

SUMMARY

URGENT PROBLEMS OF ECONOMY

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Bernvald A.R., Ph.D. in Economics, Professor, Sibi-rsky University of Consumer Cooperatives

Analytical Assessment of Structural and Regional Differentiation of Consumer Cooperation Activities Volume Figures. P. 5-13.

One of the characteristic peculiar features of consumer cooperation activities is the unevenness of the rates of its development in the branch and regional aspects, determined by the complex structure of cooperative business and regional differences of its formation. The paper provides the results of the analytical assessment of structural and regional differentiation of the volume figures of consumer cooperation activities by federal regions during 2007–2010.

Key words: consumer cooperation, structure of cooperative business, volumes of activities, regional differentiation.

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

Marketing Services Market Development Trends in Russia. P. 14-20.

The paper reveals the directions and trends of marketing services market development in Russia by their types: marketing communications; marketing research; marketing consulting; shows the role of industrial clusters engaged in research and analysis of marketing services market formation process.

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

Social Project Attractiveness Marketing Component. P. 21-26.

The paper draws the attention to the solution of socially important problems through marketing tools; shows the advantages of the project approach; singles out the specificity of a social project; states that in the process of the solution of social questions it is reasonable to use cobranding as a new form of marketing interaction of companies and not-for-profit organizations.

Key words: project, project approach, social project, cobranding, social programs, socially important problem marketing.

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

Consumer Cooperation Organization's Capital Assets Reproduction Management Specificity. P. 27-29.

The paper studies the specificity of the capital assets reproduction management specificity in the consumer cooperation organizations; points to social, business and territorial specificity of the capital assets reproduction management specificity; describes the peculiar features of the consumer cooperation organizations' capital assets reproduction management specificity in the sphere of services.

Key words: reproduction, capital assets, consumer cooperation organizations, sphere of services.

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Theoretical Substantiation of Organization's Strategic Management: Systemic Approach. P. 30-35.

The paper studies the questions of distinguishing the peculiarities of organization's strategic management as socio-economic system on the basis of splitting strategic and operational subsystems of management in accordance with reasonable classification properties.

Key words: strategic management, operational management, systemic approach.

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Nevleva I.M., Ph.D. in Philosophy, Professor, Head of the Chair of Social Work and Psychology, Belgorod University of Cooperation, Economics and Law

Innovative Economy – Informational and Technological Paradigm of Knowledge. P. 36-42.

The paper studies the emergence and transformation of the economic experience of innovations. Economic theory of innovations in its evolutionary development singles out concrete periods. Economic problems of the innovation sphere became especially urgent in the last two decades of the 20th and the 21st centuries. Sequential development of the viewpoints on the economic innovations made it possible to considerably broaden the understanding of their nature, reveal their different stages and regularity.

Key words: innovative economy, informational and technological paradigm of knowledge, innovation concepts, economy of knowledge, synergy economy, social innovations, innovational and investment climate.

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Shchetinina E.D., Ph.D. in Economics, Professor, Head of the Chair of Marketing, V.G. Shukhov Belgorod State Technological University

Modernization as a Variety of Manufacturing Companies Competitive Strategy. P. 43-47.

The paper embraces the range of questions connected with the modernization of Russian industry, absolutely necessary at present in order to enter new level of development and gain sustainable market position; clarifies economic meaning of the notion *modernization* in the context of modern competitive environment conditions; substantiates methodological provisions and methodical approaches to the management of the said strategic process; discloses prerequisites and factors influencing the choice of strategy; suggests the approaches to the description and identification of modernization resources and outlines assessment criteria of its efficiency at a manufacturing company.

Key words: modernization, sustainability, modernization factors, modernization strategy.

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Kapelyuk S.D., Ph.D. in Economics, Associate Professor, Chair of Consumer Cooperation Economy, Sibirsky University of Consumer Cooperatives

Poverty rate Regional Variations Assessment. P. 48-54.

Russia has considerable regional disproportions in the population poverty rate. The papers studies the reasons for the said disproportions and states that only a small part of the interregional disproportions can be explained by demographic factors.

Key words: poverty, income deficit, Russia.

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

Conceptual Contour of Innovative Directions of Businesses Reputation Management Formation. P. 55-60.

