

## SUMMARY

### URGENT PROBLEMS OF ECONOMY

*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*

#### **Application of Internet Marketing Tools for Promotion of Educational Services. P. 5-14.**

The paper substantiates the necessity of applying internet marketing tools for promotion of educational services; shows the possibilities of internet marketing in the system of higher professional education and the advantages of internet shop as a tool of the marketing policy of a higher school; provides the characteristics of communicative tools and internet marketing methods; shows the role of advertising and PR in the Internet.

Key words: internet marketing, educational services, internet shop.

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

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

#### **Shareholders' Aimerd Social Policy of Consumer Cooperation Organizations. P. 15-22.**

The paper studies the subjects of consumer cooperation organizations' social policy, their interests; provides the classification of shareholders, and directions of social policy realization influencing the shareholders.

Key words: consumer cooperation organizations' social policy, social policy subjects, shareholders' interests, types of shareholders' participation in consumer society, shareholders' classification.

*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*

#### **Modern Image of Science and Prospects of its Development. P. 23-31.**

The paper substantiates the definition of science, its goal, product, methodology and means of comprehension, ideals and values; alongside with this the paper provides characteristics of science as a social institution and the process of comprehension and discloses the prospects of its development.

Key words: image of science, goal and product of scientific activities, inter subjectivity, rationality style, objectivity, social value, language of science, universality, mathematization.

*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 Technology of Information Protection, Belgorod University of Cooperation, Economics and Law*

#### **Psychological Compatibility and Workability in Primary Work Collective. P. 32-39.**

The paper studies the peculiarities of social and inborn properties of the personality influencing psychological compatibility and workability of the members of primary work collective; suggests practical recommendations on the application of the concept of dynamic functional structure of the personality according to K. Platonov while building able-bodied collective.

Key words: primary work collective, psychological compatibility, formal micro group, small group, temperament, type of higher neural activity.

*Fomina V.P., Ph.D. in Economics, Professor, Head of the Chair of State and Municipal Management, V.S. Chernomyrdin Moscow State Open University*

#### **Company's Economic Strategy Development. P. 40-42.**

The paper dwells on the questions of economic strategy selection; provides the definition of the concept of priorities in industrial policy; studies the factors of external and internal environment, determining the economic strategy of a company.

Key words: economic strategy, competition, priorities in industrial policy, external and internal factor of economic strategy development.

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

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

**Organization's Market Sustainability: Essence, Structure, Formation Factors. P. 43-47.**

The paper discloses the concepts of sustainability, sustainable development, organization's market sustainability; studies the structure of market sustainability; conditions for its achievement, mechanism of market sustainability management and factors influencing its formation.

Key words: sustainability, sustainable development, market sustainability, market sustainability structure.

*Saiedismail Musavi, Post-Graduate Student, Academy of Science, Republic of Tajikistan*

*Fakerov Kh.N., Ph.D. in Economics, Professor, Republic of Tajikistan*

**Role and Economic Importance of Cooperatives in the Economy of the Islamic Republic of Iran. P. 48-52.**

According to Article 44 of the Constitution of the Islamic Republic of Iran cooperation is an independent sector of its economy making an important contribution in the country's GDP. The paper provides the results of the author's analytical study of the development of the cooperative sector of the economy of the Islamic republic of Iran, split into two stages: pre-revolutionary till 1979 before the victory of Islamic revolution and post-revolutionary after 1979.

Key words: cooperation, cooperative sector, cooperative economy, types of cooperatives, gross domestic product (GDP).

*Syroizhko V.V., Ph.D. in Economics, Professor, Chair of Accounting, Audit and Finance, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Contents, Forms and Types of Economy Regulation. P. 53-66.**

The paper studies the essence of the economy regulation, its forms, spheres, types and kinds.

Key words: regulator, regulation, economic levers, economic tools, forms of regulation, spheres of regulation, types of regulation, kinds of regulation.

