

SUMMARY

URGENT PROBLEMS OF ECONOMY

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

Efficient Motivation System Development Factors at a Company. P. 5-9.

The paper considers efficient company management as a number of subsystems of coordination and distribution of resources in the chain of business processes; defines the efficient personnel motivation; dwells on the bonus plan as a tool of the motivation system, aimed at increasing company's market value.

Key words: motivation factors, bonus plan, company's market value, motivation regulators, motivators, economic added value.

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

Mozgovaya Y.A., Ph.D. in Economics, Associate Professor, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law

Explication of the Notion *Target* in Modern Managerial Discourse. P. 10-14.

The paper defines the status of the category *goal* in the theory of management; pays attention at the reasonability as a general characteristics of the functioning of complex organizational and economic systems.

Key words: goal, reasonable activity, program and target management, target management, goal-setting.

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

Results and Prospects for Building of Town Segment *Belgorod Intellectual and Innovative System (BIIS)*. P. 15-22.

The paper studies the results of the realization of goals and objects for the construction of the town segment of BIIS; reveals the goals of innovative transformations and their sphere in town (health care and education, engineering infrastructure and transport logistics, culture and youth policy, building industry and tourism, ecology and development of public self-governance) and the main directions for the development of the socio-economic system *City of Belgorod*.

Key words: innovative development, intellectual and innovative system, innovative infrastructure, institutional designing.

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

Tolstikov V.A., Ph.D. in Philosophy, Associate Professor, Chair of Humanitarian and Socio-Economic Sciences, Belgorod University of Cooperation, Economics and Law

Philosophical Meaning of Socio-Economic Interrelations of Church and State. P. 23-29.

The paper on the materials of economic relations of church and state attempts to analyze the process of emergence, development and transformation of the institution of the orthodox church in Russian state. The authors come to the conclusion on the regularity of economic convergence and interaction of the church with state structures, which became the foundation not only for the formation of the concept of the Russian Orthodox Church, but opened up prospects for its worldview and moral influence on economic processes.

Key words: economy of the church, social concept of Russian Orthodox Church, moral principles and rules of business, church property, secularization.

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Yaseneva S.N., Senior Lecturer, Chair of Humanitarian and Socio-Economic Sciences, Belgorod University of Cooperation, Economics and Law

Economic Aspects of Adult Education. P. 30-37.

The paper studies the problems of adult education as a component of continuous education with special attention given to its economic aspects, which make it possible to determine its effectiveness and development trends.

Key words: continuous education, education through life, adult education, additional education, human capital, expenses, costs, family expenses, investments.

Solovieva L.V., Ph.D. in Economics, Professor, Chair of Humanities, and Socio-Economic Sciences, Belgorod University of Cooperation, Economics and Law

Standard of Living as a Basis Category of Family Economy. P. 38-43.

The paper discloses socio-economic peculiarities of modern family. Standard of living of the population and its quality are basis categories of family economy. In the family economy economic relations are closely interconnected with social, psychological and moral motivations.

Key words: family, family economy, standard of living, quality of living, standard of living indicators, quality of living indicators.

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Kurlykina T.A., Senior Lecturer, Chair of Economic Analysis and Audit, Belgorod University of Cooperation, Economics and Law

Theoretical and Methodological Aspects of Budgetary Management of Consumer Cooperation System Organizations. P. 44-55.

The paper states the urgency of the implementation of the budgetary management mechanism in the activities of consumer cooperation organizations in modern market conditions; reveals the technique of the budgeting system development as well of the prognosis of separate indicators of activity of consumer cooperation organizations according to multifunctional character of their activities.

Key words: budget, plan, budgeting, budgetary management, management system activity, budgeting functions, general budget, operational budget, cash flow budget.

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

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

Labor Resources Migration Influence on Economic Security. P. 56-61.

Globalization of world economy provides for the flow of goods, raw, energy, intellectual and labor resources between states located on different continents; due to this the paper pays special attention to the peculiarities of the migration process in Russia and its influence on economic security.

