

SUMMARY

URGENT PROBLEMS OF ECONOMY

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

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

Integrated Assessment of Market Activity of Organizations Engaged in Vehicles Trade. P. 5–12.

The paper studies the essence of market activity, its structure, model of market activity integrated assessment and approaches to its assessment; provides integrated assessment of market activity.

Key words: market activity, market activity integrated assessment model and approaches to its assessment, market activity integrated assessment.

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

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

Public Catering Units Services Quality Assessment on the Basis of Marketing Research. P. 13–19.

The paper substantiates the necessity of the application of marketing services set of tools and marketing research conduct while assessing the quality of services of public catering units; offers to use GAP model to assess the quality of services; provides the results of marketing research and services quality assessment provided by restaurants in the city of Belgorod; offers integrated measures on improving the quality of services of public catering units.

Key words: services marketing, quality of services, public catering units, marketing research, services consumers.

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Veretennikova I.I., Ph.D. in Economics, Professor, Head of the Chair of Economic Analysis and Audit, Belgorod University of Consumer Cooperatives

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

Some Methodical Aspects of Investments Analysis at Macro Level. P. 20–24.

The paper discloses the essence of investment analysis at macro level and its importance at the modern stage, dwells on the main stages of investment analysis and shows which indicators should be analyzed at each stage.

Key words: investments, investment analysis, capital investments, macro level, investment analysis stages, investment activities indicators.

Troshikhin V.V., Ph.D., Professor, Head of the Chair of Humanitarian and Socio-Economic Studies, Belgorod University of Consumer Cooperatives

Nesterova L.I., Senior Lecturer, Chair of Humanitarian and Socio-Economic Studies, Belgorod University of Consumer Cooperatives

Philosophic Meaning, Social and Economic Content of Entrepreneurship. P. 25–30.

The paper substantiates inter subject understanding of entrepreneurship as a primary methodological principle of research; discloses philosophic meaning, social and economic content of entrepreneurial activities, its determination by intellectual potential, personal, professional and moral properties of individuals pursuing it; as well as by the level of their mastering of innovation technologies forming the ability for self-perfection and changing the sphere of their life activities.

Key words: economic modernization, competitiveness, intellectual potential, communication, information technologies, cyberspace anthropology.

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Application of Economic Management Levers of Labor Conflicts in Consumer Cooperation Organizations. P. 31–38.

The paper substantiates the necessity of using labor remuneration as a means of real economic lever of labor conflicts management in consumer cooperation organizations; provides the results of the authors' approach approbation to the build up of labor remuneration fund and its distribution among the members of the work collective taking into account personal contribution of each of the employees.

Key words: labor, labor conflict, social and labor sphere of the organization, labor conflicts management.

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

Consumer Cooperation Labor Resources Reproduction Management Assessment Results at the Stage of Their Application. P. 39–45.

The paper provides the results of analytical study of consumer cooperation labor resources reproduction management; provides the evaluation of labor resources efficiency use from the point of view of cost and resource approaches.

Key words: labor resources reproduction management, labor resources use efficiency, resource approach, cost approach.

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

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

Belgorod Region Foreign Trade Competitiveness Improvement as One of the Subjects of the Central Federal Area. P. 46–53.

The paper provides data on the foreign trade of the Belgorod Region as one of the subjects of the Central Federative Area; analyzes the most important directions of the Belgorod Region external economic cooperation; singles out problems and prospects of foreign trade development and improvement of its competitiveness.

Key words: foreign trade, competitiveness, economic cooperation, foreign trade turnover, foreign trade balance, exports, imports.

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Controlling as Retail Trade Business Processes Improvement Tool of Consumer Cooperation Organizations. P. 54–58.

The paper studies the essence of business processes controlling in organizations' retail trade; substantiates the necessity of process management and interests specter shift in Russian market in accordance with the life cycle of business processes management from their

description to controlling. He paper determines the place of controlling in the management of retail trade business processes, works out the algorithm of business processes controlling implementation in consumer cooperation organizations' retail trade.

Key words: business processes, retail trade units, organizations' process management, business processes controlling, controlling business processes introduction algorithm.

Veretennikova I.I., Ph.D. in Economics, Professor, Head of the Chair of Economic Analysis and Audit, Belgorod University of Consumer Cooperatives

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

Methodical Aspects of Investments Efficiency Assessment Allocated for the Improvement of Life Quality and Human Capital Growth. P. 59–64.

The paper dwells on the methodical approaches to the assessment of the investments efficiency in human capital; provides general logical scheme for the assessment of social investment efficiency as well as the investments in health and education; provides mathematical models for the investments efficiency assessment in health, education and living conditions improvement.

