

SUMMARY

URGENT PROBLEMS OF ECONOMY

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

On the Development of Methodological Tools for Trade Organization Activity Restructuring Planning. P. 5-16.

The paper substantiates the necessity of the development of methodological tools for trade organization activity restructuring planning, which becomes urgent due to crises manifestations in the economy; provides the algorithm of the said process and discloses the content of the main components of its procedures.

Key words: planning, algorithm, activity restructuring, trade organization.

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

Developing Loyal Relations with Online Clients. P. 17-22.

The paper reveals the differences between online and offline client; singles out criteria characterizing clients' loyalty; defines the role of the Internet in the client's life cycle management; provides characteristics of the Internet tools making it possible to improve the loyalty of online clients.

Key words: loyalty, online clients, loyalty program, client's life cycle.

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

Innovative Management of Socio-Economic Systems: Priority Development and Formation of New Paradigm. P. 23-32.

The paper substantiates the necessity of the innovative management of socio-economic systems in the conditions of globalization and hyper competition; defines major prerequisites for innovative management; provides the methodology for the innovative management formation, based on the application of intellectual resources.

Key words: socio-economic system, innovative management, innovation, intellectual resources, intellectual potential, knowledge management, marketing knowledge, paradigm.

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

Socio-Economic Problems of Sustainable Development Strategy and Russian Society Modernization. P. 33-44.

The paper analyzes social aspect of Russian society sustainable development strategy including: life quality and social justice improvement problem, questions of labor market and labor relations, social activity policy development and population social protection improvement; conditions and prospects of demographic development health care as well as the strategy in the sphere of education and culture.

Key words: sustainable development concept, social policy, modernization, Russian society structure, middle class, labor market, employment, social insurance, demographic policy, restructuring of education, health care reform.

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

Snitko O.A., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Theoretical and Methodological Aspects of Real Estate Market Marketing Research. P. 45-51.

Marketing research of the real estate markets conjuncture is the basis for the decision making on the feasibility of a real estate object development; it is done during the development of real estate objects concept being base stage for further work on its assessment and advancement in the market.

Key words: marketing research, real estate, principles, real estate market value assessment, investments.

Goncharova L.N., Ph.D. in Economics, Associate Professor, Chair of Economics, Belgorod University of Cooperation, Economics and Law

Approaches to the Improvement of Investment Potential of the City of Belgorod Economy Tourist Sector Development in the Frameworks of Forms and capacities of State and Private Partnership. P. 52-57.

The paper reveals the idea of state and private partnership as the source of the efficient mechanism of attracting investments for the development of regional tourist cluster and tourist sector of the economy of the city.

Key words: state and private partnership, tourism, tourist sector of the economy, regional tourist cluster, contracts as administrative agreement, concession (concession agreement) and joint company.

Nagovitsina L.P., Ph.D. in Economics, Professor, Chair of Pedagogics and Psychology, Novosibirsky State University of Economics and Management

Ugrymova E.V., Post-Graduate Student, Novosibirsky State University of Economics and Management

Russian Consumer Cooperation System Organizational Structure. P. 58-63.

The paper analyzes the structure of consumer cooperation and reveals drawbacks; substantiates the organizational structure, taking into account real economic relations in the system.

Key words: cooperative model of business, definition of a cooperative, organizational structure, economic relations, bill.

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

Kadatskaya D.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Quality Comprehensive Assessment Technique of Trade Services to Population in Retail Trade Companies. P. 64-77.

The paper provides the technique of the comprehensive assessment of trade services to the population in retail trade units, which includes the indicators characterizing competitiveness, goods assortment, merchandizing tools application level, personnel work, material and technological basis situation, additional services provision level.

Key words: trade services quality comprehensive assessment, competitiveness, assortment policy, merchandizing.

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

Application of Foreign and Domestic Experience at Working out the Directions of Consumer Cooperation Public Catering Development. P. 78-81.

The paper studies domestic and foreign experience of public catering services provision with the view of its application in the activities of consumer cooperatives for the working out of the direction of public catering development.

Key words: public catering of consumer cooperation, domestic and foreign experience, development directions, catering, on-board catering, school catering.

