

## SUMMARY

### URGENT PROBLEMS OF ECONOMY

*Teplov V.I., Ph.D. in Economics, Professor, Rector, Belgorod University of Cooperation, Economics and Law*

*Padalko A.I., Scientific Degree Applicant, Belgorod University of Cooperation, Economics and Law*

#### **Factors and Problems of Trading Organization Activity Restructuring in Post-Crisis Conditions of Economic Development of Russia. P. 5–15.**

The paper provides the reasons for the necessity of a trading organization activity restructuring becoming ever more urgent due to overcoming of the negative consequences of global economic crisis; determines and substantiates the objective factors of restructuring existing in macro economic environment; singles out the problems of a trading company activity restructuring determined by its dependence on the external market environment.

Key words: activity restructuring, trading organization, factors and problems of trading organization activity restructuring.

*Isaenko E.V., Ph.D. in Economics, Professor, Vice-Rector for Academic Affairs, Belgorod University of Cooperation, Economics and Law*

*Pasechko V.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

#### **Matrix Method Application for Assessment of Consumer Cooperation Organization Competitive Position. P. 16–19.**

The paper dwells on the use of matrix method for the assessment of organization's competitive position; provides characteristics of McKinsey matrix and while using it provides the assessment of consumer cooperation organization's position in the market.

Key words: competitive position, matrix methods of analysis, Mc Kinsey matrix, consumer cooperation organization's position.

*Tarasova E.E., Ph.D. in Economics, Professor, First Vice-Rector for Research, Belgorod University of Cooperation, Economics and Law*

*Shein E.A., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

#### **Study of the Essence of Marketing Services and Their Role in the Activity of Businesses. P. 20–30.**

The paper studies the essence of the concepts: marketing services, integrated marketing communications, ATL, BTL communications, sales stimulation; substantiates the role of marketing services in the activity of market subjects; shows the advantages of marketing services outsourcing; suggests hierarchical model connecting the terms under study, offers classifier of the types of activities of agencies working in the sphere of marketing services provision.

Key words: marketing of services, marketing services, ATL, BTL communications, marketing communications, sales stimulation.

*Klimenko O.I., Ph.D. in Economics, Professor, Director, Institute of the Problems of Economy and Cooperation, Belgorod University of Cooperation, Economics and Law*

#### **Some Theoretical Aspects of Social and Labor Relations Regulation Problems Cognition. P. 31–42.**

The paper discloses the specificity of social and labor relations regulation; provides the author's interpretation of the concept and content of the said process; summarizes the differences between the expected and real results of the state regulation of social and labor relations; formu-

lates the composition of the elements of the social and labor relations regulation system; reveals their essence and content.

Key words: social and labor relations, regulation, labor market, social and labor relations regulation tools.

*Snitko L.T., Ph.D. in Economics, Professor, Head of the Chair of Economics, Belgorod University of Cooperation, Economics and Law*

**Development of the Social and Labor Relations System on the Basis of Social Partnership. P. 43–48.**

The paper substantiates the necessity of rationalization of labor relations; suggests the mechanism of coordination of interests of personnel social and labor relations; determines the factors of social and labor relations development; points out the directions of social partnership improvement as the basis of social and labor relations.

Key words: social and labor relations, social partnership, personnel, social responsibility, factors of development.

*Troshikhin V.V., Ph.D. in Philosophy, Professor, Head of the Chair of Humanities, and Socio-Economic Sciences, Belgorod University of Cooperation, Economics and Law*

**Philosophy and Theory of Management in Society and Economy of Knowledge. P. 49–54.**

The paper studies the questions disclosing ultimate foundations of the theory of management not only as a set of disciplines compiling and interpreting it, but as integral philosophical and methodological approach, imbedded in modern worldview. Alongside with this the paper discloses such function as decision making in the conditions of risk and substantiates the necessity of the development of the national model of management.

Key words: philosophy of management, theory of management, management style, risk society, decision making, society and economy of knowledge.

*Prizhigalinskaya T.N., Ph.D. in Economics, Professor, Chair of Statistics, Belgorod University of Cooperation, Economics and Law*

*Ternovsky D.S., Ph.D. in Economics, Associate Professor, Chair of Statistics, Belgorod University of Cooperation, Economics and Law*

**Social Marketing Consumer Cooperation Organizations Activity Efficiency Improvement: Institutional Aspect. P. 55–59.**

The paper dwells on the theoretical approaches to the improvement of activity efficiency of consumer cooperation organizations on the basis of social marketing concept synthesis, firm's contract theory and theory of groups.

Key words: social marketing, collective wealth, cooperative ideology, social activity, consumer cooperation.