Key words: social investments, life quality, human capital, investments efficiency.

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

Kobenko Yu.V., Post-Graduate Student, Belgorod State Technological University named after V.G. Shukhov

Business Organizations' Strategic Diagnostics Methodical Aspects. P. 65–70.

The paper contains approaches to the assessment of business efficiency with the help of strategic diagnostics, based on such factors as ties between goals and structures, proportion and resources use; revealing of strategic competences and business processes efficiency; with strategic changes in the latter case being the field of combination of competences, knowledge and skills and business processes.

Key words: diagnostics concept, business efficiency, strategic competences, business processes.

Borachuk V.V., Senior Lecturer, Chair of Economics and Production Organization, Belgorod State Technological University named after V.G. Shukhov

Rudychev A.A., Ph.D. in Economics, Professor, Chair of Economics and Production Organization, Belgorod State Technological University named after V.G. Shukhov

On the Question of Company Management System Operational Reforming. P. 71–75.

The paper reflects theoretical aspects of the formation and reformation of a manufacturing company management system; analyzes interconnection of the said system elements; offers new direction in the company operational management – development of management system reformation tactics; offers the mechanism of a company management system reformation tactics on the basis of the solution of multicriteria problems through decision making methods; makes conclusions on the application of different methods of the said problems solution; the offered approach would make it possible to timely make a decision on the order of management system reformation elements.

Key words: company management system, company management system elements, company management system reformation tactics, decision making application methods while reforming company management system.

Golovin A.A., Ph.D. in Economics, Associate Professor, Head of the Chair of Economics and Management, Yugo-Zapadny State University

Sorokina M.S., Post-Graduate Student, Yugo-Zapadny State University

Prospects of Interaction of Small Businesses and Consumer Cooperation System. P. 76–81.

The paper concretizes the role and importance of agricultural consumer cooperatives in the implementation of the priority national project *Development of AIC* and singles out measures on their state support; defines prospects of interaction of farmers and consumer cooperatives.

Key words: agricultural consumer cooperative, consumer cooperative functioning efficiency, small businesses.

Fakerov Kh.N., Ph.D. in Economics, Professor, Chair of Economics and Business Organization, Tajik State University of Commerce

Sharopov F.R., Ph.D. in Economics, Associate Professor, Chair of Economics and Business Organization, Tajik State University of Commerce

Aminov F.I., Post-Graduate Student, Tajik State University of Commerce

Questions of State Regulation of Trade Entrepreneurship in the Republic of Tajikistan. P. 82–85.

The paper substantiates the necessity of state regulation of trade entrepreneurship in the conditions of transition to market economy; analyzes main directions of the state regulation of trade activities in the Republic of Tajikistan.

Key words: trade entrepreneurship, state regulation, regulation functions, regulation methods.

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

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

Methodical Approaches to Rationality Assessment of Goods Assortment Placement in Retail Trade Network. P. 86–91.

The paper provides methodical approaches to the assessment of the rationality of goods assortment placement in the retail trade of consumer cooperation network, which includes definition of specialization and typization of shops and the choice of trade services forms and sales methods in competitive environment.

Key words: retail trade network, goods trade assortment, trade services forms, self-service.

Tedejeva R.A., Ph.D. in Economics, Associate Professor, Chair of Economics, Belgorod University of Consumer Cooperatives

Shakhtomirova L.M., Head of the Department of Finance and Accounting, Chief Accountant, Ministry of Property and Land Relations of Chechen Republic

Development of Retail Trade in the Republics of Southern Federal Area and Chechen Republic. P. 92–97.

Trade is one of the most dynamic branches of economy, which in the recent two decades has undergone serious structural changes and due to its scales and influence on living standards of the population acquired an important role in the country's economy. Retail trade turnover dynamics being the indicator of the country's population life testifies to the positive progressive development of consumer market in the country in general and its separate subjects in particular.

The paper assesses the dynamics and structure of the retail trade turnover in the republics of the Southern Federal Area; shows the role of Chechen Republic in the trade turnover of the country; singles out the peculiarities of retail trade and main factors, forming retail trade turnover in the Northern Caucasus Region.

Key words: trade, retail trade, retail trade turnover, consumer market, per capita sales.

Enikejeva G.A., Ph.D. in Economics, Professor, Chair of Economics, Belgorod University of Consumer Cooperatives

Certain Aspects of Labor Activity Motivation. P. 98–101.