Key words: labor resources, migration, national security, economic security.

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

Kovaleva T.N., Associate Professor, Chair of Accounting and Audit, V.G. Shukhov Belgorod State Technological University

Efimova I.N., Scientific Degree Applicant, Belgorod University of Cooperation, Economics and Law

Analysis and Assessment of Russian Organizations' Financial Investments. P. 62-68.

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.

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

Sasin V.S., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Crises Typology and its Influence on Organization's Economic Situation. P. 69-76.

The paper dwells on the problem of economic and other types of crises at macro and micro levels. Economic crises reflect sharp contradictions in the economy of a country or economic situation at a separate company, firm. Organization's economic crisis reflects its grave financial situation, characterized by unsatisfactory values of a number of indicators; among the first indicators is a negative financial result, decrease in the profit rate or rapid fall in the volume of profit by periods. Organization's crisis financial situation requires untraditional measures, application in the management of methods and approaches, which significantly differ from those used in the management in ordinary stable conditions.

Key words: crisis, anti-crisis management, types of crises, classification of crises, crisis situation.

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

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

Methodical Aspect of Consumer Cooperatives Competitiveness Assessment. P. 77-84.

The paper substantiates the necessity of the improvement of consumer cooperatives assessment methodology improvement. On the basis of the revealed positive and negative sides of the existing methods of the assessment the authors suggest their own methodics.

Key words: competitiveness, competitiveness assessment methods, consumer cooperation organizations, matrix method, integrated assessment of competitiveness.

Trofimova.. V.A., Ph.D. in Economics, Professor, Vice-Rector, Cooperative and Trade University of Moldova

National and International Experience of the Graduate School Management: Cooperative Education in the Light of Modern Trends of Human Capital Formation. P. 85-91.

The society of knowledge has become a reality. Knowledge/information as process is becoming a permanent need and condition for accelerated and sustainable development. The said reality also embraces the trend of prolonged periods of professional training, characteristic of all countries, regardless of the level of development of each of them. The cooperative system is not an exception. Thus, today one of the priorities in the development of the international cooperative movement is expressed by the principle *education, training and information*. The aim of the study is to identify how cooperative education integrates in modern educational trends.

Key words: cooperation, education, high school, management, labor market, employment, human capital.

Nagapetiants R.N., Ph.D. in Economics, Associate Professor, Senior Vice-President, AFK System

Company Promotion Ways in the Internet. P. 92-98.

The paper dwells on the modern situation in the Internet marketing as one of the means of promoting companies in the Net; reveals the ways of promotion and methods of the assessment of the Internet advertising efficiency on the trade mark promotion.

Key words: Internet advertisement, competitive environment, Internet sales, efficiency.

Bautin V.M., Ph.D. in Economics, Professor, Chair of Management, Production Organization and Branch Economy, Voronezh University of Engineering Technologies

Family Economy: Essence, Research Aspects, Characteristics. P. 99-103.

In the economic system of Russian society family economy possesses a special place, predetermined by the specificity of its formation, functioning and development. The paper reveals the essence of family economy, specifies socio-demographic, socio-psychological, socio-economic and functional and behavioral aspects of its research.

Key words: family economy, household, analysis levels, research aspects, family economy characteristics.

Itsenkov O.O., Ph.D. in Economics, Associate Professor, Chair of Management, Sibirsky University of Consumer Cooperatives

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Consumer Cooperatives Development prospects in the Republic of Altai in the Conditions of the Creation of Economic Zone for Tourism and Recreation. P. 104-112.

The paper assesses the current state of consumer cooperatives in the region in the conditions of special economic zone for tourism and recreation; discloses main factors to increase its efficiency; provides factor analysis of retail turnover and labor productivity; provides prognosis of retail turnover for future through the application of economic and statistical methods.

Key words: regional peculiarities of services sphere functioning, consumer cooperatives resource potential assessment, efficiency improvement factors, goods turnover prognosis through economic and statistical methods, innovations in trade, cluster approach to the organization of the regional consumer cooperation system.

