application, rural labor market, rural population employment.

Markina I.A., Ph.D. in Economics, Professor, Head of the Chair of Organizations' Management and Foreign Economic Activities, Poltava University of Economy and Trade

Rybalko-Rak L.A., Ph.D. in Economics, Associate Professor, Chair of Organizations' Management and Foreign Economic Activities, Poltava University of Economy and Trade

Quality Management Process in Ukrainian Consumer Cooperation System: Organizational Aspect of Documentation System Development. P. 30-35.

The authors have worked the procedure for documentation pack formation, which represent a set: Quality guide in the sphere of quality management system outreach on the basis of comprehensive approach taking into account the requirement of international standards for companies and consumer cooperation trade organizations.

Key words: quality management, documentation provision for quality management system, ISO requirements, quality guide.

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

Kornejeva A.S., Senior Teacher, Chair of the Economy of Consumer Cooperation, Sibirsky University of Consumer Cooperatives

Multidimensional Assessment of the Provision of Russian Regions with Social Infrastructure Units. P. 36-47.

The paper dwells on the methodics of interregional comparison of the provision level with social infrastructure units in the regions of Russia; offers integral rating assessment; formulates the typology of regions by the level of provision with social infrastructure units.

Key words: social infrastructure, grouping, multidimensional analysis, ranking.

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

Peresypkina V.V., Scientific Degree Applicant, Belgorod State Technological University named after V.G. Shukhov

Innovation Development of Domestic Higher Education in Modern Conditions: Goals and Objectives. P. 48-51.

The paper substantiates the necessity of the innovation development of domestic higher education system; points out major modern problems of higher education, the decision of which is possible and necessary through innovations.

Key words: higher education, innovations, demography, age composition, quality of specialists' training.

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

Oleinikov S.V., Post-Graduate Student, Voronezh State Technological Academy

Agroindustrial Integration Economic Mechanism Improvement. P. 52-54.

The paper dwells on the problems of improving the economic mechanism of agroindustrial integration; analyzes the reasons of low level functioning of agroindustrial integration in Russia.

Key words: agroindustrial integration, agroindustrial units models, economic interrelations, integration structures.

Sharipov M.M. Ph.D. in Economics, Associate Professor, Rector, Tajik State University of Commerce

Competitiveness and Competitive Activities Efficiency Assessment of Consumer Cooperation Organizations in Modern Conditions. P. 55-60.

The paper dwells on the questions of competitiveness study; studies different approaches to the competitive activities efficiency assessment and offers methods for their measuring in consumer cooperation organizations in modern conditions.

Key words: competitiveness, economic and social efficiency, public production efficiency criterion.

Rajabov R.K., Ph.D. in Economics, Professor, Chair of Goods Expertise and Customs Study, Tajik State University of Commerce

Aliev M.B., Assistant, Chair of Goods Expertise and Customs Study, Tajik State University of Commerce

Ayubov D.M., Scientific Degree Applicant, Tajik State University of Commerce

Innovation Development of Customs Services in the Republic of Tajikistan. P. 61-66.

The paper dwells on the theoretical foundations of customs services innovation development; works out the model of Customs as an effective filter, barrier in the compound system, on the basis of which there discloses the essence of the protection functions realization; it also offers recommendations on the development of customs and infrastructural provision of external economic activities in the Republic of Tajikistan.

Key words: customs services, innovation development, customs organs, customs infrastructure, compound system.

Nidoev N.F., Ph.D. in Economics, Associate Professor, Rector, Institute of the Economy of Tajikistan

On the Way to Ensure Sustainable Investment Climate, Economy Openness and Products Safety. P. 67-77.

The paper studies new approaches to ensure stable investment climate, openness of the economy and food safety on the basis of creation and development of safe agriculture. The author substantiates the essence and importance of the state and market regulation with the view of reaching the development, deployment and specialization of the economy; comes out with the arguments on the possibility of using foreign countries experience in the creation of safe agriculture in the agroindustrial complex of the country. On the basis of economic analysis of agricultural production the author offers a possible model of the formation and development of foreign economic activities, food safety in the interests of economic security of the Republic of Tajikistan.

Key words: provision of products, external economic activities, investment climate, integration, world market, openness of economy, agricultural safety, market mechanism, state regulation, products safety, social protection of population.

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

On the Development of Theoretical Foundations of Relationships Marketing. P. 78-83.