The paper regards the category of motivation through the prism of activity motives interpreted by different branches of science in particular by economic, technological and social which solve their own problems; substantiates the fact that a motive is a psychological aspect of motivation acting through economic interconnections and as a result determining people's behavior, which is always motivated; studies the forms of labor motivation used in economic practice, each of which requires its own method and way of implementation. The author believes that *Program of Long-Term Incentives, System of balanced Indicators* used at some companies as motivation tools together with other forms and methods are directed at improving the motivation activities of employees and ensuring objective assessment of their achievements.

Key words: motivation, motives, activity efficiency, incentives.

Shushlyapina G.G., Ph.D. in Economics, Associate Professor, Chair of Information Systems and Technologist, Belgorod University of Consumer Cooperatives

Sales Optimization and CRM Technologies. P. 102–106.

The paper provides the description of some of the main provisions of interrelations with clients, which make it possible to optimize the process of sales with the support of long-term and successful CRM strategy as well as factors influencing business process management, attraction of new clients and maintenance of sustainable interrelations with already existing ones; provides classification of needs of real and potential clients according to several main directions, proceeding from classical understanding of management.

Key words: relations with clients, sales optimization, clients relations optimization.

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

Qualitative Services as a Bank Success Basis. P. 107–109.

The paper provides the definition of services and qualitative services, its goals and functions, importance for the improvement of service quality for the activity of banks; dwells on the main problems of providing services to clients and offers ways of their solution to achieve more qualitative services in banks and acquiring more profit.

Key words: qualitative service, bank, client, services, line, control, decision.

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

Methodical Aspects of Economic Substantiation of Fixed Assets Reproduction Financing Sources Selection. P. 110–112.

The paper studies methodical aspects of economic substantiation of fixed assets reproduction financing sources selection; points out to the reasons of the necessity for making economically substantiated managerial decisions while choosing the sources for fixed assets reproduction financing; describes stages and criteria of economic substation of fixed assets reproduction financing sources selection in the frameworks of fixed assets reproduction management.

Key words: reproduction management, fixed assets, financing sources.

Belokopytova O.A., Ph.D. in Economics, Associate Professor, Chair of Economics, Belgorod University of Consumer Cooperatives

Economic Growth: Theoretical Aspects. P. 113–118.

The paper studies economic growth rates problems; describes the existing approaches to the interpretation of economic growth and dwells on the peculiarities of economic growth in consumer cooperation organizations.

Key words: economic growth, economic development, extensive and intensive development.

Dotsenko A.N., Ph.D. in Economics, Associate Professor, Chair of Economics, Belgorod University of Consumer Cooperatives

Consumer Cooperation Organizations' Trade Activities Improvement. P. 119–125.

The paper studies trade sector of consumer cooperation, advantages and specificity of cooperative trade, sales volumes growth reserves and trade activities improvement directions in consumer cooperation organizations.

Key words: trade, consumer cooperation, retail trade turnover, sales volume, goods stock, diversification, competitiveness.

Dorokhova Yu.V., Ph.D. in Economics, Associate Professor, Chair of Economics, Belgorod University of Consumer Cooperatives

On the Problem of Consumer Cooperation in Post-Soviet Area. P. 126–129.

Economic consequences of the transition to market relations are still notable for the population of all post-socialist states; the most important reasons of the economic instability of the state on the post-soviet area should be considered population poverty, criminalization of the society, dissatisfaction with the authorities and other; with the distortions of motivation and lack of rationality being the main destabilizing economic factors in cooperative organizations.

Key words: cooperative organizations, poverty, consumer cooperation economy, post-socialist states.

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

Marketing Communications as Integrating Foundation of Relations Marketing Formation. P. 130–134.

The paper discloses the essence of marketing communications, their place and role while forming relations marketing; provides the results of the author's generalization of theories and concepts and singles out subject fields of marketing communications study; formulates main reasons determining the integrating role of marketing communications in relations marketing.

Key words: marketing communication, relations marketing, information.

Klimenko A.A., Ph.D. in Economics, Associate Professor, Chair of Theory and History of Cooperative Movement, Belgorod University of Consumer Cooperatives

Make Commodity Strategy as a Tool for Consumer Cooperation Organization's Brand Improvement. P. 135–140.

The paper provides grounds for the necessity of working out make commodity strategy seen as a tool for the improvement of consumer cooperation organization's brand; defines and discloses the stages of strategy development process; the algorithm of the creation of the branded product on the basis of the unique trade offer; gives the methodics for the assessment of the organization's innovative capacities and calculation of economic reasonability of innovative branded product development.