*Tyunyukova E.V., Ph.D. in Economics, Professor, Chair of Advertising, Sibirsky University of Consumer Cooperatives*

**Universal Approach to Organization's Marketing Communications Planning. P. 67-72.**

The paper studies the question of organization's marketing communications planning and filling communications strategy with different components with the assessment of the reliability of each of them and communication strategy as a whole.

Key words: marketing communications, planning, ranking, reliability.

*Goncharova A.V., Ph.D. in Economics, Professor, Chair of Marketing, Sibirsky University of Consumer Cooperatives*

**Advertising Influence on Consumers' Loyalty. P. 73-77.**

Consumers' loyalty is usually regarded as the adherence of the latter to a certain trade mark from the position of further purchases. The paper introduces a new notion *information loyalty*, formed with the help of advertising, which creates information and motivation field of a purchase

decision making. From the position of information loyalty it is possible to speak about the inclination to buy goods (services) of a certain trade mark, which can be quantitatively measured.

Key words: consumers' loyalty, consumers' classification by loyalty level, loyalty programs, further purchases, loyalty measurement methods, information loyalty.

*Minakova I.V., Ph.D. in Economics, Associate Professor, Head of the Chair of Customs Studies and Management, World Economy and Policy, South-Western State University*

*Zozulich M.F., Scientific Degree Applicant, Chair of Customs Studies and Management, World Economy and Policy, South-Western State University*

**Russian Economy Demonopolization Institutional Foundations. P. 78-82.**

The paper dwells on the evolution of Russian legislature on competition; defines a set of economic, administrative and legislative measures carried out by the state in order to ensure market competition and prevent excessive monopolization of the market threatening normal functioning of the market mechanism.

Key words: market, monopolization, antitrust regulation, competitive legislation.

*Chernenko V.A., Ph.D. in Economics, Professor, Head of the Chair of World Economy, International Relations and Tourism, St. Petersburg State University of Service and Economics*

*Fedorova S.V., Ph.D. in Economics, Associate Professor, Chair of World Economy, International Relations and Tourism, St. Petersburg State University of Service and Economics*

*Fedosov V.A., Ph.D. in Economics, Associate Professor, Chair of World Economy, International Relations and Tourism, St. Petersburg State University of Service and Economics*

**Investments in Tourist Sector of Economy. P. 83-88.**

The paper studies urgent questions of attracting investments in tourist industry and the role of the state in the creation of favorable investment climate in tourism.

Key words: investments, competitiveness of tourist sector, investment activities, investment projects, investment climate.

*Zaitseva O.P., Ph.D. in Economics, Professor, Chair of Audit, Sibirsky University of Consumer Cooperatives*

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

**Marketing Approach in Consumer Cooperation Organizations Goods Stock Analysis. P. 89-94.**

The paper substantiates the necessity of marketing approach in the study of goods stock; shows the differences of the authors' technique; singles out retail problems in consumer cooperation organizations and suggests the directions of its improvement on the basis of stock marketing analysis implementation.

Key words: retail, goods stock, marketing, marketing analysis.

*Yakimchuk S.V., Ph.D. in Economics, Associate Professor, Chair of Company Economy and Management (town utilities), Belgorod State University*

**Belgorod Social Model – Regional Socio-Economic Development Strategy. P. 95-103.**

The paper studies the directions for creation of conditions for sustainable economic development and development of social sphere, assurance of the population employment and elimination of poverty on the basis of the creation of favorable entrepreneurial and investment environment, effective application of raw materials supply, production, labor and intellectual potential of the region.

Key words: socio-economic situation, region, social model, population life quality.

*Fliginskikh T.N., Ph.D. in Economics, Professor, Chair of Finance and Credit, Belgorod State National Research University*

*Sycheva I.I., Post-Graduate Student, Belgorod State National Research University*

**Regional Housing Market Development Formation Factors. P. 104-111.**

The paper analyzes the dependence of the regional housing markets development on the demand and supply in the housing market, economic situation in the given region and state housing policy; stresses that the regional governance system should be based on the increase of the housing affordability.