The paper dwells on separate theoretical aspects of relationships marketing; substantiates the point of view that one of the tools of its implementation in marketing practice is market segmentation; defines and provides arguments on the modern trends of relationships marketing development.

Key words: relationships management, market segmentation, relationships marketing development trends.

Tyagunova N.M., Ph.D. in Economics, Professor, Chair of Commerce Activities and Entrepreneurship, Head of the Goods Study and Commerce Department, Poltava University of Economics and Trade

Sporysh O.A., Ph.D. in Economics, Associate Professor, Chair of Commerce Activities and Entrepreneurship, Poltava University of Economics and Trade

Analysis of the Major Factors and Conditions of Tourist and Recreation Complex Development in Poltava Region. P. 84-89.

The paper provides the definition of tourism development factors and analyzes the development of regional tourism in Poltava Region; dwells in detail on social and economic factors influencing regional tourism; discloses major factors influencing regional tourism and studies the factors hampering the development of domestic and external tourism in Poltava Region.

Key words: tourist resources, natural and climatic factors, geographic factors, tourism, region, touristic product.

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

Organizations' Labor Resources Management Functions Decomposition by Management System Elements. P. 90-98.

The paper substantiates the necessity of hierarchical decomposition of organizations' labor resources management functions in accordance with which the functions are represented by consequent interconnection of systemic (general and provisional), subjective, objective, and operational functions of management.

Key words: management functions, personnel management functions systemizing, functional subsystems of labor resources management system.

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

Development of Trade Service Multi Attributive Model as a Component of Operational Marketing Strategy. P. 99-103.

The paper dwells on the multi attributive model of trade service as a component of operational management; provides opinions of different researchers on the notion of commodity service, and multi attributive model, offers the developed multi attributive model of trade service for retail outlets.

Key words: operational marketing, trade service, goods attributes, multi attributive model of trade service.

Voinash LG., Department Deputy Head, Central Union of Consumer Societies of Ukraine
History and Present Development of Consumer Cooperation of Ukraine. P. 104-109.

The paper provides the results of the historical analysis of the emergence and development of Consumer cooperation in Ukraine, defines modern trends in the functioning of consumer organizations with a special attention given to the development of the system of cooperative education in Ukraine and the prospects of its improvement.

Key words: consumer cooperation of Ukraine, cooperative education, cooperative organizations, educational institutions.

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

Integration Consulting as a Tool for Managerial Decisions Making. P. 110-114.

The paper studies the capacities of integration consulting through the combination of expert, process, teaching forms of consulting with the aim of using the advantages of different

forms of consulting while managerial decisions making, zeroing their drawbacks through combination.

Key words: consulting, consulting services, consulting forms, integration and managerial consulting.

Kononenko R.V., Ph.D. in Economics, Associate Professor, Chair of Economics, Belgorod University of Consumer Cooperatives

Prerequisites and Directions of Consumer Cooperation Organizations and Agricultural Producers Integration Ties Development in Modern Conditions. P. 115-119.

The paper dwells on the development of agricultural products and raw materials market in Russia; studies present situation and problems of population households on commercial products sale; determines the necessity of integration between procurement organizations and agricultural producers; substantiates the development of integration ties between consumer cooperation organizations and population households.

Key words: agriculture, population households, consumer cooperation, agricultural products procurement, integration, vertical integration, agricultural cooperatives.

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

Target Orientation of Organization's Management System Formation. P. 120-124.

The paper dwells on the main components of the "target tree" formation process; provides their detailed characteristics and enumerates the directions of the target system application.

Key words: target orientation, "targets tree" construction, decomposition of targets, targets system structuring.

Kravchenko E.Yu., Ph.D. in Economics, Associate Professor, Chair of Marketing and Management, Belgorod University of Consumer Cooperatives

Organizational Culture as an Element of Social Responsibility. P. 125-131.

The paper analyzes category apparatus of organizational culture; studies its value aspect; dwells on the basic components of organizational culture and shows its connection with social responsibility.

Key words: organizational culture, organizational culture types, organizational culture components, social responsibility and socially responsible behavior.

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

Marketing Strategy as Organization's Management Tool. P. 132-140.

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

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

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

Ensuring Consumer Cooperation Organizations Sustainable Development on the Basis of Innovations Introduction. P. 141-148.