Key words: make commodity strategy, organization's brand, innovative branded product, cooperative organization.

Zhukovina O.A., Senior Lecturer, Chair of Accounting, Belgorod University of Consumer Cooperatives

Shumskaya L.I., Ph.D. in Economics, Associate Professor, Chair of Accounting, Belgorod University of Consumer Cooperatives

Normative Regulation of Accounting Policy Formation: Russian and International Rules. P. 141–145.

The paper analyzes the provisions of Russian standards, determining the rules for the formation of accounting policy and its correspondence to the international financial standards.

Key words: accounting, IAS, accounting policy, changes in the accounting policy, retrospective reflection, time limits, IAS standards classification.

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

Vasilchenko T.Z., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Comparative Characteristics of Marketing Studies Methods. P. 146–153.

The paper provides the characteristics of marketing research methods organization; clarifies the essence of the definition *method*, dwells on the classification of marketing research methods; defines the sources of primary and secondary information; dwells on the advantages and disadvantages of separate methods of marketing research; characterizes mix methodology including hell-test, home-test and mystery shopping.

Key words: method, marketing research, marketing information, analysis, data.

Nikulina E.V., Ph.D. in Economics, Associate Professor, Head of the Chair of Economics and Statistics, Belgorod State University

Interbudgetary Regulation Mechanism at Regional Level. P. 154–158.

The paper is devoted to the study of the essence of the notion “interbudgetary relations in RF subject” and the study of the organizational forms of interbudgetary relations in a subject of the Russian Federation; offers main principles of the financial and distribution mechanism relations with the view of efficiently managing regional finances.

Key words: interbudgetary relations, region, municipal bodies, regional budgets, transfers.

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

Institutional Transformations of Cooperatives: Experience of Foreign Countries. P. 159–163.

The paper studies cooperative evolution; discloses the essence, directions, causes of cooperative organizations restructuring in the conditions of economic globalization; dwells on the characteristic features of cooperatives’ demutualization in foreign countries; its trends and contradictions; offers the alternative to demutualization – hybrid cooperative models.

Key words: agricultural cooperatives, demutualization, cooperative hybrids, property right.

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

Dynamics and Structure of Foreign Investments in Russian Federation Economy. P. 164–168.

The paper discloses the essence and classification of foreign investments, their functions, importance and mechanism of influence on the development of national economy; analyzes the dynamics and structure of foreign investments in the economy of Russia.

Key words: foreign investments, direct and portfolio foreign investments, mechanism of influence, dynamics and structure of foreign investments.

Shamina L.K., Ph.D. in Economics, Associate Professor, Chair of Industry Economy and Production Organization, St. Petersburg State University of Low Temperature and Food Technologies

Possibility of Allocation Innovations Application at Manufacturing Company in Crisis. P. 169–173.

The paper dwells on the possibility of innovations implementation at a manufacturing company in crisis; provides the definition of allocation innovations and allocation innovation strategy.

Key words: company in crisis, allocation innovations, allocation strategy.

Yalovega N.I., Ph.D. in Economics, Associate Professor, Chair of Marketing, Poltavsky University of Economy and Trade

Marketing Communications System Management Mechanism Study at Consumer Cooperation Companies of Ukraine. P. 174–180.

The paper provides the results of the study of marketing communications management mechanism functioning in regional consumer unions of Ukraine. Implementation of the suggested methodics in future would make it possible for consumer cooperation companies of Ukraine and Russia to optimize communication policy with the view of increasing its efficiency.

Key words: marketing communications system, management mechanism, communication potential diagnostics, consumer cooperation companies.

Arkhipov A.E., Ph.D. in Economics, Associate Professor, Chair of Services and Commercial Activities Organization, Novosibirsky State University of Economy and Management

Specificity of Model Apparatus Application for Marketing Problems Solution. P. 181–186.

While making decisions on communication complex management it is reasonable to use optimization models in order to determine the composition and structure of communication program with applying morphological synthesis method. The practice of commercial activities in consumer market testifies to the efficiency of simulation models application taking into account the theory of adaptation and diffusion.

Key words: optimization model, simulation model, morphological synthesis, adaptation, diffusion.

Dolzhenko R.A., Ph.D. in Economics, Associate Professor, Chair of Economics, Labor Sociology and Personnel Management, Altai State University

Assessment and Incentives of Human Resources Department Activities Based on KPI. P. 187–193.

The paper dwells on the possibility of assessing and stimulating the employees of the human resources department on the basis of key performance indicators (KPI), singles out the most important KPIs of the personnel department employees; reveals the advantages of their implementation in personnel management system.