Key words: regional economic system, affordability of housing, housing market, demand and supply in the housing market.

*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*

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

**Strategic Approach Towards Marketing Communications Management. P. 112-120.**

The paper substantiates the necessity of strategic approach application towards marketing communications; shows the hierarchy of the formation and realization of the strategy of consumer cooperation organizations development; suggests the mechanism of marketing communications management; defines the goals and stages of goods promotion and building communications with potential consumers in social networks.

Key words: marketing communications strategy, marketing communications management mechanism, communication policy, consumer cooperation organizations development strategy.

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

**Methodical Aspects of Organization's Competitive Potential Formation and Management. P. 121-129.**

The paper discloses the concept and content of organization's competitive potential; studies the problems of competitiveness of the economy subjects with special attention given to the questions of the formation of competitive strategy and tactics of the organization.

Key words: competition, organization's competitive potential, competitiveness, competitiveness indicators, strategy, tactics, business strategy indices.

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

**Study of the Structure of Cooperative Business, Its Sectoral and Regional Distribution. P. 130-140.**

Dynamics of the scales of cooperative business functioning expressed in volume indicators of the activity of its branches possesses vivid regional differentiation both in the volume of indicators and rates of their changes in some cases with opposite direction.

Due to this we think it necessary in order to improve the analysis of the economic functioning of consumer cooperation organizations to study the existing structure of cooperative business and its dynamics.

Key words: consumer cooperation, cooperative business, mechanism of functioning.

*Voronin Y.M., Ph.D. in Economics, Dean of the Department of Information Systems and Information protection, Associate Professor, Chair of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law*

**On the Question of the Internet Advertising Development Strategy. P. 141-148.**

For successful promotion of goods and services in the conditions of severe competition organizations alongside with the corporate strategy of development have to work out marketing and advertising strategies with the measures on carrying out advertising campaign in the Internet

becoming its inseparable component. The paper studies the peculiarity of the formation of the Internet advertising development strategy model for the advertiser.

Key words: model, strategy, Internet advertising, balanced system of indicators.

*Ukolova L.V., Ph.D. in Economics, Dean, Department of Post-Diploma Higher Professional Education, Associate Professor, Chair of Theory and History of Cooperative Movement, Belgorod University of Cooperation, Economics and Law*

**On the Improvement of the Analysis Technique of the factors of Socio-Economic Relations Formation and Realization Environment. P. 149-158.**

The paper substantiates the necessity of the improvement of the methodical set of tools for studying socio-economic relations and suggests the author's methodics of the analysis of the environmental factors of their formation and realization; provides the sequence of the technique development and discloses the content of its stages components.

Key words: socio-economic relations, methodological set of tools of the study, factors of the environment of the formation and realization of socio-economic relations.

*Naplyokova Y.A., Ph.D. in Economics, Associate Professor, Chair of Commercial Activities and Advertising, Belgorod University of Cooperation, Economics and Law*

**Multiformatness as a Factor of Improving the Efficiency of Retail Trade. P. 159-165.**

The sphere of retail trade at present is one of the most dynamically developing one; in the structure of retail trade turnover there occurs a gradual increase of the share of modern formats of trade and chains are changing over to multi formatness. The paper studies the trends in the development of retail trade, retail trade chains and the development of retail trade of consumer cooperation.

Key words: retail trade chain, retail trade chains of consumer cooperation, retail trade format, multiformatness.

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

**Interbudgetary Relations in Russia: Problems and Ways of Solution. P. 166-169.**

The paper studies the problems of interbudgetary relations in Russia with interaction of power organs of different levels; demonstrates peculiarities of the formation of the income part of the consolidated budget of the Belgorod Region; suggests the ways for the optimization of the formation of the different levels budgets and regulation of the financial aid volumes to the regions of Russia.

Key words: budgetary system, interbudgetary relations, own incomes of budgets, financial aid.