The paper dwells on the essence of the sustainable development of rural territories; the importance of innovation management at the modern stage of market relations development; the importance of trading sector and innovation types of activities in cooperative organizations.

Key words: innovations, innovation management, consumer cooperation, trade, SWOT analysis.

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

Population Savings Attraction Schemes in the Sphere of Home Construction on the Example of Foreign Countries. P. 149-157.

The paper dwells on the international experience of attracting investment resources in the sphere of home construction; with the special attention given to comparative analysis of risks connected with the model of investment resources attraction in home construction sphere.

Key words: investment resources, mortgage crediting, investment activities, home construction.

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

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

Organization of Managerial Record and Control of Expenses for Products Quality in Manufacturing Companies. P. 158-166.

The paper defines the influence of quality expenses of products self-cost; works out approaches to the organization of managerial record of quality expenses; reveals periods during which it is necessary to control products quality.

Key words: expenses, self-cost, products quality, aviculture, record objects, accounts.

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

Pridvorova E.S., Assistant, Chair of Information Management, Belgorod State University

Personnel Loyalty Formation Prerequisites in Companies. P. 167-173.

The paper studies the essence of company's personnel loyalty, components of the term organization's personnel loyalty; provides characteristics of organization's personnel loyalty types and main factors, which influence personnel loyalty; shows personnel loyalty influence on the organization's activity efficiency and defines the instruments of company's personnel loyalty formation.

Key words: personnel loyalty, personnel loyalty types, organization's personnel loyalty formation tools.

Chaplygina M.A., Ph.D. in Economics, Associate Professor, Chair of Accounting, Finance and taxation, Kursk Affiliation, Belgorod University of Consumer Cooperatives

Budgeting as a Tool for Financial Planning and Prognosis. P. 174-187.

The paper dwells on the logical scheme of step by step budgets compiling, which are the tools for financial planning and prognosis.

Key words: budget, budgeting, prognosis, financial planning, financial prognosis.

Kolobova I.I., Ph.D. in Economics, Associate Professor, Chair of Commerce Goods Expertise, Zabaikalsky Institute of Entrepreneurship, Sibirsky University of Consumer Cooperatives

Sensor Components Integration of Sales Place Atmosphere. P. 188-195.

The paper studies sensor components of sales place atmosphere, their application as marketing communications technique of retail trade units; the author offers methodical approach to the integration of the main components of the atmosphere, based on the disclosure of the stereotype associations of buyers' target segment.

Key words: integrated marketing communications, sales place atmosphere, sensor components, stereotype associations.

Laptev N.V., Ph.D. in Economics, Associate Professor, Chair of Economics and Management in Oil, Gaz and Chemical Complex, St. Petersburg State University of Engineering and Economics

Software Assurance System Formation of Oil Processing Company Planning Work. P. 196-202.

The paper dwells on the problems of software assurance of the planning process at manufacturing companies and provides a number of practical recommendations on the use of software products for the oil processing company.

Key words: software assurance, inner company planning, planning subsystems, process approach.

Shcherbenko E.V., Ph.D. in Economics, Associate Professor, Chair of Marketing, Krasnoyarsk State University of Trade and Economy

Questions of the Formation of the Theory of Foodstuffs Safety Marketing. P. 203-208.

The paper dwells on the notion *foodstuffs safety* marketing, studies separate provisions, which form the concept of foodstuffs safety marketing; defines the composition, generalizes the parameters of interests of subjects and objects of foodstuffs safety marketing; offers the classification of foodstuffs safety marketing functions expressing its essence, social and economic importance.

Key words: foodstuffs safety, foodstuffs demand, foodstuffs safety marketing, subjects, levels, foodstuffs safety marketing functions.

Voronina T.V., Ph.D. in Economics, Associate Professor, Chair of World Economy and International Relations, Yuzhny Federal University

Regional Economic Integration: Modern Trends and Problems of Development. P. 209-217.

The paper makes an attempt to generalize the experience of integration processes taking place in the frameworks of different integration associations and reveal new trends and problems in their functioning; makes the conclusion on the formation of non-traditional integration models and schemes in the conditions of globalization, which make it possible for countries participants to find more efficient variants on integration interactions.

Key words: corporate model of integration, flexible model of integration, changeable geometry, multispeed model, multilevel integration, transcontinental integration.

Demianchenko N.V., Ph.D. in Economics, Associate Professor, Chair of Management and World Economy, Russian State University for Trade and Economy

Personnel Competence Study in Scientific Concepts of Management. P. 218-226.