Key words: human resources department, personnel assessment, key performance indicators (KPIs), incentives system, bonuses.

Gorodkova S.A., Ph.D. in Economics, Associate Professor, Chair of Economics, Zabaikalsky Institute of Entrepreneurship, Sibirsky University of Consumer Cooperatives

Costs Management Conceptual Foundations in the Value Creation Time Flow. P. 194–203.

The paper discloses conceptual foundations of costs management system based on the “service” methodology. While clarifying the essential purpose of the system it offers managerial model of its influence on costs for the flow of creation of consumer value and business processes cycle efficiency; discloses chain reaction in the costs management strategy; offers efficiency assessment indicators system disclosing internal costs structure, formed by hidden “losses” and productive activities.

Key words: costs management, costs management essence, “service” methodology, value creation flow, processes cycle efficiency, hidden costs, overhead costs, costs utility.

Kharchenko I.A., Ph.D. in Economics, Associate Professor, Chair of Accounting, Analysis and Audit, Rostov Affiliate, Belgorod University of Consumer Cooperatives

Bookkeeping Recording Formation Order Study by New Recording Data. P. 204–208.

The paper dwells on the methodical approaches to the formation of bookkeeping recording according to new forms introduced since 2011; provides comparative analysis of the introduced changes in accounting recording.

Key words: bookkeeping recording, bookkeeping recording forms, bookkeeping recording composition, information disclosure procedure, auditor's statement.

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Litvin Yu.Yu., Ph.D. in Science, Associate Professor, Head of the Chair of Finance, Baltiyskaya Academy of Tourism and Entrepreneurship

Modern Tourism Industry Trends and Innovation Projects Development Prognosis in the North-Western Region of Russia. P. 209–218.

The paper analyzes trends in tourism industry at modern stage, substantiates the possibility of introducing innovation tourist products in the frameworks of the development of regional tourist and recreational system.

Key words: regional tourism, regional tourist and recreational system, tourist flows attraction center, underwater archeological tourism, innovation tourist product.

Akimova G.T., Associate Professor, Chair of Management, Cheboksarsky Polytechnic Institute (Affiliate), Voscow State Open University

Comprehensive Approach in Rural Territories Sustainable Development Policy. P. 219–224.

The paper discloses approaches to the grouping of rural territories in Chuvash Republic by the set of criteria reflecting the conditions of economic potential, social and labor sphere, supply of engineering infrastructure unites; offers measures on the broadening of state aid to support sectors and develop rural territories.

Key words: sustainable development, rural territories, Chuvash Republic.

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SPSS as a Tool of Analysis and Description Statistics of Consumer Behavior Factors. P. 225–234.

The paper states the necessity of studying factors of consumer behavior, dwells on SPSS program as a tool, allowing to carry out data analysis; offers the results of the said program approbation.

Key words: consumer behavior factors study, SPSS program, SPSS data editor window, SPSS menu.

Aminov I.A., Ph.D. in Economics, Associate Professor, Director, Institute of Economy and Trade, Tajik State University of Commerce

Assessment of Condition and Problems of Development of Individual Entrepreneurship in the Republic of Tajikistan. P. 235–241.

The paper determines the role and place of individual entrepreneurship in the development of the country's economy; analyzes its development in the Republic of Tajikistan during recent years; dwells on the reasons hampering the development of individual entrepreneurship and offers main ways to solve the existing problems in the said sphere.

Key words: individual entrepreneurship, everyday services, trade, public catering, employment, labor resources, trade revenue, innovative activities.

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Economic Substantiation of Investments on Leasing Conditions. P. 242–245.

At modern stage of Russian economy development it is possible to single out a number of ways of capital renewals, among which leasing enjoys one of the leading positions with the latter relations sustainably developing and requiring further financial investments.

Key words: leasing, investments, efficiency.

Konareva I.V., Senior Lecturer, Chair of Economics, Belgorod University of Consumer Cooperatives

Competitiveness Interpretation Aspects and Object Levels of its Formation. P. 246–251.

The paper discloses certain aspects of competitiveness interpretation explaining its essence as properties, abilities, opportunities, advantages, and characteristics of an object; formulates the author's understanding of employee's competitiveness as a participant of economic relations and provides arguments of his/her leading role in the hierarchical system of competitiveness objects.

Key words: competitiveness, competitiveness objects, employee's competitiveness formation factors.

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

Study of Recording Policy Elements of Retail Trade Organizations in Accordance with IAS Rules. P. 252–254.