Matuzenko E.V., Ph.D. in Economics, Professor, Chair of Commercial Activities and Advertising, Belgorod University of Cooperation, Economics and Law

Dikunova L.M., Associate Professor, Chair of Natural Studies, Belgorod University of Cooperation, Economics and Law

On the Question of Entrepreneurial Activities Efficiency Assessment. P. 82-88.

The paper suggests the techniques for the assessment of entrepreneurial activities based on the averaged level of goal achievement, taking into account the formation of the aggregate goals corresponding to the existing conditions of activities, dynamic potential of the entrepreneurial activity subject, the requirement to the resources application efficiency improvement.

Key words: entrepreneurial activity, efficiency, generalizing indicators, resource approach to efficiency assessment.

Tokar E.V., Ph.D. in Economics, Associate Professor, Chair of Economics, Belgorod University of Cooperation, Economics and Law

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

Company's Financial Position Sustainability as a Factor of its Successful Functioning. P. 89-94.

The paper discloses economic importance of the financial sustainability of organization; provides structural and logical model of the assessment of the organization's general sustainability.

Key words: financial sustainability, economic stability, types of sustainability.

Agabekyan R.L., Ph.D. in Economics, Professor, Rector, Krasnodar Academy of Marketing and Socio-Information Technologies

Peculiarities of Migration Processes in Krasnodar Area and Their Influence on Supply and Demand of Labor Force in Labor Market. P. 95-101.

The paper analyzes regional peculiarities of labor market in Krasnodar Area; reveals general and specific labor market functioning in the said area and in Russia in general; determines the factors influencing the condition and prospects of the regional labor market development; analyzes regional migration processes influencing supply and demand in the said labor market.

Key words: labor market, employment, unemployment, regional labor market, branch labor market, state labor market regulation, migration processes, employment structure, unemployment structure, international migration, migration policy, high-skilled workers migration.

Parshin N.M., Ph.D. in Economics, Professor, Chair of Economics, Voronezh Institute of High Technologies

Some Questions of the Development of the Strategy of Organization's Resource Supply. P. 102-108.

The paper studies the questions on organization's resources management; suggests the substantiation and the development of the strategy of the resource supply for social and economic activities of consumer cooperation organizations directed at the improvement of the efficiency of the system's functioning as a whole.

Key words: comprehensive analysis, resource approach, resources, systemic approach, strategy.

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

Glebova D.V., Ph.D. in Economics, Associate Professor, Chair of Economics and Marketing, Institute of Advertising and Public Relations

Exchange in Marketing. P. 109-112.

The paper studies the location of exchange in marketing activities of a company acting in the market; forms of exchange and their influence on the relationships between a seller and a buyer in long-term prospects; preference for the exchange market agent with the excess expectation of a buyer value.

Key words: exchange, forms of exchange, communication, readiness for cooperation, material exchange, limited exchange, excessive exchange, marketing, values, company position.

Chernyakov M.K., Ph.D. in Economics, Professor, Head of the Chair of Management, Sibirsky University of Consumer Cooperatives

Methods of Analysis and Prognosis in Marketing Activities on the Platform 1C: Enterprise. P. 113-119.

The paper studies such fields of marketing activities as analysis and prognosis and suggests methods of their automated realization with the application of 1C: Enterprise tools.

Key words: marketing, analysis, prognosis, automation.

Barbashin E.A., Ph.D. in Economics, Professor, I.I. Ivanov Kursk State Agricultural Academy

Fomin O.S., Ph.D. in Economics, Professor, I.I. Ivanov Kursk State Agricultural Academy

Filimonov O.A., Post-Graduate Student, Professor, I.I. Ivanov Kursk State Agricultural Academy

Evolution of Social and Labor Relations in Agrarian Sphere of Russia and Life Quality of Rural Population. P. 120-128.

The paper analyzes root changes in socio-labor relations in agrarian sphere, which were taking place in Russia during 150 years since the abolition of serfdom, their influence on the life quality of rural population; modern situation and problems in socio-economic relations and life quality of rural population.

Key words: agriculture, social and economic structure, socio-economic relations, life quality.

Kuzmina N.S., Ph.D. in Economics, Professor, Dean of the Economics Department, Voronezh State University of Engineering Technologies

Meshcheryakova I.A., Scientific Degree Applicant, Voronezh State University of Engineering Technologies

Potapov G.N., Scientific Degree Applicant, Voronezh State University of Engineering Technologies

Business Processes Management Modeling Based on Systemic Optimization. P. 129-133.