*Sergejev I.V., Ph.D. in Economics, Professor, Head of the Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law*

*Shekhovtsov V.V., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law*

**Investments Influence on Enterprise (Business) Value. P. 60–63.**

The paper dwells on some methodical aspects of the determination of the investments influence on the value of the operating enterprise (business) with the application of income, comparative and expense approaches.

Key words: investments, portfolio and real investments, enterprise value.

*Rozdolskaya I.V., Ph.D. in Economics, Professor, Head of the Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law*

*Likhonin K.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

**Formation of the System of Market Positioning and Application of the Results of Innovative Activities in the Context of Innovations Marketing Concept Realization. P. 64–73.**

The paper systemizes different viewpoints of researchers regarding the development of innovation projects; formulates comprehensive definition of the economic category of innovation activities result; studies the process of innovations activities results commercialization in innovations marketing context; works out the models of innovative ideas, projects and products marketing; analyzes the dynamics of the development of the innovative sector in Belgorod Region.

Key words: innovations marketing, innovations commercialization, innovative idea, innovation service, innovation project, innovation product.

*Glaz V.N., Ph.D. in Economics, Professor, Director, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Glaz Y.A., Ph.D. in Economics, Associate Professor, Dean, Department of Additional Higher Education, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Labor Resources Formation Methodology of Organizations. P. 74–82.**

The paper provides the substantiation of the methodology of consumer cooperation organizations labor resources formation, which makes it possible to evaluate reproduction stage of labor resources formation by managerial procedures: formation of social and labor relations in local labor market; formation of strategy and policy of labor resources management; determining needs in labor resources, labor hiring. The paper also provides the results of the approbation of the suggested methodology in Predgorny district consumer society of Stavropol Krai Union of Consumer Cooperatives.

Key words: labor resources, labor resources formation, consumer cooperation organizations labor resources formation indicators system.

*Glagoleva N.N., Ph.D. in Economics, Associate Professor, Head of the Chair of Statistics, Belgorod University of Cooperation, Economics and Law*

*Glagolev S.N., Ph. D. in Economics, Professor, Rector, V.G. Shukhov Belgorod State Technological University*

**Situation and Development Prospects of the Belgorod Region Labor Market Development. P. 83–90.**

The paper analyzes the situation in the labor market of the Belgorod Region and determines the prospects of its development; provides detailed structure of the employed by the types of economic activities; calculates Salai's coefficient, characterizing structural shifts of the employed in the economy of the said region during 2000–2010; studies the structure of the unemployed by age, sex; reflects the objectives planned by the region government to stabilize the situation in the labor market in 2011–2013.

Key words: labor market, economically active population, employed in the economy and unemployed.

*Tarasova T.F., Ph.D. in Economics, Professor, Chair of Economics, Belgorod University of Cooperation, Economics and Law*

**Benchmarking in the System of Economic Substantiation of Economic Entities Current Costs. P. 91–95.**

The paper attempts to comprehend organizational culture management problems in consumer cooperation; preservation of value and social foundations of the system; self-governance potential of consumer societies' members.

Key words: benchmarking, costs, accounting factors, planning, regression analysis, mathematical statistics, linear algebra.

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

*Chizhov S.F., Ph.D. in Economics, Associate Professor, Shukhov Belgorod State Technological University*

**Regular Monitoring Methodology of Companies in the Sphere of Services. P. 96–104.**

The paper describes the methodology of regular monitoring of companies activities to reveal trends (signs) of crisis approaching and possible bankruptcy. The said methodology can be used during the withdrawal of the company from bankruptcy monitoring the trend of its condition improvement.

Key words: crisis forecast, Argenti methodology, company activities monitoring, experts.

*Sukhova L.F., Ph.D. in Economics, Professor, Chair of Finance and Credit, Stavropol Institute of Cooperation, (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Economic Crisis Consequences Assessment in Consumer Cooperation System. P. 105–111.**

The paper provides the results of the analysis and assessment of the general economic crisis influence started in October 2008, on financial, economic and social activities of cooperatives members of Stavropol Krai Union of Consumer Societies during two consecutive years.

Key words: economic crisis, economic crisis consequences, financial risks, consumer cooperation organizations' financial situation.

*Prokushev E.F., Ph.D. in Economics, Professor, Chair of Customs Studies, Belgorod University of Cooperation, Economics and Law*

*Prokushev A.P., Ph.D. in Economics, Professor, Chair of Organization and Technology of Information Protection, Belgorod University of Cooperation, Economics and Law*

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

**Personnel Activity Modeling as Information Object. P. 112–122.**

The paper studies the approaches to modeling the work with personnel, managers, personnel departments in different periods of time of the 20<sup>th</sup> and the beginning of the 21<sup>st</sup> century. The authors suggest the models possessing different information, which makes it possible to build rational information assurance of personnel management.