The paper systemizes the results of the competence study in the scientific concepts of management in accordance with the time of emergence and active application in the theory and practice of management.

Key words: competence, personnel competence study, competence concept, competence management.

Bezgly E.A., Ph.D. in Economics, Associate Professor, Chair of Foodstuffs Technologies and Service Sphere, Belgorod State University

Capital Investments Structure Influence Mechanism on Social Processes at Macro and Micro Level. P. 227-230.

The paper discloses the essence and mechanism of capital investments structure improvement influence on the efficiency of production, economic and social processes.

Key words: capital investments, investments, capital investments structure, influence mechanism.

Chelyadinova T.I., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Bugajeva T.Yu., Ph.D. in Economics, Chair of Economics, Belgorod University of Consumer Cooperatives

Youth Social and Personal Potential: Problems of Formation and Realization. P. 231-233.

The paper is devoted to the problems of formation and realization of one of the components of youth labor potential – social and personal potential. Youth is one of the most important strategic resources of the society, although in the conditions of social uncertainty, lack of prospects and contradictions in the employment structure it appears unprotected and less competitive social group. Overcoming of the existing problems is one of the conditions for the formation and realization of young people's social and personal potential.

Key words: youth, youth labor potential, social and personal potential, social and professional status.

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

Rustamov A.A., Scientific Degree Applicant, Dagestan State Technical University

Causes for Emergence of Russian Audit Services Market. P. 234-235.

The paper studies the market of audit services in Russia, problems of its emergence and the difficulties faced by contemporary auditors; provides the analysis of the causes for Russian companies to transfer to international standards of financial accountancy.

Key words: audit services market, audit services quality, company's financial accountancy system, organization's financial situation.

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

Diagnostics of Competitive Environment Condition on the Educational Services Market of Higher Educational Institutions in the City of Novosibirsk. P. 236-241.

The paper substantiates the necessity of conducting the diagnostics of the condition of competitive environment on the market of educational services of higher educational institutions, creation of innovation structure, organizing carrying out of marketing studies of educational services market with the view of substantiating the recommendations on the improvement of competitiveness of a certain educational institution.

Key words: diagnostics, market share, competitive environment, competitiveness, competition, marketing research, competitiveness indicators, educational services market.

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

Accounting and Tax Aspects of Expenses Recording. P. 242-245.

The paper studies methodical aspects of bookkeeping and tax recording of expenses; shows the possibility of their integration using bakeries of consumer cooperation as a case study.

Key words: expenses, bookkeeping records, tax records, taxation purposes, accounts.

Belgorodtseva Ya.V., Senior Lecturer, Chair of Finance and Accounting, Lipetsky Cooperative Institute (Affiliation), Belgorod University of Consumer Cooperatives

Managerial Recording in Modern Market Economy. P. 246-250.

Introduction of managerial recording at a company is an urgent aspect in modern conditions of market economy. Unfortunately there exist a lot of reasons hampering the development of managerial recording. The paper also substantiates the necessity of broadening managerial recording systems and their comprehensive application.

Key words: managerial recording, managerial recording system, accounting.

Ryndina Yu.A., Junior Researcher, Institute of Theoretical and Applied Problems of Consumer Cooperation, Belgorod University of Consumer Cooperatives

On the Development of Theoretical Foundations of Personnel Labor Relations Regulation. P. 251-254.

The paper provides the author's vision of the essence, content and tools of the personnel labor relations regulation; it states and discloses interconnection between the types of labor relations and tools of their regulation, indirectly influenced by the types of production relations and labor forms.

Key words: labor relations, regulation, labor relations regulation tools.

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

Goods Distribution Channels Formation Specificity in Consumer Cooperation Organizations. P. 255-258.

The paper clarifies certain theoretical provisions of goods distribution channels formation; specifies and discloses functions of their participants; defines the conditions for distribution channel selection in consumer cooperation organizations and discloses the peculiarities of their formation in retail trade.

Key words: goods distribution channel, consumer cooperation organization, distribution channels formation and specificity.

Korolyova N.A., Assistant, Chair of Accounting, Belgorod University of Consumer Cooperatives

Organization's Recording Policies Aimed at Financial, Managerial and Taxation Recording. P. 259-262.

The paper dwells on the formation of recording policies based on the integration of financial, taxation and managerial recording ensuring the integrity of recording systems and embracing all aspects of recording process: organizational, technical and methodical.