The studies the questions of manufacturing company business processes improvement and provides the results of the testing of the modern systemic optimization technique for large radio and electronic industry company.

Key words: business processes, systemic optimization, importance and problems criteria.

Kamzabaeva M.S., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Sibirsky State University of Railways

Social Entrepreneurship Business Model Peculiarities. P. 134-137.

The paper studies the essence of social entrepreneurship, its importance for the society's social progress; determines the differences between social entrepreneurship and other forms of business; formulates the peculiarities of social entrepreneurship business model; suggests measures directed at stimulating the activities of social entrepreneurs.

Key words: social entrepreneurs, innovation, business model, stakeholders, profit distribution, finance resources structure.

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

Salpagarov R.U., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Some Theoretical Aspects of Labor Market Functioning. P. 138-144.

The paper provides the analysis of the categorical apparatus of labor market, shows its functioning mechanism, systemizes major problems of modern Russian labor market development.

Key words: labor market, labor resources market, labor force market, labor market functioning mechanism.

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

On the Problem of Consumer Cooperation Organizations' Functioning Mechanism Improvement Concept Development. P. 145-150.

The requirement of ensuring the sustainability of consumer cooperation organizations' development determined by the changes in the priorities of Russian economic system development shows the necessity of improving the mechanism of organizations' functioning. The paper provides the main reasons for the concept development ensuring the solution of the said problem and reveals its methodological foundation - management concept based on the value.

Key words: consumer cooperation organizations' functioning mechanism, improvement concept, management based on the value.

Semenenko S.V., Ph.D. in Science, Professor, Director, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Olkhovikov A.A., Ph.D. in Economics, Associate Professor, Chair of Economics, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Grishchenko N.V., Associate Professor, Chair of Economics, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Voronezh Region Consumer Cooperation Development Strategy. P. 151-157.

The paper studies current problems in the system of consumer cooperation; provides the assessment of the results of the activities of the leading branch in cooperative economy; suggests ways for the solution of social problems of the rural population with the participation of consumer societies.

Key words: development strategy of cooperatives, cooperative principles, cooperative trade, role of shareholders.

Tedejeva R.A., Ph.D. in Economics, Associate Professor, Chair of Economics, Belgorod University of Cooperation, Economics and Law

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

Retail Trade Units Property Potential Assessment Improvement. P. 158-161.

Organization's property potential is a category possessing complex economic nature. Multiple indicators are used for its assessment. At the same time it is necessary to note that not all its indicators are directly reflected in the official accounting of the organization. The majority of the indicators of retail trade units property potential assessment can be calculated only with the application of analytical methods. Due to this fact there exists the necessity of developing and applying while assessing the property potential of retail trade units the system of indicators, which would fully characterize its formation and application.

Key words: organization's property potential, property potential assessment indicators.

Ustinova E.M., Ph.D. in Economics, Associate Professor, Chair of Analysis and Audit, Belgorod University of Cooperation, Economics and Law

Analysis of Economic and Social Efficiency of Not-for-Profit Organization's Labor Resources Application. P. 162-169.

The paper discloses the urgency, practical importance and technique of the analysis of economic and social efficiency of not-for-profit organizations' labor resources application (case study, NU *CCK BROOO ROSTO*).

Key words: labor resources analysis, labor efficiency, economic and social efficiency of labor resources application.

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

Socio-Ethical Marketing as the Basis of Organization's Functioning and Progressive Concept of Relations with Buyers. P. 170-177.

The paper states the necessity and importance of socio-ethical marketing application in organization's management; studies the evolution of marketing concepts and peculiarities of socio-ethical marketing application in Russia; provides the systemic model of organization's socio-ethical marketing.

Key words: socio-ethical marketing, evolution of marketing concepts, organization's socio-ethical marketing model, socio-ethical marketing principles.

Kovalenko S.A., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law

Tax Policy in Russia in Modern Conditions. P. 178-182.