Key words: management, personnel, manager, model, personnel management, personnel departments functions, personnel work principles.

*Lazareva G.I., Ph. D. in Economics, Associate Professor, Head of the Chair of Finance and Credit, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Stavropol Krai Social Policy: Results and Directions. P. 123–129.**

Social policy is one of the most important components of the modern economic course of the Russian Federation with the concept of social market economy at its basis. Realization of this policy to a great extent will be carried out in the frameworks of the regional social policy as the current administrative and budgetary reforms in Russia envisage concentration of considerable financial resources at subfederal level in this connection study of the main results and social pol-

icy directions of one of the regions of the country is of scientific interest and of practical importance.

Key words: social policy, sustainable growth of economy, labor market, innovative development of economy, improvement of the living standards of citizens, goals and objectives of social policy of Stavropol Krai, tactical and strategic directions of social policy at subfederal level.

*Klimenko O.I., Ph.D. in Economics, Professor, Director, Institute of the Problems of Economy and Cooperation, Belgorod University of Cooperation, Economics and Law*

*Ryndina Y.A., Junior Researcher, Institute of the problems of Economy and Cooperation, Belgorod University of Cooperation, Economics and Law*

**On the Role of Labor Relations Regulation in the Labor Efficiency Improvement. P. 130–136.**

The paper discloses the aspects of labor efficiency cognition, substantiates their essential interconnection with labor regulation; states their content differences; formulates the author's understanding of the labor relations regulation; singles out its manifestation aspects; substantiates the role in labor efficiency improvement, mediated by employees' wages and salaries; suggests the directions and labor remuneration directions strengthening the regulation role of wages and salaries.

Key words: labor relations, regulation, labor efficiency.

*Snitko L.T., Ph.D. in Economics, Professor, Head of the Chair of Economics, Belgorod University of Cooperation, Economics and Law*

*Trufanova K.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

**Company's Labor Potential and Its Assessment. P. 137.–142**

The paper discloses the essence of labor potential, determines its interconnection with labor resources and human capital; provides labor potential assessment components; characterizes the changes of labor potential in human life cycle; determines the approaches to labor potential assessment and suggests the system of indicators by the objects of its assessment.

Key words: labor potential, human capital, labor resources, labor force, human potential.

*Prizhigalinskaya T.N., Ph.D. in Economics, Professor, Chair of Statistics, Belgorod University of Cooperation, Economics and Law*

*Almanova E.A., Scientific Degree Applicant, Belgorod University of Cooperation, Economics and Law*

**Consumer Cooperation Organizations Competitive Behavior Strategy Formation. P. 143–149.**

The paper dwells on the theoretical aspects of consumer cooperation organizations competitive behavior strategy selection, which are the basis of the strategy formation, directions for obtaining competitive advantages ensuring efficient development of the system's subjects; provides recommendations on the directions of competitive advantages augmentation connected with the growth of activities on the realization of the social mission of consumer cooperation.

Key words: strategic planning, competitive strategy, competitive behavior, consumer cooperation.

*Isaenko A.V. Ph.D. in Economics, Professor, Dean of the Technological Department, Belgorod University of Cooperation, Economics and Law*

**Consumer Cooperation Public Catering Units Services Promotion. P. 150–156.**

The paper studies the means of public catering units services promotion, provides their characteristics, assesses the use of promotion means in consumer cooperation public catering units.

Key words: consumer cooperation public catering units services promotion, sales stimulation, advertising, personal sales (presentations), merchandising.

*Egorov V.G., Ph.D. in History, Professor, Head of the Chair of Theory and History of Cooperation, Russian State University of Trade and Economy*

**Modern Credit Cooperation as Mechanism of Social Stability and Market Economy Functioning. P. 157–170.**

The paper dwells on the main directions and trends in the development of modern credit cooperation the most wide-spread segment of the third sector of the economy; reveals the peculiarities of two types of cooperative associations: credit production partnerships and consumer societies, [possibilities of their integration in national cooperative systems.

Key words: credit cooperation, small and medium business crediting, consumer credit, social stability.

*Sergejev I.V., Ph.D. in Economics, Professor, Head of the Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law*

*Abakumov R.G., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law*

**Peculiarities and Improvement of Capital Assets Reproduction at Consumer Cooperation Organizations. P. 171.–175**

The paper dwells on the peculiarities of capital assets reproduction at consumer cooperation system organizations; states the necessity of improving the said process; describes the motives, goals and mechanism of the said improvement.