The paper substantiates the necessity of the study of the concept of *reputation management*; dwells on the main approaches to the definition of the essence and contents of the said concept, reveals the content of the process of reputation management from the position of systemic and process approaches; states the main components of the organization's reputation management from the point of view of its relation to its internal and external environment.

Key words: reputation management, reputation management, reputation management functions, reputation management elements.

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Study Methodology and Entrepreneurship Institution Conceptual Comprehension. P. 61-68.

The paper on the basis of systemic concepts attempts to substantiate the study methodology of entrepreneurship and entrepreneurial activities and discloses the main concepts of their comprehension and interpretation with a special attention given by the authors to the methodological importance of the theories of stratification and structural and functional analysis as well as the concept of X and Y matrix while interpreting and studying a range of questions connected with entrepreneurship.

Key words: globalization, modernization, entrepreneurship, X-matrix, Y-matrix, institutional matrix, redistributive economy institution, complementary institutions.

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Panasyuk L.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Consumer Cooperation Organizations' Working Capital Replenishment Sources: Selection and Optimization of Their Structure. P. 69-75.

The paper studies the main sources of the working capital replenishment in Belgorod Regional Union of Consumer Cooperatives, analyzes their structure and the factors influencing on the attraction of loan means; suggests the model for the optimization of the sources structure of the working capital replenishment.

Key words: working capital, consumer cooperation organizations, working capital replenishment, loan means, own sources, bank credit, population loan means, working capital sources structure, optimization of the structure of working capital replenishment sources.

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

Strategies of Marketing and Their Realization Efficiency Assessment. P. 76-83.

The paper suggests the scheme for the realization of the marketing strategy, which includes strategic concepts, main types of strategy, tools for the implementation of marketing measures, development of a plan and a budget of marketing, control over its efficiency; provides the system of indicators of marketing efficiency and characteristics of strategies and marketing in order to increase net profit from their realization.

Key words: strategies of marketing, marketing efficiency indicators.

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

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Assessment of Factors Influencing Activities of Public Catering Units. P. 84-87.

The paper studies external factors influencing the activities of public catering units; provides the results of queries of experts from among the employees of public catering units and the assessment of their influence on the said units.

Key words: public catering, public catering services, external environment, influence on public catering units activities.

Khairullina M.V., Ph.D. in Economics, Professor, Novosibirsky State Technical University, Director, Institute of Further Professional Education

Regional Innovative System Formation as the Most Important Condition of Innovations Efficiency. P. 88-93.

Russia is on the way of building an innovative economy. Despite created infrastructure of innovations development in the regions, considerable state funding of innovative projects and programs their potency is at a low level yet. The paper studies the possibility of developing regional innovative system on the basis of triple helix theory with the view of innovative processes efficiency growth.

Key words: innovative system, research and innovative potential, potency and efficiency of innovations, research and development, regional triple helix, principles of building regional innovative system.

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

Personnel Marketing Development at Retail Trade Organizations. P. 94-97.

The paper studies the importance and goals of personnel marketing in retail trade; discloses the principles of personnel marketing application at retail trade units; singles out the main aspects of successful development of personnel marketing in the said organizations; provides the main stages of the personnel marketing development in retail trade.

Key words: personnel marketing, retail trade organizations, personnel marketing principles, personnel marketing development efficiency principles, personnel marketing development assessment.

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

Role of Purchasing Funds of the Population in the Formation of Trade Revenues. P. 98-105.

The paper studies the questions of the formation of the Voronezh Region population incomes during 2003-2010 as the main factor influencing the process of the formation of the population purchasing funds and hence trade revenues.

Key words: gross revenue, distribution costs, per capita income.

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

Methodical Approaches to Consumer Cooperation Services Sphere Organizations Deployment Systems Assessment and Analysis. P. 106-111.

The paper provides the research results in the field of analysis and assessment of consumer cooperation service sphere organizations deployment systems. Application of the suggested methodics, developed on the basis of the integral indicators application in practice makes it possible to make economically grounded managerial decisions on the improvement of development systems and deployment of the service sphere organizations and consumer cooperation system as a whole.

Key words: organizations' deployment factors, comprehensive assessment of the level of development and deployment of service sphere organizations, coefficients of diversification and localization of deployment system, deployment systems types, deployment system character, social, economic and financial rating of organization.