The paper dwells on the urgent problems of the tax policy development in Russia in the near future on the main taxes, which form the income part of the federal budget as well as the main directions of the improvement of tax administration; assesses the directions of the RF tax policy for the period 2012-2014 and provides additional suggestions for the tax policy improvement.

Key words: tax policy, taxes, tax system, tax administration.

Klimenko A.A., Ph.D. in Economics, Associate Professor, Chair of the Theory and History of Cooperative Movement, Belgorod University of Cooperation, Economics and Law

Marketing Aspects of Russian Retail Development. P. 183-188.

The paper substantiates objective prerequisites for the development of chain marketing in Russia retail: innovative development, diversification of chain trading organizations functional activities, development of chain organization theory, trade globalization; discloses the necessity of marketing mix enlargement as a tool basis for the development of Russian retail trade.

Key words: chain trade organization, retail, chain marketing, relational approach, marketing mix.

Guenter I.N., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law

Dolgoarshinnykh Y.F., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Banking Standards and Self-Regulation of Banking Activities - Foundation of Quality Services. P. 189-194.

The paper studies banking standards, which are being worked out by the Central Bank of the Russian Federation and Association of Russian Banks for commercial banks. It describes the process of banking activities self-regulation on the basis of common principles of banking business carrying out by crediting organizations.

Key words: standards, self-regulation, banking activity, bank, Central Bank of the Russian Federation, quality of service, banking products.

Khromykh N.A., Ph.D. in Economics, Associate Professor, Head of the Chair of Accounting, Audit and Finance, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Optimization of Variants of Investing Means in Current Assets with Distances Method Application. P. 195-197.

The paper contains the material allowing to optimize the processes of current assets application and assess their influence on the final financial result (profit); dwells on the possibility of applying distances method allowing with the variability of investments to choose the most optimal variant of investing means in current assets.

Key words: current assets, profit, profitability of current assets, distances method, optimization, investments.

Polskaya G.A., Ph.D. in Economics, Associate Professor, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Taxation Optimization at Modern Stage. P. 198-202.

The paper shows the influence of tax payments on the businesses activities indicators; provides the ways for the optimization of taxation in accordance with the existing normative and legal base, in particular it provides the directions of taxable base reduction while calculating separate taxes; discloses the possibilities for the transition of tax payers to electronic document circulation, which makes it possible to improve the efficiency of tax calculations.

Key words: tax payments, tax burden, tax payments optimization, tax policy, electronic document circulation, tax invoices, tax planning, tax calendar.

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

Territory Financial Situation Assessment: Methodology and Practice. P. 203-211.

The paper provides the techniques of the comprehensive analysis of the situation with the RF budget with Krasnodar Krai budget as a case-study.

Key words: budget, RF subject, methodics, analysis, solvency indicators, liquidity, financial sustainability, spending, income.

Chalova A.A., Ph.D. in Economics, Associate Professor, Head of the Chair of Accounting, Analysis and Audit, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Marketing Communications Management Strategy at Consumer Cooperation Organizations. P. 212-219.

The paper shows the role of communications policy in the system of marketing mix elements; characterizes corresponding marketing functions, defines the components of marketing communications management strategy; determines the directions of the efficiency improvement of communication mix elements application in the activities of cooperative organizations.

Key words: marketing communications, management strategy, consumer cooperation organizations, communication mix, marketing mix.

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

Optimal Motivational Costs Management in Cooperative Organizations. P. 220-226.

The paper provides the results of the dynamic multi dimensional object potential assessment technique adaptation on the basis of the growth priority directions of the low-cost activity potential of a cooperative organization; singles out the sources of loses, evaluating the potential of hidden costs; works out their quantitative characteristics and provides the integral assessment of a consumer society costs.

Key words: cost management, sources of non-production costs, hidden costs, costs factors, integral assessment of costs.

Razomasova E.A., Ph.D. in Economics, Associate Professor, Chair of Management, Sibirsky University of Consumer Cooperatives

Sphere of Consumer Services: Price, Accessibility, Quality. P. 227-233.

The paper studies separate aspects of the theory of consumer services sphere as a branch; states that price accessibility of services of a proper quality on the territory of a settlement is capable of launching the process of the branch development. The triad of categories: *price, accessibility, quality* is regarded as the basis concept for the development of consumer services sphere.