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Labor Motivation Influence on the Stimulating Function of Wages. P. 113-121.

The paper studies the main elements of labor motivation from the point of view or personal maturity of an employee, depending on concrete conditions, goals and needs of the person; influence of socio-psychological and organizational and economic nature of motivation on the selection of material and non-material forms of labor remuneration stimulation.

Key words: labor activities, personal needs, process and structure of motivation, motivation efficiency, functions, principles and forms of labor stimulation.

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Socio-Economic Prerequisites of Russian Business Emergence in the 1990s. P. 122-127.

The paper analyzes the reasons for the emergence of Russian entrepreneurship in the 1990s, peculiarities of the development of the social layer of entrepreneurs.

Key words: Russian entrepreneurship, socio-economic development, capital, private property, profit.

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Peculiarities of Internal Control of Sales and Settlements Processes in Organization. P. 128-134.

The paper discloses the concept and role of internal control of the situation in sales and settlements in organization; dwells on the main objectives and elements of internal control system with the special attention paid to the control procedures within sales business process.

Key words: internal control, accounting system, internal control system, control environment, control procedures, sales business process.

Zimakova L.A., Ph.D. in Economics, Associate Professor, Chair of Accounting and Audit, Belgorod State University

Tax Accounting Organization Improvement on the Basis of Modern Information Systems Application. P. 135-140.

The paper studies the formation of integrated accounting system on the basis of multi-valued coding of accounts application and 30s of accounts for the accounting of the expenses on processes; suggests singling out of additional sub-accounts to reflect taxable and non-taxable expenses; develops registers of tax accounting allowing to calculate deferred tax liabilities and deferred tax assets.

Key words: financial accounting, accounts coding, integrated accounting system, registers of tax accounting.

Volkova I.A., Ph.D. in Agricultural Studies, Associate Professor, Chair of Management and Psychology, Tomsk Institute of Economy

Baranovsky A.I., Ph.D. in Economics, Professor, Chair of Economics and Marketing, Tomsk Institute of Economy

Resource and Target Adaptive Management of Agricultural Organizations. P. 141-148.

The paper provides a comparative analysis of management types and conceptual approaches to it. The analysis allowed to single out general indicators, which classify management of agricultural organizations as adaptive, resource and target one. The potential assessment is suggested to carry out on the basis of the systematization of the main resource factors according to the developed scheme of resource and target approach.

Key words: agricultural organization, adaptive management, resource potential, managerial decisions, resource and target approach.

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Development of Consultant Search and Selection Process Model and Development of Organizational Approval of Administrative Consulting Centers. P. 149-155.

Among important problems of Russian enterprises are inefficient managerial decisions, underdeveloped managerial structure, duplication of a number of functions in the organizational scheme of the entrepreneurial structure, not exact personal responsibility for the tasks performed by concrete executors. These are the reasons, which significantly reduce the efficiency of management. In the said situation there significantly grows the role of managerial consulting as one of the methods of management improvement. The paper dwells on the peculiarities of the development of the model of search and selection of consultant and the development of organizational approval of managerial consulting centers.

Key words: search and selection of consultant, development, centers, managerial consulting.

Ukolova L.V., Ph.D. in Economics, Associate Professor, Chair of Theory and History of Cooperative Movement

Main Provisions of the Concept of Socio-Labor Relations improvement in Consumer Cooperation Organizations. P. 156-165.

In recent years consumer cooperation organizations have been facing systemic problems of dual character: on the one hand, problems determined by the situation and dynamics of socio-labor relations and on the other hand, problems causing adequate difficulties in socio-economic relations themselves. Their joint manifestation testifies to the necessity of complex solution, which, in our opinion, is impossible without the development of new conceptual approach to the improvement of socio-labor relations and applied set of tools aimed at its application in consumer cooperation organizations.

Key words: socio-economic relations, consumer cooperation organizations, labor market, employees, social partnership.

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

Description of Basic Business Processes of a Manufacturing Company. P. 166-169.