Key words: reproduction, capital assets, consumer cooperation organizations.

*Troshikhin V.V., Ph.D. in Philosophy, Professor, Head of the Chair of Humanitarian and Socio-Economic Studies, Belgorod University of Cooperation, Economics and Law*

*Nesterova L.I., Senior Lecturer, Chair of Humanitarian and Socio-Economic Studies, Belgorod University of Cooperation, Economics and Law*

**Social and Economic Functions of Entrepreneurial Activities. P. 176–184.**

The paper substantiates the role and functional importance of entrepreneurial activities; analyzes theoretical, methodological and axiological foundations for its definition as the institutions of market economy and complex social and economic phenomenon at all stages of their emergence, strengthening and development.

Key words: entrepreneur, freedom, civil society, capital, capital wealth, rent, innovations, free competition, small and medium business, middle class.

*Alyabieva M.V., Ph.D. in Economics, Professor, Chair of Economics, Belgorod University of Cooperation, Economics and Law*

**Marketing Aspects Goods Purchasing Business Process Improvement in Consumer Cooperation Organizations. P. 185–191.**

The paper studies main marketing directions of goods purchasing business process improvement; provides recommendations on the broadening of the applied methodics of demand study and market competition study at consumer cooperation trading organizations in the market conditions; substantiates comprehensive approach to the selection of suppliers in trade taking into account supplier's quality coefficient; suggests recommendations of the enlargement of goods assortment and use of various approaches to purchases prognosis.

Key words: business processes, retail trade organization, demand study methodology, selection of suppliers, purchases prognosis, marketing directions of the improvement of the main functional business processes.

*Prokushev E.F., Ph.D. in Economics, Professor, Chair of Customs Studies, Belgorod University of Cooperation, Economics and Law*

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

**Methodics of Comprehensive Assessment of Personal Qualities of Managers and Specialists. P. 192–200.**

The paper discloses the most popular and the most frequently used methodics of study and assessment of personal qualities of employees. A special interest represents the possibility of obtaining and assessing personal qualities of the personality of managers and specialists, who considerably influence the formation of a capable and creatively working work collective.

Key words: manager, work collective, personality structure, personality individual qualities assessment, employee's social qualities, inborn personality qualities.

*Sukhova L.F., Ph.D. in Economics, Professor, Chair of Finance and Credit, Stavropol Institute of Cooperation, (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Methodological Foundations of Services Sphere Companies Placement. P. 201–207.**

The paper provides the results of the research, on the basis of which it discloses the essence and importance of the problem of services sphere companies placement; reveals the main approaches to its solution; provides classification of the placement factors; defines functions and purpose of the reserve capacities of the said companies; determines conditions and requirements to the selection of efficiency criteria of the services sphere companies placement.

Key words: services sphere companies placement, placement system elements, companies placement factors and principles, services sphere company capacity, services sphere company reserve capacity.

*Saliy V.V., Ph.D. in Economics, Professor, Head of the Chair of Marketing, Sibirsky University of Consumer Cooperatives*

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

**Direct Marketing: How to Build Relations with Consumer. P. 208–213.**

Individual approach which is at the basis of direct marketing makes it possible to regard it (direct marketing) not only as the tool of goods and services sales but also as a method enabling to form the system of interrelations between a salesman and a buyer. The paper studies the essence of the relations between a company and clients and the way of their development in direct marketing.

Key words: direct marketing, relations, interrelations, communication cycle, company, consumer, communication.

*Nurenberger L.B., Ph.D. in Economics, Associate Professor, Head of the Chair of Service and Commercial Activities Organization, Novosibirsk State University of Economy and Management*

*Arkhipov L.A., Ph.D. in Economics, Associate Professor, Chair of Service and Commercial Activities Organization, Novosibirsk State University of Economy and Management*

**Image as a Core Component of a Resort Intangible Assets. P. 214–222.**

The paper discloses socio-economic essence, internal structure; singles out its specific features as a unique marketing component of a company intangible assets operating in a resort market; features modern approaches to building positive image of resorts.

Key words: intangible assets, image, resort, relations marketing, communication policy.

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*Ilyicheva E.V., Ph.D. in Economics, Associate Professor, Chair of Economic Analysis, Finances and Audit, Starooskolsky Technological Institute (Affiliate), National Research Technological University "Moscow Institute of Steel and Alloys"*

**Currency Risks Application with Application of Financial and Non-Financial Methods (Mining and Metallurgical Holding Company as case study). P. 223–232.**

The paper provides the results of the study of currency risk notion; analysis of the existing methods of risk management; describes the author's methodics on currency risk management at a company.