*Zalevskaya N.A., Ph.D. in Economics, Associate Professor, Chair of Accounting, Belgorod University of Cooperation, Economics and Law*

*Novoseltseva S.N., Ph.D. in Economics, Associate Professor, Chair of Accounting, Belgorod University of Cooperation, Economics and Law*

**Recording of Financial Results in Budget Institutions: Theoretical Aspects. P. 170-174.**

The paper reflects one of the most complex stages in budget recording: order of financial results recording. Transition procedure envisages transfer of all budget organizations, fulfilling and financed from the budget on the single chart of accounts and unified cases of accounting. The complexity of transition is in detailed analytical recording, which is envisaged by new cases on financial results recording.

Key words: financial results recording, income and spending of the budget, budgetary classification.

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

**Intellectual Property Market Business Activity Assessment Technique. P. 175-182.**

The paper studies methodical aspect of the assessment of intellectual property regional market condition; singles out its six stages, offers the system of indicators and assessment criteria of intellectual property regional markets business activity and the procedure of their calculation.

Key words: intellectual property, rating, business activity, assessment technique, indicators, criteria.

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

**Systematization of Chain Structures in the Trade of Territorial Consumer Market. P. 183-190.**

The paper singles out and studies chain structures in the consumer market of a territory, provides their characteristics and distinctive features; defines trade business chain taking into account the processes of quasi integration and chain integration; makes an attempt to systemize chain structures in trade on the basis of the model of three multitudes.

Key words: integration, quasi integration, chain integration, classical trade chains, trade chains based on franchising, voluntary trade chains, cooperative trade chains, trade business chains, trade, consumer market, territory.

*Khryuchkina E.A., Ph.D. in Economics, Associate Professor, Deputy Director for Academic Affairs and Research, Lipetsk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Consumer Cooperation Organizations' Economic Potential Development Directions. P. 191-196.**

An important component of consumer cooperation organizations' economic potential development as an objective of its component is the environment, which influence leads to changes of their quantitative and qualitative parameters. The paper provides some results of research and dwells on the directions of the development of consumer cooperation organizations' economic potential.

Key words: economic potential, consumer cooperation, diversification, intensification.

*Barsukova O.N., Senior Lecturer, Chair of Humanities and General Studies, Tyumen State University*

*Buyalskaya A.K., Ph.D. in Economics, Associate Professor, Chair of Marketing and Advertising, Sibirsky University of Consumer Cooperatives*

**Tourist Potential Marketing Assessment (Tobolsk city Tourist Center as a case study). P. 197-204.**

The paper suggests the technique of territory's tourist potential assessment, which would make it possible to carry out the diagnostics of the potential level; determine the most difficult factors of the said potential; work out goals for their improvement and control the process of the said improvement; compare with similar tourist regions.

Key words: tourist potential, tourist resource, tourist potential determinants, tourist potential determinants factorial structure.

*Gulko A.A., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod State national Research University*

*Chorba V.P., Chief Client Manager, Corporate Business Department, Belgorod Affiliate, JSC Uralsib*

**Capital Management in the Conditions of the Banking Sector Development Model Transformation in the Russian Federation. P. 205-211.**

The paper studies the problems of banking capital management taking into account the development of international regulatory approaches to the measurement of capital and its

standards; substantiates the necessity of reaching the level of capitalization corresponding to the goals of improving the competitiveness and efficiency of banking business as one of the main characteristics of the intensive model of the Russian Federation banking sector development.

Key words: banking industry, capital management, capitalization, capital adequacy, capital standards, basel-2, basel-3, internal procedures of the capital sufficiency assessment, basic capital, conservation buffer.

*Zhuk L.S., Ph.D. in Economics, Associate Professor, Chair of Economic Disciplines, Rostov Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Role of Credit Cooperation in Financing Agrarian Sector of the Economy. P. 212-216.**

The paper analyzes the aspect of agrarian sector development strategy, which includes problems of development, financing, crediting, problems of participation of rural credit cooperatives in the development of small businesses with the view of increasing the competitiveness of Russian agricultural produce.