The paper provides a description of basic business processes in a typical domestic manufacturing company. According to the authors, basic business processes of a manufacturing company can be regarded those, connected with the main activities, support activities and business processes of management.

Key words: business process, process oriented management, business processes management, main and support business processes.

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

Strategic Trend in Organization's Activity Planning Process. P. 170-175.

The paper studies the main elements of organization's activity planning process and strategically analyzes the organization's activity under the influence of internal and external factors.

Key words: planning, strategic analysis, business activity planning, estimates planning.

Marchevskaya I.V., Ph.D. in Philosophy, Associate Professor, Chair of Humanitarian and Socio-Economic Sciences,

Philosophy of Business. P. 176-179.

The paper substantiates philosophical and socio-economic interpretation of the problem of business, which is the fundamental economic category and reveals worldview values of human activities. The basis for the conceptual comprehension of the said problem are the viewpoints of Russian philosopher and economist S. Bulgakov.

Key words: philosophy of business, human activities, economism.

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Urgent Questions of Sales Expenses Analytical Accounting in Cooperative Trade. P. 180-183.

The paper studies the importance and problems in the organization of sales expenses accounting organization in consumer cooperation trading organizations taking into account the existing legislative and normative basis; suggests recommendations on the improvement of accounting nomenclature and registers of analytical accounting of expenses.

Key words: sales expenses, consumer cooperation, trading organizations, accounting, analytical accounting.

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

Insolvency and Bankruptcy of Companies in the Interpretation of Domestic and Foreign Researchers. P. 184-188.

The paper studies the concepts of insolvency and bankruptcy in the interpretations of different authors and reveals the difference in the understanding of the said terms.

Key words: bankruptcy, insolvency.

Ukolova L.V., Ph.D. in Economics, Associate Professor, Chair of Theory and History of Cooperative Movement

On the Peculiarities of the Formation and Realization of Socio-Labor Relations in Consumer Cooperation Organizations. P. 189-198.

Organizations of consumer cooperation are characterized by a certain specificity arising from their cooperative identity and belonging to not-for-profit organizations according to Article 116 of the Labor Code of the Russian Federation. This becomes an objective prerequisite for proving the existence of peculiarities specific for consumer cooperation organizations in all spheres of their functioning including the sphere of the formation and realization of socio-economic relations.

Key words: socio-economic relations, consumer cooperation organizations, labor market, employees, social partnership.

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Zhuravleva N.V., Ph.D. in Economics, Associate Professor, Chair of Economic Analysis and Audit, Belgorod University of Cooperation, Economics and Law

Region's Socio-Economic Development on the Basis of Cluster Technologies Application. P. 199-206.

The paper discloses the peculiarities of the formation and the mechanism of management of modern methodological and theoretical systems of the region's socio-economic development on the basis of cluster approach.

Key words: region, cluster, cluster approach efficiency, region's systemic economic development cluster management, competitiveness, cluster approach risks, infrastructural projects of cluster development, innovative and investment industrial policy of competitive advantages, cluster units formation problems.

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

Organization's Marketing Information System Creation. P. 207-211.

The paper studies marketing information system and the process of its evolution; provides the characteristics of its main components and shows the process of information flow in the marketing system.

Key words: marketing information system, marketing information, communication process, marketing decisions.

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

Commercialization of Intellectual Property as Subject of Option Theory. P. 212-215.

The paper substantiates the reasonability of real options value assessment in order to provide grounds for decisions on commercialization of intellectual property (IP); dwells on the analogies between fund and real options, which a patented IP object contains. The method is regarded as alternative to traditional approaches to IP assessment methodology.

Key words: intellectual property, commercialization, assessment, risk, investments, real option.

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

Application of Network Principle in Cooperative Trade. P. 216-220.

The paper dwells on the possibilities of network principle application in cooperative trade, centralization as a factor of the trade branch competitiveness improvement of the cooperative sector of Russian economy; analyzes the models of cooperative trade organization and suggests the innovative chain model of the cooperative trade organization in the Russian Federation.

Key words: cooperative enterprises, chain trade, competitiveness, organizational innovations.