Key words: conceptual foundations, development, consumer services sphere, price, accessibility, quality.

Shnorr Z.P., Ph.D. in Economics, Assistant Professor, Chair of Accounting and Audit, Chita Institute, Baikal National University of Economics and Law

Forms of Integration Interactions in the Sphere of Transactions at Modern Stage of Economy Globalization. P. 234-240.

The paper studies modern forms of integration interactions in the sphere of transactions in the conditions of the economy globalization; summarizes and systemizes organizational forms of trade business structures integration; suggests dimensional forms of integration in the sphere of transactions; shows the interconnection between dimensional forms of trade business structures integrations and territorial organization of consumer goods market on the basis of the chain development concept.

Key words: globalization, integration, sphere of transactions, integration organizational forms, integration dimensional forms, chains, transnational corporations, clusters, consumer goods market.

Migunova G.S., Ph.D. in Economics, Associate Professor, Affiliate, All-Russia Correspondence Institute of Finance and Economics

Organizational and Economic Aspects of Regional Innovative System Formation. P. 241-247.

The paper dwells on the practical realization of cluster approach in the innovation sphere of Central Federal District. Introduction of cluster approach to the creation of branch research and production structures in regions requires a number of consecutive steps, which could become the basis of coherent cluster policy, which should be directed at broadening and efficient use of the innovation potential of CFD regions.

Key words: socio-ethical marketing, evolution of marketing concepts, organization's socio-ethical marketing model, socio-ethical marketing principles.

Vasileva L.P., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Vologda Institute of Business

Human Resources as a Factor for Sustainable Socio-Economic Development of a Region. P. 248-252.

The paper dwells on the social sphere aspects of Vologda Region, provides the results of the analytical study of human resources reproduction in the said region and quantitative assessment of labor effectiveness.

Key words: region, sustainable socio-economic development, social sphere, human resources.

Nugumanova L.F., Ph.D. in Economics, Associate Professor, Chair of National Economy and Law, A.N. Tupolev Kazan national Research Technical University

Households Functioning Peculiarities as an Institutional Structure. P. 253.

The paper reveals the essence of the institutional approach to the study of households; analyzes principles determining the behavior of households in the frameworks of institutional theory.

Key words: household, institutional transformation, information, norm, institutional balance, human capital.

Molchanova L.A., Ph.D. in Economics, Associate Professor, Chair of Finance and Economic Analysis, V.Y. Gorin Belgorod State Agricultural Academy

Situation and Some Problems of Banking Insurance in the Russian Federation. P. 258-262.

The paper studies the essence and situation in the banking insurance of the Russian Federation at modern stage; singles out certain problems connected with the development of the said process in the Russian Federation.

Key words: banking insurance, banking insurance products, integration of banking and insurance business, complex products of commerce banks and insurance companies.

Zabolotnaya N.V., Ph.D. in Economics, Senior Lecturer, Chair of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law

Gatilova I.N., Senior Lecturer, Chair of Organization of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law

Dairy Industry Companies Development Tools and Priority Directions. P. 263-267.

The paper singles out priority directions of the development of dairy industry companies and determines major tools, their essence and grouping.

Key words: tools, dairy industry companies development directions.

Chernikova O.Z., Ph.D. in Economics, Lecturer, Chair of Accounting, Finance and Taxation, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Certification as a Factor of Organization's Business Activities Development. P. 268-272.

The paper shows the significance of certification for the development of business activities of organizations and improvement of the quality of products, goods, works and services; discloses the systems of certification and their types; studies the procedure of the certification conduct in accordance with the legal and normative basis and the existing practice on the territory of Kursk Region, Russian Federation and abroad.

Key words: certification, standard documents of certification, certification organization, certification procedure, conformity certification, certification systems: national, regional, international, obligatory, voluntary, independent.

Skripchenko T.L., Senior Lecturer, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law

Financial Aspect of Consumer Cooperation Organizations' Sustainable Development. P. 273-278.

The paper dwells on the financial component of the organization's sustainable development; formulates the definition of the organization's financial position; reflects the main goal of the financial situation analysis; singles out the main aspects of organization's financial position and provides major stages of the analysis and tasks necessary to improve the efficiency of organizations' financial activities.

Key words: sustainability, financial situation, financial activities.