The paper discloses the procedure of the recording policy formation by retail trade organizations in accordance with IAS rules; dwells on the elements of recording policy while purchasing goods in accordance with the above mentioned rules.

Key words: recording policy, retail trade, international standards of financial recording.

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

Consumer Society's Fixed Capital Use Efficiency of Consumer Cooperation System. P. 255–259.

The paper determines the main directions of profit distribution for ensuring efficient activities; analyzes the efficiency of fixed capital use; assesses the influence of the main factors on fixed capital return changes.

Key words: fixed capital, profit, fixed capital return, fixed capital use improvement ways.

Khabibova S., Senior Lecturer, Chair of Economics and Business Organization, Tajik State University of Commerce

Tajikistan: Problems of Formation and All-Round Development of Consumer Goods Market Infrastructure. P. 260–270.

The paper studies the questions on the emergence of consumer goods and services retail market in Tajikistan; the role and importance of all-round development of the market infrastructure, its components and directions; provides the author's point of view on the solution of the problem of all-round and interconnected functioning and sustainable development of the

main system building elements of retail trade infrastructure as a necessary condition for improving the efficiency of consumer goods internal trade.

Key words: internal trade, consumer goods market infrastructure, market infrastructure development program: blocks and elements.

Dolgodush A.I., Junior Researcher, Belgorod Research Institute of Agriculture, Russian Agricultural Academy

Some Methodical Aspects of Investment Risks Analysis and Study. P. 271–277.

The paper studies some methodical aspects of investment risks research and analysis; provides the algorithm of organization's investment project risk management in the modern conditions.

Key words: investment risks, investment risks study methods, investment risks analysis methods, company.

Oberemko V.V., Assistant, Chair of Economics, Belgorod University of Consumer Cooperatives

Competitive Advantages Theories Evolution Aspect. P. 278–282.

The paper provides the research results of the competitive advantages theories evolution (absolute and comparative advantage, relative advantages competition, competitive strategies and advantages, reflexivity, client focusing, objects competitive advantages management) and discloses their main provisions.

Key words: competitive advantages, competitiveness, competitive strategies.

Arsenidze N.A., Assistant, Chair of Marketing, Sibirsky University of Consumer Cooperatives

Criteria Importance Assessment Influencing Distribution Channels Efficiency. P. 283–290.

The paper dwells on the assessment of criteria importance influencing distribution channels efficiency of meat processing companies in the city of Novosibirsk and Novosibirsk Region from the positions of four categories of consumer market subjects: producers, wholesale companies, retail traders and buyers.

Key words: assessment, criteria, efficiency, distribution.

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

Market Innovation Commercialization Marketing in Economic Activities of Organizations: Goals, Principles and Structural Components. P. 291–299.

The paper systemizes different points of view of researchers on economic category of commercialization, formulates comprehensive working definition of market innovations commercialization marketing, provides the system of its strategic and tactical goals, studies main principles of its functioning, gives substantiated group of factors influencing the process of market innovation commercialization marketing, provides the model of interaction of subjects in the frameworks of market innovations commercialization marketing, provides classification of the main forms of innovations commercialization, states interconnection between main structural components of market innovations commercialization marketing process on the basis of logical model development.

Key words: innovation, market innovations commercialization marketing, factors, subjects and models of market innovations commercialization marketing.

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

Organization's Resources Management Models. P. 300–306.

The paper provides the classification of management models of organization's financial, labor and material resources; discloses main characteristics of management models of each resource segment; determines the differences and disadvantages of the models under study.

Key words: financial resources, labor resources, material resources, resources management models, factors, motivation, sustainable growth assurance.

Davydov R.N., Post-Graduate Students, Belgorod University of Consumer Cooperatives
Interconnection Between Goods Structure Fecundity and Retail Trade Network Turnover. P. 307–312.

The paper dwells on the fecundity of consumer cooperation retail trade network assortment policy realization; factors considerably influencing goods structure formation of retail trade turnover and main directions of the improvement of retail trade network sustainable functioning in competitive environment.

Key words: retail trade network, goods trade assortment, retail trade turnover goods structure.

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

Company's Social Policy and Factors Influencing It. P. 313–316.

The paper dwells on the essence of social policy, social; policy and macro and micro levels, goals, functions, directions of the development and implementation of company's social policy as well as factors influencing it.

Key words: social policy, income policy, social provision policy, social protection, factors influencing company's social policy.

Karpenko N.I., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Managerial Accounting and Analysis Organization Problems at Food Processing Industry Companies. P. 317–323.