Key words: currency risk, currency exchange rate, currency transactions, open currency position, risk management, hedging, risk assessment, risk tolerance, currency option, currency forward.

*Bunejeva R.I., Ph.D. in Economics, Professor, Director, Lipetsk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Organization's Economic Mechanism Structure. P. 233–237.**

The paper provides studies economic mechanism structure from the author's position of its definition as a systemic device of organization's economy, formed under the influence of objective and the subjective conditions of economic processes functioning.

Key words: economic mechanism, structure, organization, mechanism.

*Kravchenko E.Y., Ph.D. in Economics, Associate Professor, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law*

**Problem Formulation Terminology Aspects of Modern Organization Social Development Management. P. 238–244.**

The paper analyzes the category apparatus of the problem area of organization's social development management; studies the main components of social environment, singles out and analyzes function groups of enterprises social development management; provides category interconnection of socio-technological system social development management with broader and more versatile concept – social management.

Key words: social management, social development, organization's social development management, organization's social environment, management theory.

*Grebenik L.G., Ph.D. in Economics, Associate Professor, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law*

**Dialectical Interaction of Personnel Development and Training at a Company: Efficient Approaches and Implementation Practice. P. 245–251.**

The paper studies the essence of personnel development; its interconnection with personnel training in modern conditions, provides main types and methods of personnel training.

Key words: development, personnel training, types and methods of training.

*Nemykin D.N., Ph.D. in Economics, Associate Professor, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law*

**Employees' Labor Material Stimulation System Formation. P. 252–259.**

The paper studies main elements of employees' labor material stimulation system; provides the comparison of the employees' and employers' requirements to the system of material stimulation and suggests the technique of economic efficiency assessment of material stimulation system.



Key words: material stimulation, career, material stimulation system realization algorithm, material stimulation system efficiency.

*Igolkina T.N., Ph.D. in Economics, Associate Professor, Chair of Economics, Belgorod University of Cooperation, Economics and Law*

**Insolvent Organization's Economic Condition Diagnostics. P. 260–265.**

The paper discloses economic importance of diagnostics as the most important component of successful resistance of the company to unfavorable external and internal influence.

Key words: diagnostics, types of diagnostics, diagnostics criteria, crisis identification.

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

**World Community Development Imperatives in Capitalization of Cooperative Organizations Competitive Advantages. P. 266–269.**

The paper offers the model of global competition architecture; substantiates the fact, that in order to participate in the global competition cooperative organizations need capitalization of their competitive advantages taking into account the trends of world development; provides methodological recommendations on improving cooperative organizations' competitive advantages.

Key words: cooperative organizations, competitive advantages, competitive immunity, global competition architecture.

*Vybornova V.V., Ph. D. in Economics, Professor, Chair of Economy and Production Organization, V.G. Shukhov Belgorod State Technological University*

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**Certain Questions of Economic Systems Sustainable Development. P. 270–274.**

The paper studies the emergence of the term *sustainable development*, and its different interpretations in relation to economic systems; provides the definition of the concept *small business sustainable development*.

Key words: sustainable development, stability, economic stability, small business.

*Kabirov I.S., Ph.D. in Economics, Associate Professor, Chair of Hotel and Tourist Business, Institute of Economics, Management and Law, Kazan, Chistopol Affiliate*

**Target Programs as One of the Tools Tourism Sphere Development in the Russian Federation. P. 275–282.**

The paper studies the program and target method as one of the efficient means of the country (region's) important social and economic problems solution; analyzes theoretical aspect of federal (regional) target problems in the tourism sphere; provides the scheme of the functioning of tourism sphere support in the region on the basis of the target program.

Key words: tourism, target program, tourist infrastructure, tourist potential, program and target method.

*Rysikova I.V., Ph.D. in Economics, Associate Professor, Chair of Accounting and Management, Alekseyevsky Affiliate, Belgorod State University*

*Kalashnik A.N., Ph.D. in Economics, Senior Lecturer, Chair of Enterprise Economy and Management, Belgorod State University*

**Marketing Approach in Agricultural Organizations Production Distribution Management System. P. 283–288.**

The paper studies theoretical aspects of marketing approach in production distribution management at agricultural organizations and provides the analysis of the main foodstuffs con-

sumption and purchasing capacity of the many incomes of the Russian Federation citizens with the main attention of the authors given to the study of distribution markets.

Key words: marketing approach, distribution management, agrarian marketing, market study, consumer marketing orientation.

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

**Modern Approaches to Company's Marketing Communication System Formation. P. 289–295.**

The paper studies theoretical aspects of marketing approach in production distribution management at agricultural organizations and provides the analysis of the main foodstuffs consumption and purchasing capacity of the many incomes of the Russian Federation citizens with the main attention of the authors given to the study of distribution markets.