Key words: agriculture, crediting, small business, credit cooperatives, banks, legislature.

*Grechushkin V.A., Ph.D. in Pedagogics, Associate Professor, Chair of Economics and Management, Lipetsk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Investment Activity as One of the Main Factors of Economic Growth (Lipetsk Region as a case study). P. 217-222.**

The problem of investment activity is one of the main ones while developing the policy aimed at securing stable economic growth of the region. At present state interference in investing in primary branches and infrastructure is very important, where the main part belongs to a natural monopoly. The problem of attracting investments capable of producing a powerful impetus to the development of organization is of great concern for the majority of entrepreneurs as investments are necessary for all and only a few get them.

Key words: economic growth, investment activity, investment policy, economy, business projects, companies, development.

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

**Company's Intellectual Property Management Concept. P. 223-229.**

The paper offers the author's interpretation of the conceptual foundations of intellectual property management; provides characteristics of the object, goals, composing blocks of the management system, management process, and types of accepted decisions.

Key words: intellectual property, intellectual capital, management, system, system's element, process, goal, decision.

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*Voronkov A.V., Ph.D. in Economics, Associate Professor, Chair of Commercial Activities and Advertising, Belgorod University of Cooperation, Economics and Law*

**Marketing and Managerial Aspects of Commercial Activities in Retail Trade. P. 230-234.**

The paper studies the questions of organizational and managerial interaction of the elements of marketing and commercial activities in retail trade; questions of information assurance of commercial activities through the application of marketing set of tools; interconnection of the functions of commerce and marketing in retail trade.

Key words: marketing, commerce, managerial influence, retail trade.

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

**Mortgage Credit: Concept, Types, Classification. P. 235-240.**

The paper dwells on the concept of mortgage and mortgage credit and provides the authors' classification of mortgage credit.

Key words: mortgage, mortgage credit, mortgage crediting, classification of mortgage crediting.

*Zhukovina O.A., Senior Lecturer, Professor, Chair of Accounting, Belgorod University of Cooperation, Economics and Law*

*Zubova N.G., Senior Lecturer, Professor, Chair of Accounting, Belgorod University of Cooperation, Economics and Law*

**Electronic Documentation Turnover, its Purpose and Implementation Problems. P. 241-246.**

At present the growing number of businesses are changing over to the electronic documentation turnover, which considerably saves time, improves the reaction of the leadership and makes it possible to keep the confidentiality of the information.

The paper studies theoretical aspects of electronic documentation turnover and discloses problems of its implementation in accounting.

Key words: document, electronic document, electronic documentation turnover, electronic signature.

*Lutsenko Y.N., Ph.D. in Economics, Senior Lecturer, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law*

**Analysis of Tourist Business Market Trends Development in Russia. P. 247-253.**

The paper studies market trends in the development of tourist business; analyzes the dynamics of indicators for foreign citizens entering Russia by the purpose of their arrival; departure of Russian citizens to foreign countries; provides the results of the vacancies bank analysis.

Key words: tourism, trends in the development of tourism.

*Kapishnikov A.Y., Ph.D. in Economics, Senior Lecturer, Chair of Consumer Cooperation Economy, Novosibirsky State University of Economics and Management*

**Place and Role of Credit Cooperatives in the Economy. P. 254-258.**

The paper studies the place and role of credit cooperatives in the economy; proves the efficiency of the creation of favorable and adequate conditions for the activity of credit cooperatives; shows that institutionalization of credit cooperatives in cooperative sector increases the potential and input of cooperatives in social and economic development of the society.

Key words: credit cooperatives, sustainability, economy, development, potential.

*Petrachkova Y.L., Ph.D. in Science, Assistant, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Development of Services Sphere in the System of Consumer Cooperation. P. 259-262.**

The paper studies the development of the services sphere in consumer cooperation system in Lgov District of Kursk Region; analyzes the modern situation and main problems in the regional services sphere; defines the role of the said sphere in the economy of the region.