The paper dwells on the problems of managerial accounting and analysis organization as the main element of costs management system; studies conceptual approaches of different researchers to the necessity of organization and improvement of managerial accounting and analysis; provides the stages of managerial accounting formation food processing industry companies with a special attention given to managerial accounting as a company management means.

Key words: costs management, managerial decisions, managerial accounting, record and analytical process, company, managerial analysis, management.

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

Peculiarities of marketing Communications Complex Formation in Consumer Cooperation Organizations. P. 324–329.

The paper studies the notion of marketing communications with the special attention given to marketing communications complex; singles out the peculiarities of promotion complex formation as a part of marketing complex.

Key words: marketing communications, marketing communications complex, promotion, promotion complex.

Shatsky M.V., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Inflation Influence on Economy and Ways of its Regulation. P. 330–334.

The paper discloses the essence of inflation its reasons and types; provides the scheme of interaction between economic processes and inflation; the author on the basis of summarizing of literature resources provides main approaches for the development of state anti inflation policy.

Key words: inflation, aggregate demand, credit expansion, prices, monetary and credit policy.

Kidanova N.L., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Operational Recording Development Assessment in Market Economy Conditions. P. 335–337.

The paper dwells on the peculiarities of operational recording application in organizations, discloses its importance, goals and functions and singles out the prospects of its further development in market economy conditions.

Key words: operational information, operational recording.

Khaupsheva O.S., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Information Assurance and Development of Analytical Set of Tools of Organization's Financial Condition Analysis. P. 338–342.

The paper provides brief characteristics of information assurance of organizations' financial condition analysis in modern understanding with historical aspects being taken into account; discloses the problems of the said methodics application of organizations' financial condition analysis and substantiates the approach to the development of modern analytical set of tools.

Key words: accounting, balance sheet, analytical set of tools, indicator's norm, financial condition, property, means formation sources.

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

Influence of Modern Information Means on School Education Quality. P. 343–347.

The paper dwells on the research experience on the influence of new information means on the quality of secondary general education; discloses the methodics of informatization implementation and prospects for the application of information service *Mobile School Diary*.

Key words: information service, informatization, innovation, education quality.

Belova T.I., Post-Graduate Student, Sibirsky University of Consumer Cooperatives

Information and Statistical Support of Educational Services Export. P. 348–356.

The paper dwells on the questions of modern conditions of world education; exports of educational services by Russian universities; problems of developing statistical indicators of education export.

Key words: international education, internationalization of education, educational services export indicators, foreign students, informational and statistical system (data base).

Timoshin A.N., Post-Graduate Student, Bryansk State University named after Academician I.G. Petrovsky

Alcohol Products Market Formation on the Basis of Innovations. P. 357–361.

The paper studies modern approaches to the innovation development of alcohol market on a regional and stet scale at the stage of its transition to a qualitatively new type of development based on the application of the scientific and technological advance results; reveals the essence and main features of the innovative regional economy; offers concrete measures on the modernization of the said sector and emergence of the innovation environment in it.

Key words: innovation development, alcohol industry, managerial and organizational innovations.

Ershov E.G., Post-Graduate Student, Moscow State University of Economics, Statistics and Informatics

On the Question of Factors Reducing Innovative Small Businesses Support Efficiency in Business Incubators. P. 362–366.

The paper analyzes formulated in economic literature factor influencing the efficiency of innovative small businesses support in business incubators; on the basis of the analysis of

innovative business incubators activities determines factors reducing the efficiency of business incubating in modern conditions.

Key words: innovative infrastructure, innovative business incubator, innovative business incubator efficiency.

Abdrashitova A.T., Post-Graduate Student, the Republic of Bashkortostan Academy of Sciences

Condition and Use of Agricultural Land. P. 367–373.

The paper provides the assessment of land use taking into account agricultural land fertility, conversion of agricultural lands into cadastre hectares, which made it possible to balance the differences connected with soil fertility, reveal potential opportunities and the necessity of optimization of agricultural lands in districts.

Key words: agricultural lands use efficiency, forms of business, agricultural lands cadastre area.

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

Integral Potential Assessment Methodics of Region's Sustainable Development. P. 374–382.

The paper provides the methodics and assessment algorithm of a production and economic potential of the region including production potential characterizing transformational factors of regional development and making it possible to carry put production process, infrastructural and investment potential determining transactional factors of regional development and ensuring adaptivity and flexibility of interaction with the environment.

Key words: sustainable development, production and economic potential, regional economy, ecological opportunities.