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On the Question of Using Franchising in Retail Trade. P. 112-116.

The paper studies organization types of franchising retail chains; suggests recommendations on the selection of franchising shop premises.

Key words: commodity franchising, business format franchising, franchiser, franchisee.

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

Development of Tourist Sector of the Economy of the Municipal Unit City of Belgorod. P. 117-121.

The paper reveals the idea of the formation and development of the tourist sector of the region as an independent branch of the regional and municipal economy; reflects the measures undertaken by the administration of the city of Belgorod on further development of the tourist sector of the municipal economy.

Key words: municipal economy, tourist sector, independent branch.

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Company's Personnel Management and Its Social Policy Development Tasks. P. 122-128.

The topicality of personnel management is determined by the fact that organization's business activities are permanently influenced by the factors of external and internal environment. In the said conditions its development becomes impossible without changes in the requirements to employees and first of all to the management personnel itself. The said changes should touch upon innovative abilities; abilities to conflict resolution; skills to create a solid team and organize group work. In this connection study of theory and generalization of the organization's personnel management practice including the use of the modern social policy tools represents scientific interest and possesses practical importance.

Key words: personnel management, labor market, economy of labor, organization's sustainability, human capital quality improvement, company's personnel management system directions improvement, company's social policy, social policy development directions and personnel management.

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Reengineering of the System of Commodity and Material Valuables Purchases at Companies of Mining Industry. P. 129-135.

The paper analyzes the peculiarities of the system of purchases of material assets in the frameworks of the production and economic activities of mining sector companies; substantiates the term of reasonability of the said system reengineering.

Key words: mining branch, reengineering, material assets, information model, aggregate criterion.

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

Prognosis for the Voronezh Region Population Purchase Funds Formation till 2020. P. 136-141.

The paper studies the prognosis for the formation of the Voronezh Region population purchasing funds on the basis of planning the population’s income from all sources according to All-Russia methodology till the year 2020.

Key words: purchasing funds, subsistence level, average per capita incomes, purchasing power.

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Logachev K.I., Ph.D. in Science, Professor, Head of the Chair of Applied Mathematics, V.G. Shukhov Belgorod State Technological University

Project Life Cycle and Its Structuring: Determining Mining Company Development Project Initial Stage. P. 142-146.

The paper reflects project life cycle structuring (division of project into stages and phases), brief description of each phase; lists the main criteria to consider when developing own structure of the project life cycle; provides the definition of the project initial stage of the company development with the split in phases, stages, sub-stages, and work (tasks); identifies the key points of the start and completion of each phase of the project initial stage (formal permission to go to the next stage).

Key words: project life cycle, development project initial stage, mining company, project start and completion stages (phases) key points, implementation stage, completion stage, alternative development concepts, business plan.

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Regional Economic Policy Social Priorities (Krasnodar Krai as a case study). P. 147-152.

The paper studies certain social priorities in the frameworks of achieving the strategic goal of regional economic development, among which growth of money incomes of the population, stimulation of labor remuneration growth, decrease of the differentiation of different groups of population by the level of income, social welfare, decrease of unemployment level.

Key words: regional social and economic development, population money income level, labor remuneration growth stimulation, differentiation of the population groups by the level of income, social welfare, unemployment level, target programs funding, state regulation measures.

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Priorities of Russian Federation Social Policy and its Peculiarities at Regional Level. P. 153-161.

The development of social policy at regional level is relatively a new phenomenon. In the conditions of restructuring and democratization of Russian society regional organs of state power and governance are becoming main subjects of regional social policy. The goal of the paper is to analyze the essence and main directions of the development and implementation of social policy, including that one at the regional level.

Key words: Russian Federation social policy, essence, sphere, goals and priorities of social policy, regional social policy, regional social policy results.

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Statistical Assessment of Regional Factors of Countryside Social and Demographic Development. P. 162-168.

The paper analyzes the main factors determining regional differences in the rural demographic situation of Russia. It states that since 2001 to 2010 rural population grew in 24 regions, alongside with this in the majority of the said regions the growth of the population is determined by the mass-scale administrative reorganization in the status of the settlements.