Key words: marketing approach, distribution management, agrarian marketing, market study, consumer marketing orientation.

*Zhiltsova Y.S., Ph.D. in Sociology, Senior Lecturer, Chair of Social Management, Services and Tourism, Sibirsky University of Consumer Cooperatives*

*Davydov D.S., Ph.D. in Sociology, Associate Professor, Chair of Social Management, Services and Tourism, Sibirsky University of Consumer Cooperatives*

**Systemic Approach to Social Benefits and Services Distribution at Enterprise. P. 296–301.**

The paper describes systemic approach to the distribution of social benefits and services at a company, which makes it possible to determine the type of distribution system and criteria of its efficiency.

Key words: systemic approach, distribution, social benefits and services, enterprise.

*Komarova G.B., Ph.D. in Economics, Professor, Head of the Chair of Economics and Entrepreneurship, Institute of Economy and Trade, Tajik State University of Commerce*

*Pulatova U.S., Senior Lecturer, Institute of Economy and Trade, Tajik State University of Commerce*

**Current Expenditures Formation Peculiarities in Cooperative Organizations. P. 302–306.**

Consumer cooperation is a diversified socially oriented economic system with entrepreneurial activities of consumer organizations directed at realization of statute purposes and social mission. In the conditions of market relations and growth of competition among businesses in consumer market strengthening of cooperative enterprises to a great extent depends on the efficiency of their financial and business activities and comprehensive management of expenditures integrated with organization management.

Key words: consumer cooperation, current expenditures, cost volume, profitability.

*Shupilo O.M., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Academy of Marketing and Socio-Information Technologies*

**Organizations' Employees Organizational Behavior Potential Activation on the Basis of Motivational Management Mechanism Introduction. P. 307–312.**

The paper provides recommendations on the introduction of motivational mechanism in the activities of organizations with a view of increasing the potential of organizational potential of the employees of the said market subjects.

Key words: motivation, personnel behavior, corporate culture, motivational mechanism, motivational influence tools.

*Guseinova Kh..M., Ph.D. in Science, Associate Professor, Chair of IT in State Governance, national Academy of Science of Azerbaijan*

**On the Problem of Social and Economic Development of Region in Azerbaijan. P. 313–315.**

The paper studies the subject of a region's social and economic development; states that economic theory is the basis for the analysis and assessment of modern regional processes, which makes it possible to comprehensively consider macro and micro economic problems of a region's social and economic development.

Key words: region, social and economic development, regional economy, regional processes.

*Geraev V.V., Scientific Degree Applicant, Azerbaijan Research Institute of Economy and Organization of Agriculture, Senior Lecturer, Chair of Pricing and Economic Analysis, Azerbaijan University of Cooperation*

**Urgent Measures of Republican Internal Food Market Protection. P. 316–321.**

Each state seeks to insure optimum living conditions for its citizen, including food security. In order to insure food security at the necessary level it is necessary to develop internal food market. State investments in agricultural industry and regulation of agri-industrial complex is the priority direction in the economic policy of this country.

Key words: agricultural policy, agri-industrial complex, agriculture, exports, imports, manufactured products competitiveness, crop growing, stock raising.

*Yablonskaya A.E., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

**Situation and Problems of Banking Investment Credit Development in Russia. P. 322–328.**

The paper studies and analyzes main factors, which influenced the development of banking investment credit; reveals its development problems and determines its positive trends.

Key words: investments, investment activities, banking sector, banking investment crediting, investment credit.

*Nenasheva E.V., Assistant, Chair of Philosophy and Social Studies, Nizhegorodsky Institute of Management and Business*

**On the Question of Higher School Literature Market Segmentation. P. 329–335.**

The paper studies the question of the segmentation of book publishing market for higher educational institutions; provides such concepts as publishing activity of higher educational institutions, its specificity, segmentation and publishing houses activity strategy with special attention given to the concept of publishing market segmentation.

Key words: publishing activities, higher educational institution, higher school book publishing, segmentation, consumer portrait.

*Pryashina T.O., Assistant, Chair of Management, Sibirsky University of Consumer Cooperatives*

**Organizational Culture as Consumer Cooperation Organizations' Competitiveness Improvement Factor. P. 336–342.**

The paper provides the results of the study of development level of Irkutsk Regional Consumer Union organizational culture for important characteristics; dwells on the influence of organizational culture on organizations' competitiveness and determines competitive advantages of consumer societies over other organizations and factors hampering their development.

Key words: organizational culture, competitiveness, organizational culture characteristics.