Key words: financial recording, managerial recording, taxation recording, integration of recording.

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

Development of New State Social Policy in the Context of New Social Doctrine of Russia. P. 263-267.

The paper discloses certain provisions of new social doctrine of Russia: prerequisites for the formation, goals and tasks and realization conditions; clarifies the essence of state social functions and substantiates principles of the state social policy corresponding to the doctrinal provisions of its strategic development.

Key words: social doctrine, state social functions, social policy.

Kuchkovsky A.A., Assistant, Chair of Services and Commerce Activity Organization, Novosibirsky State University of Economics and Management

Approaches to Integration of a Trading Company Communication Complex. P. 268-270.

In the conditions of modern competitive market of consumer goods communication complex is one of the factors providing for the competitiveness of commerce structures; the paper substantiates the necessity of the integration of communication complex elements as the most efficient approach to trading companies communications implementation.

Key words: communication complex, communication program, synergy effect of communications.

Belousova A.M., Assistant, Novosibirsky State University of Economics and Management
Client Orientation Management in Tourist Organization. P. 271-274.

The formation of new social and economic environment considerably changes position of tourist organizations in the economy of the country and in the life of the society; introduces significant corrections in the system of management, puts forward a number of complex tasks on introducing client orientation. The experience shows that client oriented management is one of the fundamental conditions for dynamic development of a tourist organization.

Key words: tourist organization, client oriented, tourist services.

Talanova N.V., Assistant, Chair of Monetary Circulation and Credit, Cheboksarsky Cooperative Institute, Russian University of Cooperation

Formation and Development of Information and Infrastructural Components of AIC Innovation Development Support. P. 275-280.

The paper is devoted to the urgent problems of modern AIC development in Russia; it substantiates the necessity of agroindustrial sector of economy innovation development support with the special attention given to the assessment of information and infrastructural components of Russian and Chuvash Republic AIC innovation development support.

Key words: AIC innovation development, AIC information provision, innovation infrastructure, information and consulting services.

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

Accounting and Taxation Aspects of Non-Material Incentives for Organization's Employees Labor. P. 281-285.

Non-material incentives as a method of influencing organization's personnel are of great importance due to their minimal cost; but the development and introduction of the said incentives is a considerably difficult process directed at reaching the balance between the interests and possibilities of the organization and the needs of its employees. The paper discloses the specific peculiarities of the process from the point of view of accounting and taxation.

Key words: motivation, non-material incentives, organization's costs, taxable basis on income tax.

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

Costs Recording and its Influence on the Financial Results at a Construction Company. P. 286-288.

The paper is dedicated to the peculiarities of defining financial results of a construction company activities proceeding with the applied methods of costs recording and specific conditions of production activities of construction sector companies.

Key words: accounting, costs recording, financial result, income, expenditures, construction object, building contract, unfinished production, taxation recording.

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

Economic Interests as Driving Force of Family Economy Development. P. 289-292.

The paper discloses the essence of the subjective, objective and subjective-objective approaches to the study of interests; defines the role of economic interests in the development of family economy and substantiates the necessity of developing family budgets in order to prevent the conflicts of the family members and simulate the development of family economy.

Key words: household economy, family economy, economic interest.

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

Integrated Marketing Communications Application as Services Promotion Basis. P. 293-297.

The paper is dedicated to the problems of studying the peculiarities of integrated marketing communications application as the basis for services promotion; provides the definition of the notion *integrated marketing communications*. The author analyzes key peculiarities of integrated marketing communications application with services consumers offered by travel agencies.

Key words: services, integrated marketing communications.

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

Situation in Cement and Dry Building Mixes Market at Present Stage. P. 298-301.

The paper studies the development of cement sector and dry building mixes sector and stages of their economic development policy.

Key words: cement market, dry building mixes market, market policy, construction.

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

Multimedia and Internet Technologies in Marketing Communications System. P. 302-307.

The paper studies the notion of marketing communications with special attention paid to the main notions of Internet technologies and multimedia; substantiates the advantages of Internet technologies in marketing, marketing communications means and the use of multimedia in marketing communications means.

Key words: communications, marketing communications, Internet technologies, multimedia, media.

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

Methodics of Detecting Significant Distortions in Bookkeeping (Financial) Reporting. P. 308-312.