Key words: rural population, administrative changes, demography, region.

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

National Labor Markets Restructuring Main Trends in the Conditions of World Economy Globalization. P. 169-177.

The paper analyzes the peculiarities of labor market in Russia, defines factors influencing the situation and the prospects of national labor market development; analyzes regional peculiarities of migration processes, influencing demand and supply in Krasnodar Krai labor market; studies the role of domestic and foreign migration in the implementation of priority directions of Russian economy modernization.

Key words: labor market, employment, unemployment, regional labor market, national labor market, state regulation of labor market, migration processes, employment structure, unemployment structure, international migration, migration policy, highly qualified employees' migration.

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Revealing Distinctive Features of Cooperative Model of Business. P. 178-184.

The paper studies the concept of cooperative identity as the basis for revealing distinctive features of a cooperative business model; analyzes the main components of cooperative identity and the ways for identifying cooperatives in the interpretation of domestic and foreign authors.

Key words: cooperative business model, cooperative identity, identification of cooperatives, cooperative principles.

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Company's Innovative System Structure Analysis. P. 185-193.

The paper dwells on the notion of the company's innovative system and its organizational structure as well as the notion of innovative activities of companies and the approaches to the creation of relations among the main structural elements of the innovative process.

Key words: innovations, company's innovative system, company's innovative system structure.

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Electronic Educational Resources Application Marketing Analysis. P. 194-197.

The paper dwells on the fields of investment attractiveness of electronic educational resources studied with the help of marketing tools.

Key words: marketing, analysis, electronic educational resources.

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Industrial Companies Restructuring Operational Management on the Basis of Modern Management Tools. P. 198-205.

The paper studies the capacities of management tools for the operational restructuring and elimination of the bankruptcy factors of companies. The authors single out the main conditions of the success of restructuring operational measures; show the peculiarities of each direction of restructuring and suggest the ways of the application of operational management tools to avoid the bankruptcy of industrial companies.

Key words: anti-crisis management, restructuring, management tools.

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Regional Development Strategy Improvement on Foresight's Principles. P. 206-209.

In order to improve long-term prognosis at the regional level the authors offer to use Foresight's technology and acquaint with the positive experience of the said technology application in Russia.

Key words: sixth technological structure, forecasting, strategy, Foresight.

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Triers S.V., Head of Student Project bureau, post-Graduate Student, Novosibirsky State University of Economics and Management

Effects of Higher Schools Integration in Regional Innovative System. P. 210-213.

The formation of regional innovative system envisages active participation of higher schools, aimed at training of new wave entrepreneurs, who understand the essence of scientific discoveries and who create market products on their basis. The paper formulates the task of higher schools, which they will have to solve in the process of the integration in regional innovative system and potential effects: economic, budgetary and social.

Key words: higher professional education, innovations, innovative activities, research intensive business, partnership, efficiency.

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Internet State Services Availability Economic Potency. P. 214-221.

The results and conclusions of the given article can be used while analyzing a range of future trends in the development of communication aspect of interaction between state organs of power and citizens receivers of state services as well as in the sphere of information technologies of Russian economy as a whole.

Key words: state services, information technologies, electronic document circulation.

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Corporate Culture as a Factor of Management Efficiency in Corporations. P. 222-226.

The paper studies the questions on the realization of corporate culture, values and norms, motivation of employees for highly productive and efficient labor on the part of management in order to achieve the goals of corporation in the conditions of changing external and internal environment.

Key words: corporate culture, corporate management, corporation, corporate insider relations, management, supervisory board, minority shareholders, corporate values, corporate norms, motivation, personnel policy.

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Polyarus A.V., Ph.D. in Economics, Professor, Chair of Marketing, St. Petersburg State Technological University

Practical Recommendations on the Assessment of the Company's Project Management Maturity Level. P. 227-231.

The paper reflects practical recommendations on the assessment of the level of project management organizational maturity in a mining company; enumerates main models of the maturity assessment applied in practice; dwells in detail on the procedure of the project management maturity evaluation on the basis of 5-level model of Harold Kertzner.

Key words: project management, organizational maturity of project management, mining company, first level of maturity – basic knowledge, second level of maturity – general processes.

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

On the Approaches to the Innovative Changes Management Improvement. P. 232-235.