*Molchanova E.Y., Assistant, Chair of Consumer Cooperation Economy, Sibirsky University of Consumer Cooperatives*

**Everyday Services Quality Assessment with SERVQUAL Model Application. P. 343–355.**

The paper dwells on the service quality assessment model SERVQUAL. The results of the assessment are based on the results of the sociological survey of the consumers of everyday services in the settlement of Kochenevo and the city of Novosibirsk. The said model on the basis of sociological survey makes it possible to single out weak and strong sides of the activities of the enterprises providers of everyday services. The paper provides comparisons on the results of two markets under study and recommendations on the improvement of everyday services quality in the said settlement.

Key words: everyday services, everyday services quality, SERVQUAL model, consumer of everyday services.

*Semenchenko E.N., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

**On the Alignment of Budgetary Provision of Municipal Districts and Town Boroughs. P. 356–360.**

The paper analyzes the methodological basis and practice of subsidies distribution from Belgorod and Sverdlovsk Regional budgets; suggests the variant of the distribution of the total volume of subsidies proportionally to the calculated levels of budgetary insecurity – endowment of municipal districts and town boroughs.

Key words: budget, subsidies, revenues, expenses, level of budgetary provision and budgetary insecurity – endowment, municipal districts, town boroughs.

*Drygina M.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

**Defining Essence and Content of Labor Socialization as a Factor of Social and Labor Relations Formation in Organization's Frameworks Through Training and Development of its Employees. P. 361–372.**

The paper dwells on labor socialization as the main factor for the formation of social and labor relations in organization's frameworks through comprehensive training and development of its employees as a bilateral process of interrelations between an employee and organization.

Key words: socialization, labor, labor socialization, labor socialization mechanism, labor socialization process, labor socialization stages, socialization threshold, satisfaction with labor, labor socialization result.

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**Methodological Approaches to Region's Innovative Potential Assessment. P. 373–378.**

The paper substantiates the relevance of the region's innovative potential assessment problem and formulates the main aspects of the said problem from the author's point of view. The concept of innovation is studied in the theoretical aspect, in particular, there built the analogue with the concept of innovation, proceeding from which the author suggests her own definition of innovation.

Key words: innovation, innovative potential, innovative potential resource structure, assessment methods, integral method, particular method, innovation potential assessment problem.

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**Distribution Costs Reduction Mechanism as Expenditures Management System Component. P. 379–385.**

Economic mechanism even in its broadest understanding will possess its specificity in relation to the concrete subject of management, which are regarded in the said paper trading organization distribution costs. Though at present to a great extent due to debatability of the said problem there is lack of detailed and conceptually consistent definition. In this connection the paper studies the essence of economic mechanism as economic category and the notion of distribution costs reduction mechanism.

Key words: economic mechanism, distribution costs reduction mechanism, management, process, costs emergence location, results.

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**Role of Infrastructural Assurance in the Development of Innovative Entrepreneurship in the city of Omsk. P. 386–393.**

The paper analyzes modern situation in infrastructural assurance of innovative entrepreneurship in the city Omsk; provides the results of the study making it possible to determine the problems and directions of further development of the infrastructural assurance of innovative entrepreneurship in the said city.

Key words: infrastructure, entrepreneurship, small business, innovations.

*Akupiyan O.S., Senior Lecturer, Chair of Informatics and Information Technologies, Belgorod State Agricultural Academy*

**Priority Goals and Multitask of Sustainable Development of Rural Territories. P. 394–398.**

The paper studies the formation of the concepts of the sustainable development of rural territories in Russia, contradistinction of social and economic factors to economic ones in the development of the said territories; critically analyzes goals and multitask of the concept realization, the priority fulfillment of which requires concretizing, step by step singling out of suggestions based on the experience of Belgorod region.

Key words: sustainable development of rural territories, multifunctionality of agriculture, target programs, economic and social factors, Belgorod region experience.

*Primachenko I.N., Post-Graduate Student, Belgorod State University*

**Analysis of Federal and Regional Documents Regulating Peasant Farm Enterprise Activities. P. 399–403.**

The author studies Russian legislation in agriculture, compiles the list of the most important federal and regional documents regulating the activity of farmers; analyzes the said documents and formulates the conclusion on the growth of the legislative activity in the sphere of agrarian policy in Russia.

Key words: Russian legislation, federal and regional documents, farm enterprises, agriculture, content analysis.

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**Peculiarities of Agricultural Cooperation in Austria on the Turn of the Second Decade of the 21<sup>st</sup> Century. P. 404–411.**

The paper analyzes modern situation in agricultural cooperation of Austria; provides detailed study of the development of cooperatives in agrarian sector in the conditions of globaliza-

tion and EU Common Agricultural Policy; a considerable attention is given to the study of the Raiffeisen Federal Union, the basis of the agricultural cooperation in Austria.