Key words: services, paid services, cooperative organizations.

*Aleksandrov V.V., Ph.D. in Science, Senior Lecturer, Chair of Organization and Technology of Information Protection, Belgorod University of Cooperation, Economics and Law*

*Ponomarenko S.A., Senior Lecturer, Chair of Organization and Technology of Information Protection, Belgorod University of Cooperation, Economics and Law*



*Kovaleva E.V., Assistant, Chair of Organization and Technology of Information Protection, Belgorod University of Cooperation, Economics and Law*

**Main Approaches to the Risk Level Assessment in Information Safety Sphere. P. 263-266.**

The paper studies the methods of information safety risks assessment; provides the results of organization's risks assessment obtained with Russian methodics Grif.

Key words: information safety, risks analysis, risks assessment methodics.

*Zubova N.G., Senior Lecturer, Chair of Accounting, Belgorod University of Cooperation, Economics and Law*

*Fedotova T.V., Assistant, Chair of Accounting, Belgorod University of Cooperation, Economics and Law*

**Peculiarities of Recording in Accounting Separate Transactions of a Commercial Bank. P. 267-270.**

The paper dwells on the peculiarities of accounting of transactions with precious metals, including with memorial coins.

Key words: precious metals, memorial coins, collectible coins "proof", "proof-like", brilliant-uncirculated, accounting in credit organizations, analytical and synthetic accounting.

*Vasilchenko T.Z., Senior Lecturer, Chair of Social Work and Psychology, Belgorod University of Cooperation, Economics and Law*

**Main Directions of Conducting Marketing Research. P. 271-277.**

The paper substantiates the necessity of revealing main directions of marketing research in the conditions of globalization and growing competition; describes the stages in the development of technologies and directions of marketing research.

Key words: marketing research, directions of research, object, market, research.

*Ozhog S.V., Senior Lecturer, Chair of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law*

**Mathematical Methods in Theory and Modern Practice of Assessment. P. 278-283.**

The paper studies mathematical methods of a company value assessment applied in modern practice with a special attention given to the method of discounted cash flows and price formation models options.

Key words: company value assessment, object market value, revenue approach, cost approach, comparative approach, options, real assets.

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

**Price Stimulation of Sales in Self-Service Shops of Consumer Cooperation. P. 284-286.**

The paper dwells on the measures of stimulating sales and their application in self-service shops of consumer cooperation.

Key words: price stimulation means, self-service shops, shareholders of consumer cooperatives.

*Koshutin M.A., Assistant, Chair of Management, Vologda Affiliate, International Academy of Business and New Technologies*

**Some Questions on Improving Water Transport Organization Efficiency in the Region. P. 287-291.**

The paper studies economic approaches to the improvement of water transport organization efficiency in the region with the detailed analysis of the problems of the said organization in Vologda Region.

Key words: efficiency, organization, water transport, tourism, region.

*Kuzina L.A., Post-Graduate Student, State University of Russian Ministry of Finance*

**Stimulating Innovative Activities in Food Industry: Theory and Practice. P. 292-299.**

The paper studies the issues related to stimulating innovations in food industry; the author provides the definition of innovations stimulation, suggests the classification of stimuli to innovations; analyzes innovative activities of food companies in Vladimir Region, provides reasons of low innovative activities and suggests measures on stimulating innovations in the given industry.

Key words: innovations, stimulation, competitiveness, food security, food industry.

*Sulyagina E.A., Head of the Department of Supervision and Control in the Sphere of Population Employment, Federal Agency of Labor and Employment*

**State Social Policy in the Field of Employment Promotion in the Conditions of Modern Developing Russia (Results, Legal Aspects of Further Development). P. 300-305.**

A new edition of the Law of the Russian Federation as of April 19, 1991 #1032-1 *On the Employment of the Population of the Russian Federation* entered in force since January 1, 2012, in accordance with which the subjects of the Russian Federation are provided with a considerable list of their own powers. The paper provides some results of the activities of the State Agency of Population Employment in 2011 and studies the prospects of its development.