The paper substantiates the necessity of conducting innovative changes at companies directed at satisfying changing needs of consumers; studies the approaches to the innovative processes management improvement, oriented at customers from the point of view of Western and Japanese scientific schools.

Key words: innovations, innovative changes, marketing and innovative approach.

Drozdova M.I., Ph.D. in Economics, Associate Professor, Chair of Branch Economics, Sibirsky University of Consumer Cooperatives

Activities Diversification – Innovative Way of Consumer Cooperation Development. P. 236-240.

Modern stage of the development of Russia is characterized by the introduction of innovations in all fields and spheres of activities including consumer cooperation. The form of innovations introduction in the system is the diversification of businesses' activities.

Key words: diversification, innovations, innovative way, consumer cooperation.

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Organization's Goods Policy Strategic Analysis Marketing Aspects. P. 241-244.

The paper studies the main elements of organization's goods policy, states the necessity of conducting goods policy strategic analysis and provides the process of a strategy selection in the organization.

Key words: goods policy, strategic analysis, portfolio analysis, strategies of positioning and repositioning, goods consumer value.

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

Tax Administrating Improvement in Russia. P. 245-252.

The paper studies tax administration improvement in the Russian Federation due to the changes in the tax law, which came in force since January 1, 2012 and analyses the said changes as well as urgent problems of tax administration in the Russian Federation at modern stage requiring their solution.

Key words: tax administrating, controlled deals, consolidated group of tax payers, investment partnership.

Serova E.G., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law

Main Aspects of a Company Financial Structure Rational Formation. P. 253-258.

The paper reveals the notion *company's rational financial structure*, studies the factors influencing its formation and the main approaches to the calculation of the capital optimum structure.

Key words: financial structure, capital structure, own financial sources, loan financial sources.

Balabanova T.V., Ph.D. in Pedagogics, Associate Professor, Belgorod State National Research University

Managerial Recording of Capital Investments in Consumer Society. P. 259-264.

The dynamics of the development of Russian retail trade organizations in modern conditions leaves no time for gradual evolution of old types of trade in more modern ones; on the contrary it requires reaction on the changes in retail trade, development of its highly effective forms, implementation of marketing, merchandising, managerial recording, improvement of information base of management in the work.

In modern conditions social and economic situation in rural regions to a great extent is determined by the efficiency of the activities of a consumer society, as it is practically the only large system, closely working with the local population, supplying low income people with foodstuffs, non-food goods and every day services.

Key words: managerial recording, managerial recording system, costs classification, costs structure, capital construction.

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Controlling as a Tool for Managerial Problems Solution in Customs Activities. P. 265-269.

The paper studies the concepts of controlling and risk management; the necessity of their application in the management of customs organs of the Russian Federation; reflects the directions of controlling and risk management application in the activities of customs organs of the Russian Federation.

Key words: controlling, risk management, customs organs, customs organs management.

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Basic principles and Comparative Analysis of Structural and Object Approaches to Business Processes Modeling. P. 270-278.

Diversity of models determines the quality and universal character of the application of the developed structure of business processes, which is reached due to adherence to basic principles in their modeling. Among modern methods of business processes models construction the key position belongs to methodologies of structural and object oriented analysis. The paper studies their peculiarities in the regulation of business processes.

Key words: business process, DFD, ERD, STD, SADT methods, model of IDEFO functions.

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Process Approach to Strategic Marketing Cognition. P. 279-283.

The paper studies the notion of strategic marketing from the position of process approach according to which strategic management is a sequential integrity of procedures forming certain purposeful system of activity. The results of the process of strategic management is the working out of the strategy of development, which would ensure for the organization stable existence in the long-term prospect.

Key words: process, process approach, strategic marketing, operational marketing, strategic marketing process.

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Banking Sector Development Trends in Lipetsk Region. P. 284-289.

The paper provides the results of the study of the main indicators in the banking sector of Lipetsk region during 2008-2010; singles out the main trends in the activities of the region's credit organizations.

Key words: banking sector, credit organizations, resources, borrowed funds, working assets.

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Consumers' Satisfaction as a Result of Marketing Communication Policy. P. 290-298.