Key words: agricultural cooperation, globalization, EU Common Agricultural Policy.

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**Urgent Problems of Regional Innovative Processes Management. P. 412–417.**

The paper dwells on the peculiarities of the innovative processes organization at regional level; works out the functional structural model of the regional innovative system, on the basis of which enabled to study the mechanisms development potential of stage by stage innovative cycle financial provision.

Key words: innovation policy, innovation processes, innovation cycle, venture investment.

*Artemenko G.A., Post-Graduate Student, Rostov State University of Economy*

**Tax Administration Modernization Directions in Russia. P. 418–422.**

The interests of financial security of the state require institutional reforms aimed at minimization of the risk of tax payment avoidance; the priority direction in this respect is tax administration, the improvement of which should be regarded as a component of the current tax reform as it is directly connected with the level of tax burden on the economy.

Key words: reform, taxes, tax administration, problem, modernization.

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

**Efficient Investment Strategies Formation and Realization Prospects in the Russian Federation. P. 423–429.**

The paper studies the problem of the formation of the efficient investment strategies of the Russian Federation development in order to increase the investment potential of the country in the world; analyzes the main factors stimulating and hampering the formation of the state investment policy on the attraction of foreign capital; provides main conclusions on the necessity of reviewing the investment strategy management in the economy of Russia with the view of increasing its competitive potential both in the domestic and foreign markets.

Key words: investment strategies, foreign capital, investment potential, investment climate.

*Vyborova T.G., Post-Graduate Student, Sibirsky University of Consumer Cooperatives*

**Structure and Content of Service Sphere Organizations' Image. P. 430–434.**

The paper substantiates the role of marketing communications in the building of organization's image; determines interconnection between image and other marketing communications, which makes it possible to increase the level of trust in organization thus improving the efficiency of its activities in the service sphere market.

Key words: organization's image, goodwill, brand, branding, positioning, corporate culture.

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**Modern Ways of Regional Recipients Ecological and Economic Efficiency Assessment. P. 435–442.**

The paper studies modern approaches to the assessment of the efficiency of nature protection measures; specifies their distinctive features; enumerates strong and weak points of each approach; on the basis of the comparison of the said points formulates requirements to be met by the modern methods of nature protection measures efficiency assessment.

Key words: environmental economy, prevented damage, functional and cost analysis, nature protection measures, ecological and economic efficiency.

*Shakhomirov M.A., Post-Graduate Student, Vologda State Technical University*

**Prospects of Special Borrowing Rights Application to Overcome Contradictions in International Currency Relations. P. 443–448.**

The paper studies the sharpening contradictions of world currency system, due to which it analyzes the questions of international financial and currency relations; makes an attempt to reveal and formulate the prospects as well as variants of the application of special borrowing rights as world money.

Key words: US dollar, special borrowing rights, International Monetary Fund (IMF), single world currency, contradictions of modern currency system, US foreign debt, international reserves.

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**Industrial Holding Efficiency Development Assessment Directions. P. 449–452.**

The paper dwells on different methodological approaches to the assessment of the industrial holding development; suggests theoretical model of the economic efficiency assessment of industrial holding strategic development based on taking into account synergy effects from integration and lost profits from disintegration.

Key words: development efficiency assessment, industrial holdings, holdings development directions, synergy effect, effects of integration and disintegration.

*Ilchenko L.N., Scientific Degree Applicant, South-Western University*

**Regional Model of the Regulation of the Population Crediting Sphere in the Context of Neoinstitutionalism. P. 453–457.**

The author believes that in the course of the creation of the model of the regulation of the population crediting sphere it is necessary to take into account the role of social institutions in the economy of transaction costs in the relations between loaner and creditor; the paper suggests theoretical substantiation of concrete measures of population crediting sphere regulation from the positions of neoinstitutionalism.

Key words: market of banking services to the population, population crediting sphere regulation, regional model, neoinstitutionalism.

*Shevelev A.A., Scientific Degree Applicant, V.G. Shukhov Belgorod State Technological University*

**Investment Forms Provision Improvement of Manufacturing Companies Innovative Activities. P. 458–466.**

The paper clarifies innovation characteristics as a process; analyzes the existing classifications of innovations and suggests their new classification features; defines the content of innovations requiring and not requiring investment provision; shows the importance of private capital in innovation processes financing; substantiates the necessity of improving the forms of investment provision of a manufacturing company innovative activity.

Key words: innovation, innovation process, innovations financing resource, investment, investment provision, capital ownership, private capital, state capital, innovations investment quality, innovative activity investment provision forms.