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

Federal Target Programs as a Regional Policy Tool. P. 221-224.

The paper dwells on one of the tools of regional policy – federal target programs (FTP). The influence of macroeconomic level tools embraces all regions. The said tools are aimed at selective support of separate regions by different methods, including such as FTP, state support for large investment projects, creation of special economic zones (SEZ), which recently have widely spread in Russian practice of regional regulation.

Key words: regional policy, regional development programs, target oriented approach, target programs, federal target programs.

Derunova E.A., Ph.D. in Economics, Russian Academy of National Economy and Public Service under the President of the Russian Federation, Head of the Scientific and Methodological Support Training Programs of the National Information and Analytical Center of Personnel Training Monitoring for Research and Innovation

Formation and Development of Commercialization of Research Results in Agro-Industrial Complex. P. 225-231.

The paper studies the concept of the formation and development of the commercialization of innovations and research results in agro-industrial complex; analyzes and assesses research and personnel potential in agriculture, who directly participate in the process of the commercialization; substantiates the necessity of its qualitative and quantitative improvement.

Key words: commercialization of research results, agro-industrial complex, research and personnel potential of agriculture, foreign experience transfer, organizational and economic mechanism, state and private partnership.

Vasilieva L.P., Ph.D. in Economics, Associate Professor, Vologda Institute of Business

Factors Determining Condition and Development of Socio-Economic Processes Between Regions. P. 232-236.

The paper studies theoretical and practical problems of exchange processes between regions; reveals the factors influencing socio-economic processes; points out types of models of interregional socio-economic relations; assesses the said processes.

Key words: region, socio-economic processes, commodity imports, export production, migration processes, interregional exchange.

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Kadyrova Z.Kh., Ph.D. in Economics, Associate Professor, Vice-Rector for Foreign Ties, Tajik State University of Commerce

Development of the Personnel Potential of Higher Schools as Important Factor of Education Quality Improvement. P. 237-241.

The paper studies questions connected with the analysis of the personnel potential; provides the technique of the calculation of separate indicators characterizing the level of the availability of the academic staff in higher schools.

Key words: higher school, personnel potential, education quality, conceptual model, academic staff availability.

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

Modern Trends of International Tourism Development. P. 242-250.

The paper analyzes current situation and prospects of international tourism development; reveals the structure of the international tourism market; presents the shares of international arrivals in the frameworks of inflowing tourism from the main tourist directions by the regions; demonstrates predictable distribution of international tourist arrivals by the said regions.

Key words: international tourism, tourist market, tourist flows, incoming tourism, region, income from international tourism.

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

Theoretical and Methodical Aspects of Budgetary Process Development in the Russian Federation. P. 251-257.

The paper observes the stages of the evolutionary development of the budget essence and budgetary process; studies the existing theoretical and methodical approaches to the definition of the organization of the budgetary process in the Russian Federation.

Key words: budget, budgetary process, financial and budgetary policy, budgetary process management.

Chalova A.A., Ph.D. in Economics, Associate Professor, Dean, Department of Finance and Economics, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Improvement of Communication Set of Tools as an Important Factor of Communication Policy Efficiency Increase. P. 258-263.

The paper provides characteristics of communication means and tools; classification of marketing communications; defines factors determining the structure and choice of communication means and communication policy tools; principles and rules covering provision complex; suggests the algorithm of communication set of tools study.

Key words: marketing communications, communication means, communication policy tools, communication set of tools.

Maksimchuk E.V., Ph.D. in Economics, Associate Professor, Chair of Financial Management, V.G. Shukhov Belgorod State Technological University

Chikina E.D., Ph.D. in Economics, Associate Professor, Chair of Financial Management, V.G. Shukhov Belgorod State Technological University

Questions of Innovations Stimulation in State Development Structures and in Large Companies. P. 264-271.

The paper studies questions of state policy in the sphere of innovative development of Russian economy; enumerates main law enactments in the said sphere; analyzes institutions of innovations development created by the state; dwells on the directions according to which large state corporations and private companies develop innovative activities; points out advantages of different ways of innovations realization.