The paper demonstrates the stages of marketing stimulation mix; provides their characteristics; studies methodical approaches to the assessment of communication and trade efficiency; suggests the algorithm of management of consumers' satisfaction and the system of its assessment indicators.

Key words: marketing communication policy, stimulation of sales, consumers' satisfaction, consumers' loyalty.

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Main Methods of Business Risk Assessment. P. 299-305.

The paper analyzes the main methods of business risk assessment, which with comprehensive application make it possible for the company to more efficiently conduct the analysis, receive more precise information and make correct decisions in the frameworks of risk situations optimization.

Key words: risk assessment, assessment methods, economic and mathematical methods, expert methods, statistical methods.

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Customization as a New Paradigm of Marketing Management. P. 306-312.

The paper substantiates the circumstances and trends in the development of customization as a new paradigm of marketing activity management; discloses the notion, types of customization and the algorithm of a new business idea implementation.

Key words: customization, types of mass customization, segmentation, products categories, business idea implementation algorithm.

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Russian Consumer Cooperation Internal market Development Model. P. 313-321.

The paper analyzes modern situation in Russian consumer cooperation; studies the main elements and mechanism of activity of the internal cooperative market; substantiate the application of internal cooperative market model in the development of the economy and social sphere of consumer cooperation.

Key words: cooperative, consumer cooperation, internal cooperative market, shares, dividends, shareholders.

Zinovieva I.S., Ph.D. in Economics, Associate Professor, Chair of Economics and Finance, Voronezh State Forestry Academy

Economic System of Management of Anthropogenic Influence on Forest Reserves. P. 322-327.

The paper studies the basics of the creation of the economic system of the anthropogenic influence management on forest reserves; analyzes different tools of economic management and states their interconnection; makes the conclusion on the necessity of comprehensive approach to the decrease of anthropogenic influence on the forest reserves of the country.

Key words: economic system, forest reserve, anthropogenic influence, management.

Shnorr Zh.P., Ph.D. in Economics, Associate Professor, Chair of Accounting and Audit, Chita Institute, Baikal State University of Economics and Law

Chain Theory Approach to the Development of the Territorial Trade in the Conditions of Globalization and Economic Integration. P. 328-335.

The paper studies the basics of the chain approach to the development of territorial trade, dwells on the theoretical basis of the essence of chain interaction of business structures; attempts to adapt chain approach to the space organization of the territory's consumer goods market on the cluster basis as a special form of quasi integration, suggests the notion *chain integration in trade*.

Key words: globalization, integration, trade, chains, quasi integration, trade chains, retailing, business chains, territory, cluster, chain integration.

Kozlov V.V., Ph.D. in Economics, Associate Professor, Chair of Accounting and Audit, Altaysky State Agrarian University

Accounting Organization Problems in Small Business. P. 336-343.

The paper reflects the problems of accounting organization in small businesses in accordance with the applicable law in the sphere of accounting and taxation; summarizes current approaches in the world practices to simplify the accounting organization in small businesses.

Key words: accounting, taxation accounting, small business, simplified accounting system.

Chekunova E.A., Ph.D. in Pedagogics, Associate Professor, Chair of Education Management, Rostov Institute for Further Training and Professional Training of Education Employees

Peculiarities of School Educational Environment Construction in the Context of Socio-Cultural Innovations. P. 344-348.

The paper analyzes theoretical approaches to the revealing of the peculiarities of school educational environment construction in the context of socio-cultural innovations; discloses the main peculiarities and structural components of the educational environment.

Key words: school educational environment, structural components, educational environment models, education designing quality.

Garafiev I.Z., Ph.D. in History, Associate Professor, Chair of State Municipal Management and Sociology, Kazan National Research Technological University

Regional Innovative Human Capital Development Index of the Mining Operations Sector. P. 349-353.

The paper analyzes the specificity of the application of the theory of the branch special human capital using the formation of the innovative human capital development index for business projects of 17 regions of the Russian Federation in the mining branch of the economy during 2006–2010.

Key words: branch special human capital, region's innovative human capital.

Balabanova T.V., Ph.D. in Pedagogics, Associate Professor, Belgorod State National Research University

Peculiarities of IFRSO Requirements Application in Recording and Compilation of Reporting on Capital Investments. P. 354-362.