Degtyar O.N., Senior Lecturer, Chair of Commercial Activities and Advertising, Belgorod University of Cooperation, Economics and Law

Self-Service Shops Development Strategy in Consumer Cooperation. P. 279-285.

The paper substantiates the feasibility of strategic planning, studies the algorithm of the development and implementation of self-service shops development strategy in consumer cooperation system; reveals the essence and content of each stage taking into account classical provisions of strategic and trade management.

Key words: self-service shop, micro environment, internal environment, macro environment, development strategy, marketing strategy, financial strategy, research results implementation strategy, social development strategy, organizational changes strategy, stability strategy, growth strategy, reduction strategy.

Talykh O.V., Senior Lecturer, Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law

Organizations' Financial Sustainability Assessment Methods Analysis. P. 286-292.

The most important feature of the organization's stable position is its financial sustainability. The paper provides methods and models of financial sustainability analysis and shows their advantages and drawbacks.

Key words: financial sustainability, financial sustainability assessment, financial sustainability analysis methods, types of financial sustainability, financial sustainability coefficients.

Filippenko A.V., Assistant, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law

Interrelations Between Retail Trade Chains and Suppliers. P. 293-297.

The paper studies the peculiarities of interrelations between retail trade chains and suppliers acting as the basis for the services promotion; provides the definition of *interrelations marketing*; dwells on the key peculiarities of integrated marketing interrelations application between retail trade chains and suppliers.

Key words: interrelations marketing, retail chains, suppliers.

Shmidt I.A., Assistant, Sibirsky University of Consumer Cooperatives

Methodical Approach to Economic Evaluation of Residential Real Estate Market Objects. P. 298-305.

The paper provides the concept of economic evaluation of the residential real estate market objects, which is based on the comparative analysis of offers on the residential real estate market, determining of non-recurrent savings and current (operating) costs. Methodical recommendations are intended for the use of developers, households, housing maintenance

organizations, organs of state power and local self-governance in solving the questions of the territorial investment attractiveness improvement.

Key words: economic value, savings, housing, costs, differential value, reference value.

Tarasov A.S., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Boichenko N.A., Junior Researcher, Research Center, Belgorod University of Cooperation, Economics and Law

Internet Advertising Efficiency Assessment. P. 306-316.

The paper discloses the factors influencing the efficiency of the Internet advertising campaign, defines the goals of the said campaign; provides the characteristics of the main types of paid Internet advertising and shows the ways of the site advertising.

Key words: Internet advertising, Internet advertising campaign, Internet advertising efficiency.

Romanova A.I., Post-Graduate Student, Chair of Economics, Belgorod University of Cooperation, Economics and Law

Chain Cooperation as a Direction in Transactions Costs Decrease. P. 317-320.

At present economic relations are characterized by active development of new forms of business organization, which do not correspond to the traditional understanding of the organization's structure and its management. Such forms are characterized by high flexibility, specialization and stricter control over interrelations and ties management. But the existence and development of new forms organizations directly depend on the improvement of the efficiency of their functioning through the building of interrelations system among the participants providing for the maximum decrease of transactions costs, emerging as a result of interactions of the economy subjects.

Key words: chain cooperation, chain structure, transactions costs, theory of transactions costs.

Ryabchikov R.A., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Employees Motivation as a Factor for Improving the Efficiency of Consumer Cooperation Trading Units Activities. P. 321-323.

Motivation of employees is one of the most important factors influencing the efficiency of the activities of all trading units. The paper discloses the essence and forms of employees' motivation and studies the influence of different motivation forms on the efficiency of consumer cooperation organizations activities.

Key words: motivation, forms of motivation, personnel department, efficiency.

Likhosherstov E.S., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

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

Assessment of Separate Directions of Consumer Cooperation Organizations' Social Policy Realization. P. 324-329.

The paper studies separate directions of social policy realization, conducted by consumer cooperation organizations; provides indicators applied with analysis and assesses separate indicators of social policy realization directions with consumer cooperation organizations of Kursk and Belgorod Regions as a case study.

Key words: social policy, consumer cooperation organizations, shareholders, employees, population receiving services.

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

Banking Crediting Analysis by Economic Activity Types. P. 330-335.