Key words: state agency of employment, transfer of powers, changes in the law of on the employment of the population of the Russian Federation.

*Zayats E.Y., Assistant, Chair of Economics, Sibirsky University of Consumer Cooperatives*

**Innovations Scheme in the System of Organizational Management of Everyday Services Companies. P. 306-314.**

The paper studies the scheme of innovations in the system of organizational management at the everyday services companies. All possible directions of the improvement of the activities of beauty parlors are inseparably connected with the rationalization of the management organizational structure.

Key words: everyday services, everyday services quality, management structure, everyday services consumer, activity efficiency.

*Zhirova M.B., Assistant, Chair of Finance and Credit, Belgorod State National Research University*

**Organizational and Economic Methods of Diversification of Cultural and Recreation Sphere (Belgorod Region as a case study). P. 315-320.**

The paper analyzes some aspects of organizational and economic methods of diversification in cultural and recreation sphere in Belgorod Region (restructuring of the types of recreational institutions, main directions of the activities of rural recreational institutions, approbation of innovative forms and methods of activities).

Key words: diversification, research, recreational and cultural institutions, organizational and economic models, cultural capital, cultural services, innovative forms.

*Knyazeva N.N., Senior Lecturer, Chair of Goods Study and Technologies, Lipetsk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Improvement of Infrastructure and Distribution Channels in the Grain Market. P. 321-325.**

The paper studies the importance of infrastructure in the development of grain market in Lipetsk Region and in the country in general.

Key words: infrastructure, grain market, distribution channels, spot and futures trade, exports, grain balance, biofuel.

*Vinogradova N.I., Assistant, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Commodity Stock Volume as a Factor Forming Activities and Deployment of Retail Trade Units. P. 326-329.**

The paper studies the character of dependence between the number of functioning shops and the volume of commodity stocks in Kursk Regional Union of Consumer Cooperatives in 2010; provides the results of correlation and regression analysis of the dependence of the number of existing shops on the volume of commodity stocks.

Key words: retail trade, trade unit, demand, commodity stocks.

*Snitko O.A., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*  
**Company's Resource Management System Formation. P. 330-334.**

The paper substantiates the importance of company's resources management; discloses the problems of management in modern conditions; provides the basics of resource concept; substantiates the necessity of systemic approach application to the management and diagnostics of resources; formulates and clarifies the principles, goals and functions of systemic management.

Key words: resources, resource concept, resources management system, management principles, factors of formation.

*Tarasov A.S., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*  
**Goods Promotion and Marketing Communications. P. 335-341.**

The paper offers the algorithm of the formation of marketing communications; provides the characteristics and discloses the shortcomings of the existing methods of costs calculation for promotion; determines the factors, influencing the selection of the promotion methods and conditions ensuring efficient promotion of goods in the market.

Key words: marketing communications, communication budget, goods promotion, promotion methods.

*Matyukhin S.S., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

**Foreign Approaches to Businesses' Insolvency Assessment. P. 342-347.**

The paper studies the models and approaches of foreign economists to the assessment of insolvency and bankruptcy of businesses.

Key words: bankruptcy, discriminant analysis, insolvency, prognoses.

*Karpenko N.I., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

**Influence of Food Production Technological Process on Recording and Analytical Practice of Food Industry Companies. P. 348-354.**

The paper defines main tasks in costs management with the main attention given to the role of food industry in the total volume of industrial output; states the differences in the technological processes in food production; singles out common properties and differences in food production; suggests the scheme of technological stages for production of milk and dairy products.

Key words: production technological process, managerial decisions, food industry, company, technological specialization, recording and analytical process, functional self-cost, technological cycle, dairy industry, mass production.

*Nikonorova A.V., Post-Graduate Student, Chair of Marketing, All-Russia Correspondence Institute of Finances and Economy*

**Introduction of Innovative Process in the Activities of Distribution Sphere Companies. P. 355-358.**

The paper studies the influence of the innovative process on the activities of modern companies in the distribution sphere; analyzes the possibility of applying new technologies, introducing

innovations in the activities of companies; dwells on the process of adjustment of assortment policy in the changing conditions of external environment.