Transformation of accounting at Russian companies in accordance with the requirements of international standards has been recently becoming ever more urgent.

In the modern world IFRSO is gradually becoming a certain key to the international market of capital. A company capable of providing the corresponding records gets an access to the resources necessary for the its development, though it doesn't mean that the required

resources will be provided automatically. Nevertheless, such companies are considered as ones, which with adherence to all other conditions can get foreign investments.

Key words: transformation, IFRS standards, capital investments.

Seliverstov Y.I., Ph.D. in Science, Associate Professor, Chair of Financial Management, V.G. Shukhov Belgorod State Technological University

Institutional Barriers in Innovative Activities. P. 363-370.

The paper dwells on the indicators of institutional development as an element of global competitiveness of national economies and their innovative systems; singles out and qualitatively characterizes barriers for innovations in Russian companies, factors hampering investment activities; substantiates institutional conditions for the transition to the innovative way of development.

Key words: institutionalism, institutions, innovations, activities, intellectual property, author's rights, barriers for innovations, global competitiveness.

Vasilchuk E.V., Ph.D. in Economics, Chair of Accounting and Audit, Kostonaisky A. Baitursynov State University

Questions of the Development of Internal Tax Control Organization System Model. P. 371-377.

Organization of the system of internal tax control is a process of the complex object management. In its turn, the solution of the problem of the complex object management is done in two stages. The given concept is oriented, firstly, at reaching the main goal of control, i.e. prevention of illegal and wasteful from the point of view of the organization of business operations at the initial stage of the managerial decision making.

Key words: internal tax control, model concept, management system, model components, management criteria, tax obligations.

Mukimbekova N.A., Ph.D. in Economics, associate Professor, Chair of Accounting and Audit, Kostonaisky A. Baitursynov State University

Non-Material Assets in the Republic of Kazakhstan: Role, Economic Essence and Main Problems of Accounting. P. 378-382.

The growing role of non-material assets in the development of the world economy and acceleration of business provokes interest to the organization of accounting. Recording of an asset, which do not have a material form is connected with the problems of determining their initial value as well as recording in the situations when the said value is inevitably changing by a considerable volume and the duration of their valuable life very often cannot be determined.

Key words: non-material assets, good-will, know-how, trademarks, liquidation value.

Kalinichev V.L., Ph.D. in Pedagogics, Associate Professor, Chair of marketing and Foresight, Moscow K.G. Rasumovsky State University of Technologies and Management

Questions of the Development of Credit Cooperatives in Russia in Long-Term Perspective. P. 383-387.

Credit cooperatives in the cooperative sector have a special place and on the background of other types of cooperatives they face a bigger range of problems. The paper suggests the author's variant of the solution of the said problems through the application of Foresight technology.

Key words: credit cooperatives, points of growth, innovative technologies, development of territories, foresight.

Mosakova E.A. Ph.D. in Economics, Senior Lecturer, Department of Global Processes, M.V. Lomonosov Moscow State University

Women's Discrimination at Hiring (Sociological Analysis). P. 388-395.

The paper studies vivid discrimination of employees according to social and demographic parameters while applying for work in modern Russia with a special attention given to the situation in the labor market in the conditions of discrimination while hiring employees with family responsibilities, namely women, who are forced to combine family and professional employment.

Key words: labor market, discrimination personnel hiring, family employment, professional employment, sex, age, women.

Korolev A.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Essential Characteristics of the Service Process Provided to the Population at Public Catering Units. P. 396-403.

The paper provides the characteristics of the service process provided to the population at public catering units based on the methods and forms of services as well as on the role in the said process of the service personnel and the material environment in which they interact. The paper suggests and substantiates the author's definition of the process of services in public catering.

Key words: public catering, public catering unit, public catering service, public catering units classification, service process in public catering, method of services, form of services.

Oberemko V.V., Assistant, Chair of Economics, Belgorod University of Cooperation, Economics and Law

Competition as Trading Organization Functioning Environment: Essence, Types, Functions. P. 404-409.

The paper studies the essence of competition, its importance and role for the efficient functioning of a trading organization; provides interpretations of the term *competition* by different authors and main approaches to the definition of competition; discloses its main functions.