Tyagunova Z.A., Post-Graduate Student, Chair of Organizations' and Foreign Economic Activities Management, Poltavsky University of Economy and Trade

Consumer Cooperation Organizations' Marketing Strategic Management. P. 383–387.

The paper dwells on the consumer cooperation organizations marketing strategic management in Ukraine with special attention given to strategic pointers of the said type of activities and prerequisites determining its functioning.

Key words: consumer cooperation companies, main indicators of economic development, strategic management, marketing activities in the goods and services market.

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

Management Rationalization through the Development of Productive and Economic Potential of the Region Based on Simulation Modeling. P. 388–393.

The paper discloses the essence and components of productive and economic potential of the region; proves the reasonability of simulation modeling application while planning the development of the productive and economic potential of the region on the basis of the fund potential optimization.

Key words: productive and economic potential, region, structure, fund potential.

Pasko S.N., Post-Graduate Student, Yuzhny Institute of Management

Long-Term Socio-Economic Strategies Development Implementation Problems (Russia and European Union case study). P. 394–399.

The paper dwells on the implementation of social and economic strategies of Russia and European Union, main problems, hampering their realization. Comparative analysis shows that the strategies of Russia and European Union are very much the same, but what is written in the documents is not always possible to implement.

Key words: strategy, long-term socio-economic development concept, Strategy 2020, Lisbon Agreement, world economic crisis, integration, foreign economic activities.

Mejidov A.I., Scientific Degree Applicant, Chair of Social Sphere Economy, Moscow State University named after M.V. Lomonosov

Gajjaliev K.M., Post-Graduate Student, , Chair of Social Sphere Economy, Moscow State University named after M.V. Lomonosov

Organizational and Economic Mechanism of Innovative Entrepreneurship Development in the Service Sphere of a Region (Republic of Dagestan case study). P. 400–404.

The paper studies the main directions of innovative entrepreneurship development in the service sphere of a region; defines a set of measures on providing incentives for innovative entrepreneurship and substantiates organizational and economic mechanism of the said measures implementation.

Key words: innovative entrepreneurship, organizational and economic mechanism, innovative way of development.

Samburskaya N.I., Scientific Degree Applicant, Poltava University of Economy and Trade, Chief Accountant, JSC “MKSTROI”

Assessment of the Main Parameters of Ukrainian Amortization Policy on the Basis of Amortization Calculation Tax Mechanisms Study in the USA, Germany, Austria and the Russian Federation. P. 405–411.

The paper studies the most successfully functioning amortization calculation system in the world, focusing on their positive experience from the point of view of influencing investment activities of businesses with recommendations on improvement of Ukrainian amortization policy on the basis of comparison.

Key words: main assets, amortization, tax recording, amortization policy, amortization premium, amortization preferences, company’s investment activities.

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

Integrated Marketing Communications: Methodological Aspect. P. 412–419.

The paper discloses the essence of marketing communications, their goals, aims, elements and problems of application in the activities of businesses; substantiates the reasonability of integrated marketing communication application; systemizes their principles, methods; studies their essence, shows the advantages over traditional means of marketing communications.

Key words: integrated marketing communications, marketing communications elements, principles and methods of integrated marketing communications.

Pasechko V.V., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives

Assessment of Factors Influencing Consumer Cooperation Organizations’ Position in the Market with SWOT analysis Application. P. 420–425.

The paper studies the possibilities of applying SWOT analysis to assess the market position of consumer cooperation organization; determines strong and weak sides, opportunities and threats for consumer cooperatives in Kursk Region.

Key words: SWOT analysis, strong, weak sides, opportunities and threats, consumer cooperation organizations.

FOREIGN EXPERIENCE

Hagen Henry, Dr. iur., Adjunct Professor of Comparative Law. Head of EMP/COOP, the Cooperative Branch of the International Labor Organization, Genève

Which Future for the Cooperative Movement? 15 Points. P. 426–436.

The paper defines and discloses key problems of social development urgent for the world community; provides arguments for possible participation of cooperatives in their solution; focuses attention on the growing role of cooperatives in insuring sustainable development in its four aspects: economic security, ecological balance, social justice, and political stability.

Key words: social development problems, cooperatives, cooperative movement, sustainable development.

D-r Burchard Boesche, Chairperson, Central Union of German Consumer Societies

Modern German Cooperatives: Conditions and Development Trends. P. 437–447.

The paper dwells on the advantages of cooperatives, ensuring their sustainability in the global economic crisis; discloses peculiarities of cooperative movement in modern Germany and characterizes the trends in the development of cooperatives of different types.

Key words: cooperatives, cooperative legislature, European Union.