Key words: innovations, innovative development, state corporations, institutions of development.

Komarova A.V., Ph.D. in Economics, Associate Professor, Head of the Chair of Finance and Accounting, Lipetsk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Analysis of Town Target programs Realization Efficiency Assessment Technique. P. 272-277.

The paper dwells on the importance of infrastructure in the development of grain market in Lipetsk Oblast and in the country in general.

Key words: infrastructure, grain market, distribution channels, spots and futures, grain yield, exports, biofuel, grain balance.

Chekunov A.S., Ph.D. in Economics, Rostov Regional Union of Consumer Cooperatives

IMF and WTO Regulation of International Economic Relations in Post-Crisis Period. P. 278-289.

The paper describes the activities the World Trade Organization and International Monetary Fund in the post-crisis period; main directions of their influence on international economic relations; improvement of the existing system of global economic regulation in order to ensure stability of the world economy.

Key words: WTO, developing countries, IMF, credit mechanism, international trade, technical assistance, regional trade agreements, external debt, financial resources.

Cherchaty A.I., Ph.D. in State Governance, Head of the Department of State Service, General Department of State Governance of Ukraine in Poltava Oblast

Snitko A.P., Ph.D. in Science, Associate Professor, Chair of Non-Food-Things Study, Belgorod University of Cooperation, Economics and Law

Perkun D.V., Y. Kondratyuk Poltava National University

State Governance of Regions in Ukraine: Problems and Prospects. P. 290-293.

The paper studies the main stages of state governance development of the regions in the independent Ukraine; defines the main ways of development urgent at a new stage of territorial organization of power restructuring.

Key words: state governance of regions, state regional policy, local self-governance.

Rassolov V.M., Director, Starooskolsky Technological Institute, (Affiliate), Moscow Institute of Steel and Alloys, Post-Graduate Student, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law

Methodological Aspect of Marketing Study Conducting. P. 294-298.

Diversity and multiplicity of methodological elements of scientific study conducting requires determination of their correlation and subordination among them. The paper provides the structuring of the elements of marketing study conducting methodology subdivided into three subsystems: general scientific foundations, theoretical foundations and applied set of tools.

Key words: methodology of research, marketing research, marketing research conducting methods.

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

Cluster Analysis for Ensuring Organization's Sustainable Development. P. 299-304.

The paper studies the main notions of development; reflects the importance of sustainable development; dwells on the necessity of carrying out of operational restructuring on the basis of innovations; characterizes cluster analysis and its usage do determine the directions of restructuring with the view of ensuring sustainable development.

Key words: cluster analysis, sustainable development, restructuring.

Zvyagina N.N., Senior Lecturer, Chair of Goods Expertise and Technological Studies, Lipetsk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Improvement of Infrastructure and Distribution Channels in Grain Market. P. 305-310.

The paper dwells on the importance of infrastructure in the development of grain market in Lipetsk Oblast and in the country in general.

Key words: infrastructure, grain market, distribution channels, spots and futures, grain yield, exports, biofuel, grain balance.

Shchelakova O.M. Senior Lecturer, Chair of Economics and Management, Lipetsk Institute of Cooperation (Affiliate), Belgorod University of Cooperation Economics and Law

Organization's Labor Potential Usage Improvement Ways. P. 311-314.

The study of the problem of the organization's labor potential usage efficiency is of great importance at modern stage of the development of economic relations. The analysis of the organization's labor potential is directly connected with motivation and stimulation of labor activity, planning of employees' business career, work with personnel reserves, their further training and qualifications improvement.

Key words: labor potential, improvement, organization, personnel, personnel policy, development, result.

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

Economic Essence and Classification of Trade Costs. P. 315-319.

The paper studies the essence of economic categories of *costs* and *expenses* taking into account the viewpoints of foreign and domestic economists.

Key words: costs, expenses, classification of costs, limited resources, economic categories.

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

Marketing Communications Management Mechanism Development. P. 320-325.