Key words: competition, types of competition, competition functions.

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

Consumers' Trade Services Provision Quality Assessment. P. 410-416.

The paper provides the technique of the comprehensive assessment of trade services to the population in retail trade units according to two directions, which make it possible to assess the quality of trade services provided to the population by the employees of the retail trade unit.

Key words: consumers' trade services provision quality assessment, consumers' loyalty, retail trade units.

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Theoretical Aspects of Organization's Price Policy Systemic Study. P. 417-423.

The paper dwells on the theoretical aspects of the systemic study of organization's price policy; studies the notions of price policy and firm's strategy, actors influencing the selection of price policy; describes the stages of price policy development and provides different points of view on the types of price strategies.

Key words: price, price policy, price policy development mechanisms, "decision tree", price strategy.

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Consumer Cooperation Organizations Employees' Working Life Quality Assessment. P. 424-433.

The paper studies the essence and components of the working life quality of employees; provides the results of the said assessment on the basis of the survey of consumer cooperation organizations' employees at Belgorod Regional Union of Consumer Cooperatives with the view of determining the level of labor socialization efficiency of organization's employees.

Key words: labor socialization, labor satisfaction, labor life quality, needs, value orientations, employees' labor activity motives.

Kuzminova Y.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Organizational and Information Assurance of Marketing Communications Complex at Organizations. P. 434-440.

The paper substantiates the notions of marketing communications, and marketing communications complex; states the necessity of using the main composition of marketing communications complex at organizations; reflects the influence of information assurance on the efficient application of marketing communications at organizations.

Key words: marketing communications complex, marketing communications, marketing mix, information assurance.

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Attributive Components of Consumer Cooperation Organizations' Client Orientation. P. 441-444.

The paper reflects client oriented approach; provides the concept of client orientation in the interpretation of different authors; states the necessity of applying the said approach in consumer cooperation organizations and studies the main attributive components of a client oriented approach, which the most significantly influence the loyalty and preferences of clients.

Key words: client orientation, client oriented approach, attributive components, competitiveness.

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On the Development of Object and Subject Approach to the Study of Households' Economy. P. 445-450.

The development of the labor economy theory is accompanied by the emergence of new approaches in it, explaining the essence, nature of the formation of social and labor relations in different layers of the society and the specificity of the behavior of its subjects. The paper discloses the main notions of the subject and object approach to the study of households' economy, representing an important sector of modern economic system; describes the specificity of the development of households' economic relations in the triad *needs – property – economic interests*.

Key words: household, subject and object approach, property, needs, economic interests.

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Pyatova E.Y., Post-Graduate Student, Novosibirsky State University of Economics and Management

Modern Methodical Approaches to the Company's Communication Budget Formation. P. 451-454.

In the modern conditions of the growing competitiveness in the commodity and services markets communication complex is the leading systemic tool, ensuring company's

competitiveness. The paper generalizes modern approaches and provides characteristics of the main methods for determining the structure and the volume of the communication budget in order to improve the efficiency of the company's commercial activities in the conditions of competitive market sphere.

Key words: communication market, managerial decisions, communication complex, communication budget, strategy.

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Factors and Elements of Region's Management System Influencing its Functioning (Belgorod Region as a case study). P. 455-459.

The paper studies express assessment of factors and elements of Belgorod Region management system; states that the said region possesses sufficient potential in order to produce material wealth ensuring decent standards of living for the population. But the said potential in itself cannot ensure the required results as it has to be given an impetus, has to be brought into reasonable interaction of its components.

Key words: region's management system, regional projects and programs, study.

Ursu I.V., Scientific Degree Applicant, Belgorod V.G. Shukhov State Technological University

Progressive Innovative Development as Invariant Type of Russian Economy Development. P. 460-464.

The paper discloses the essence of such concepts as *innovative development, development, progress, regress, progressive development and regressive development*; singles out three types of innovative development; suggests the author's interpretations of the following concepts: *development, progressive development, regressive development, innovative development, progressive innovative development and regressive innovative development*; provides and studies a number of qualitative criteria, characterizing progressive innovative development; substantiates the necessity of conducting progressive innovative development.

Key words: innovative development, development, progress, regress, progressive development, regressive development, progressive innovative development, regressive innovative development.