The paper analysis provision of credits to the main types of economic activities; studies the most prospective types of economic activities from the position of banking credits; reveals the reasons hampering the development of banking credits in the real sector of the economy and determines the directions of its development improvement.

Key words: banking sector, banking credits, real sector of the economy.

Nikulina T.Y., PostGraduate Student, V.G. Shukhov Belgorod State Technological University

Methodological Approach to Regional Innovative System Development Assessment. P. 336-341.

The paper suggests the technique for the assessment of the regional innovative system development, analyzes main aspects of the innovative development of Belgorod Region; discloses its limitations and advantages compared to the regions leaders of the country's innovative development.

Key words: innovative potential, innovative activities, region's innovative profile.

Vinogradova N.I., Post-Graduate Student, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Retail Trade Units Modern Conditions Study. P. 342-347.

The paper studies the structure and dynamics of cooperative retail trade units' activities; discloses major changes in retail trade during 2006-2010; analyzes the aggregate volume of consumer cooperation organization activities in Kursk Region; provides the assessment of the results of the cooperative organizations financial activities.

Key words: retail trade, financial result, total activity, retail trade turnover, inventories, capital investments.

Stovba E.V., Post-Graduate Student, Academy of Science, Republic of Bashkortostan

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

Social Marketing Consumer Cooperation Organizations Activity Efficiency Improvement: Institutional Aspect. P. 348-355.

The paper summarizes and clarifies the stages of creating the optimization models of agricultural organizations production structure at the level of rural territories.

Key words: economic and mathematical modeling, optimization, rural territories, development scenario.

Arkhipenko A.A., Post-Graduate Student, Chair of Marketing, V.G. Shukhov Belgorod State Technological University

Kobenko Y.V., Scientific Degree Applicant, Chair of Marketing, V.G. Shukhov Belgorod State Technological University

Competitive Activity Assessment Methods as a Tool of Strategic Management and Diagnostics. P. 356-361.

The paper dwells on the concept of competitive activity connected with the company's strategic development management; substantiates the role and importance of maintaining high level competitive activities in market environment and outlines the approaches to conducting the company's diagnostics on the basis of competitive activity assessment with its assessment using glass container industry as a case study.

Key words: diagnostics concept, competitive activity, strategic advantages, strategic management, business processes.

Shevtsova S.N., PostGraduate Student, V.G. Shukhov Belgorod State Technological University

Attracting Investments in the Russian Federation Regions Through Establishment of Special Economic Zones. P. 362-366.

The paper studies the mechanism of the establishment of special economic zones in the Russian Federation with special attention given to competitive advantages of Russia, which are an important basis for the implementation of the project of industrial, implementation and port and logistics zones.

Key words: special economic zone, investments, special technological and implementation economic zone, industrial production special economic zone.

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Analysis of Innovative and Technological Collaboration Between Russian Federation and Ukraine. P. 367-372.

The paper studies the objective reasons, prospects and potential of innovative and technological collaboration between Russia and Ukraine; proves the importance of the strengthening of the said collaboration, creation of interstate technological complexes, application of tools stimulating interstate transfer of the newest technologies, formation of the interstate innovative infrastructure as the positions of the said two countries are close enough.

Key words: innovative and technological collaboration, integration, innovation, transfer, partnership, modernization, innovative infrastructure.

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Regional Agricultural Clusters Development Methods. P. 373-377.

Solution of the problem of agricultural consumer cooperatives efficiency functioning improvement is possible on the basis of cluster approach for the establishment of consumer cooperatives or their inclusion in the regional agro-industrial cluster.

Key words: agriculture, agricultural consumer cooperative, cluster, clusters development method.

FOREIGN EXPERIENCE

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New Opportunities for Cooperatives: Methodology for Developing Global Statistics and Comparable Data. P. 378-395.

The paper substantiates the necessity of developing the methodology for cooperative statistics and the analysis of the activities of cooperatives of different countries determined by the existing differences in the national systems of statistical watch; provides the results of the pilot project of the International Labor Organization realized in 15 countries on the study of the existing systems of statistical recording of cooperatives and substantiates the necessity of introducing universal cooperative index reflecting the input of cooperatives in GDP.

Key words: methodology, cooperative statistics, cooperatives, pilot project, International Labor Organization.