The paper reveals the role of marketing communications in the promotion of goods and services; provides the functions of marketing corresponding to the elements of marketing mix; defines the criteria of marketing communication model; suggests the mechanism of marketing communications management; reveals factors hampering marketing communications efficient management.

Key words: marketing communications management mechanism, means and tools of marketing communications, marketing functions, communication model.

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

Methodological Approach to the Development of an Official Site as an Effective Tool of a Higher School Marketing Activity in the Internet. P. 326-337.

The paper studies methodological approaches to the development of an official site of a higher educational institution; criteria of the world rating assessment of the said institutions sites; provides the author's definition of the official site; suggests recommendations on the development of the official information resource of a higher school based on the methodology of canonic designing and creation of automated systems and stages of sites development suggested by V.I. Uspensky.

Key words: higher school official site, Internet marketing in education, methodological approach.

Shatsky M.V., Post-Graduate Student, Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law

System of Innovative Activities Financing in Russia. P. 338-341.

The paper describes the conditions, determining the importance of the innovative scenario realization of the economy development. The main subject of the study are the forms of innovative activities financing, which are divided into two main groups: state and private investments.

Key words: innovations, financing, budget spending, bank credits, emission financing, venture financing, leasing, factoring, forfeiting.

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Anti-crisis Management of Economic Situation in Consumer Cooperation at Modern Stage. P. 342-345.

In modern conditions of market development and different crisis situations on the background of global economic crisis the notion *anti-crisis management* became the key one. Today the said notion became one of the most "popular" in Russian business life. The paper reveals the essence of such concepts as *anti-crisis management, crisis, aspects of crisis, crisis development phases*; substantiates the necessity of anti-crisis management application in consumer cooperation.

Key words: anti-crisis management, crisis, crisis aspects, crisis development phases.

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Situation and Trends in the Development of Agricultural Lands Market. P. 346-351.

The paper provides the results of the research in the field of the modern situation in the land market of the Russian Federation; reveals the main reasons for its problem condition and trends of its further development.

Key words: land market, agricultural plot of land, market price, types of deals with land.

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Residential Property Market in the city of Belgorod. P. 352-355.

The paper studies the residential market in the city of Belgorod and the dynamics of changes in home prices during last five years; determines the main prerequisites for the formation realty object value and its influence on the property market situation.

Key words: real estate, real estate market.

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Situation and Directions of Development of Resource Supplying Branches (Power and Water Supply) of Kaliningrad Oblast. P. 356-360.

Production and distribution of power, heating and water is the basis branches of the economy as they assure the needs of businesses and population in life-supporting resources and determine the possibility of sustainable functioning of the country's economy in general. At present power and water capacity consumption of GDP of the Russian Federation is significantly bigger than that in foreign developed countries. Development and implementation of the mechanisms of the efficient use of resources is an important goal at the state level.

Key words: life-supporting resources, reasonable utilization of resources, resources utilization efficiency, concept.

Mandrik N.Y., Post-Graduate Student, Kemerovo Institute (Affiliate), Russian State University of Trade and Economy

Practical Aspects of Introduction of Marketing Controlling at a Trade Company. P. 361-367.

The paper dwells on the problems of modern trading companies management and on the possibilities of their solution through the introduction of controlling; describes the functions of marketing controlling, its place in the company's organizational structure and defines indicators necessary for efficient work of specialists in the sphere of controlling.

Key words: marketing controlling, retail trade unit, market assessment, information assurance.

FOREIGN EXPERIENCE

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Modern Evolution of Cooperative Legislation. P. 368-388.

In the course of the recent years the process of the development of the public international cooperative law has significantly accelerated. It is connected with the development of the integration ties of national cooperative systems in all spheres of their interaction. The paper provides the author's point of view on the evolution of cooperative law; compares its similar and distinctive features in comparison with private company law and defines the directions for the development of cooperative law in accordance with the concept of sustainable development.

Key words: cooperative law, standardization and unification of laws, cooperatives, private companies, sustainable development.