The paper is dedicated to the problems of detecting significant distortions in bookkeeping reporting with the author studying analytical procedures when detecting distortions and mistakes in bookkeeping reporting.

Key words: mistakes in reporting, deliberate and undeliberate mistakes.

Kovalchuk S.G., Post-Graduate Student, St. Petersburg Academy of Management and Economy

Innovation Entrepreneurship Favorable Environment Formation Problems in Magadan Region. P. 313-317.

The paper dwells on the problems and prospects of the development of innovation entrepreneurship in Magadan Region; analyzes innovation relations as a new management object.

Key words: innovations, small and medium entrepreneurship, innovation process, economy.

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

IMF and WTO Activities in the Modern Conditions of Global Economic Crisis. P. 318-326.

The paper dwells on the activities of the World Trade Organization and IMF to smooth the consequences of the global economic crisis for national economies in the conditions of international monetary and financial crisis; influence of the said institutions on the world economy, their place and role in the existing system of global economic regulations.

Key words: WTO, global economic crisis, IMF, crediting mechanism, international trade, subsidies.

Glukhova E.A., Post-Graduate, Russian University for Economy named after G.V. Plekhanov

Review of Communication Strategies of Companies Producing Industrial Optics. P. 327-333.

The paper studies different communication strategies of companies producing industrial optics. The geography under study includes Russia, Japan, China, the USA, Germany and Italy. The author provides recommendations on the development of communication strategies to Russian companies on the basis of foreign experience.

Key words: marketing communications, promotion strategies, optics companies, optics trade marks, optics market.

Malkhasyan G.A., Post-Graduate Student, Northern Caucasus Academy of Public Service

Regional Industrial Development Innovation Potential. P. 334-341.

The paper studies innovation development of industrial potential of Russia and Rostov Region; comes forward with recommendations on the stimulation of the regional innovation infrastructure; reflects main forms of the support of innovation entrepreneurship in the system of regional industrial policy; makes the conclusion that innovation policy at present stage of post-crisis development plays a significant role in the development of the region.

Key words: industrial development, regional innovation policy, innovation and investment processes, regional industrial policy.

Sidorov A.S., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives

Fixed Assets Planning organization Improvement at a Company. P. 342-346.

The paper dwells on the approach to the improvement of fixed assets planning organization in companies, which includes coordinated sequence of actions directed at adding internal order and integrity to the process of fixed assets planning.

Key words: fixed assets planning, fixed assets planning technology, requirements to the organization fixed assets planning, planning centers, planning automation.

Gogenko L.A., Federal Inspector in Belgorod Region

Emergence of Governorate Institution in Russian Empire. P. 347-350.

The paper makes an attempt of historical and legal analysis of the emergence and development of governorate institution in Russian Empire in the 18th century; shows the trends of the spread of the said institution, its goals and objectives, its role in the state governance mechanism. The author comes to the conclusion on the possibility of using historical and legal experience in modern conditions.

Key words: province, Governor, Governor General, state power.

Shakhomirov M.A., Scientific Degree Applicant, Volgograd State Technical University
Contradictions of Modern International Currency System. P. 351-355.

The paper dwells on the questions of international financial and currency relations; makes an attempt to reveal and define contradictions, caused by the functioning of the US dollar as world monies as well to analyze the trends in their development and the ways of their solution.

Key words: US dollar, dollar rate, world monies, financial crisis, modern currency system contradictions, reserves, reserve currency, US foreign debt, international reserves.

Burmakin N.P., Scientific Degree Applicant, Moscow State University of Economy, Statistics and IT

Investment Systems: Mechanism of Organization and Functioning. P. 356-364.

The paper analyzes the problems of development and application of a systemic approach to organization at a company of the investment process with the use of the whole integrity of resources as well as modern concepts of investment process organization; substantiates that efficient investment processes in the corresponding subsystems of an organization lead to the growth of its potential and sustainable development.

Key words: systemic approach, system, external environment, internal environment, element, structure, connection, position, behavior, balance, stability, investments, investment processes.

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

On the Question of Using Internet Technologies in Marketing Activities of Businesses. P. 365-368.

The paper determines the directions of using Internet marketing tools in the activities of businesses; reveals the advantages and problems of using Internet advertising; defines the functions of corporate website while carrying out the campaign on goods and services promotion in the Internet.

Key words: Internet marketing tools, corporate website, marketing research, Internet advertising.