Key words: assortment policy, innovative process, continuous development, innovations, scientific and technological novelty, assortment policy management.

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**Practical Application of Multistandard Accounting Model. P. 359-368.**

The paper describes an approach to the application of multistandard accounting model (in more detail in issue 2-10110) on the basis of the popular with Russian companies platform 1C: Enterprise; describes the requirements to the organization of the main objects of accounting in the program – chart of accounts and case of accounting.

Key words: model of accounting, 1C, financial accounting, instrumental means.

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**Organization of Control Over Business Operations Fixed in Accounting Policies. P. 369-371.**

The paper dwells on the measures on organization of financial, economic and accounting internal control in the company; contains the description of the forms of control and periodicity of its application with the view of minimizing operational, tax and other types of risks.

Key words: accounting policies, internal control, risks minimization.

*Kosulina T.A., Post-Graduate Student, Chair of World Economy, Southern Institute of Management*

**Intellectual Economic Integration Analysis Methodics. P. 372-379.**

The paper suggests the author's methodics for the assessment of international economic integration process, which is based on the study of five groups of indicators: economy openness, integration process development, economic and innovative development, involvement in world economy, economic security and regional solvency. The suggested methodics could find its application in the monitoring of the development of the processes of the existing world economic groups.

Key words: methodics, economy openness, regional integration, mutual complementarity of economies, joint entrepreneurship, economies' specialization, innovative activities, international competitiveness, solvency, economic security.

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**Problems of Planning at Manufacturing Companies. P. 380-385.**

The paper studies the priority problems of planning at manufacturing companies of the country; dwells on the reasons of such problems, ways of their solution and the results, which the company could achieve with optimal planning.

Key words: planning, manufacturing company, problems of planning, reasons of the problems, solution of planning problems, company's top management.

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**Venture Funding as a Necessary Factor of the Regional Economy Innovative Sector Development. P. 386-390.**

The paper dwells on the problem of the financial assurance of early stage hi-tech companies and on the mechanisms to stimulate the development of venture industry at the regional level.

Key words: innovative project, regional innovative system, venture capital, venture funding mechanism.

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**Reasons hampering Development of Small Innovative Companies in Russia. P. 391-395.**

The paper analyzes the current situation in the state regulation of small innovative business; defines the main reasons hampering the development of small innovative companies in Russia.

Key words: innovation, state policy, basic law, infrastructure, funding, administrative barriers.

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**Innovative Development of Belgorod Region on the Basis of Foresight Technology. P. 396-399.**

The paper studies the priority power sector of the technological development of the Belgorod Region on the basis of the alternative sources of energy; points out the peculiarities of the practical implementation of the said type of energy on the territory of the region.

Key words: strategy, alternative sources of energy, Foresight technology.

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**Optimal Personnel Salary of City-Forming Enterprises on the Basis of Net Profits Distribution. P. 400-404.**

The paper studies the possibility of salary optimization ensuring its highest level while maintaining strong economic activity of a city-forming company on the basis of following the proportion of golden section in the distribution of net income.

Key words: salary, city-forming enterprise, income, personnel, golden section.

**FOREIGN EXPERIENCE**

*Hagen Henry, Director of Research, Doctor of Law, Adjunct-Professor, Ruralia Institute, University of Helsinki, Finland*

**Basics and New Features of Cooperative Law – the Case of Public International Cooperative Law and the Harmonisation of Cooperative Laws. P. 405-419.**

International Labor Organization (ILO) pays constant attention to the development of cooperative movement, considering cooperatives an important institution, which provides for the sustainable development of the society. The paper provides the overview of ILO Recommendation 193 and substantiates its importance for the development of public international cooperative law.

Key words: International Labor Organization, cooperatives, public international cooperative law.