

SUMMARY

URGENT PROBLEMS OF ECONOMY

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

Reengineering of Business Processes as Methodological Foundation of Trade Business Restructuring. P. 5-8.

The paper substantiates the necessity of reengineering application of business processes as the methodological foundation of trade business restructuring; defines the objective prerequisites of the restructuring; clarifies the understanding of business processes, singles out and substantiates the advantages, subject subsystems, conditions and rules of business processes reengineering and formulates the expected results of its application while restructuring trade business.

Key words: trade business, restructuring, business processes reengineering.

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

Consumers' Segmentation as the Basis of Consumer Cooperation Organizations' Marketing Strategy. P. 9-18.

The paper studies the necessity of consumers' segmentation; segmentation features; provides characteristics of separate features of market segments; singles out the peculiar features of rural segments, served by consumer cooperation organizations.

Key words: marketing strategy, consumers, consumers' segmentation, segmentation features, consumer cooperation organizations.

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

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

Integrated Marketing Communications Usage Efficiency Assessment in Consumer Cooperation Organizations' Activities. P. 19-28.

The paper substantiates the necessity of using integrated marketing communications in the activities of consumer cooperation organizations; shows the goals of the communication program of businesses, principles of integrated marketing communications; provides the indicators of the effect assessment and model of the comparative efficiency of integrated marketing communications.

Key words: efficiency of marketing communications, integrated marketing communications, communication program, consumer cooperation organizations.

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

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

Development of Marketing Communications Program of Dealers' Car Selling Networks as an Important Factor of Their Activity Efficiency Improvement. P. 29-38.

The paper substantiates the necessity of marketing communications program development in order to improve the efficiency of functioning of dealers' car selling networks; provides comparative characteristics of the marketing communications elements while selling cars; shows the interconnection between marketing and communication goals of dealers' networks; defines the sequence of managerial decision making while developing marketing communications

programs; suggests the algorithm of marketing communications program development and shows the types and levels of its efficiency assessment.

Key words: marketing communications program, marketing communications elements.

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

Budgetary Method of Personnel Management of a Manufacturing Company. P. 39-42.

The paper regards budgeting as a mechanism to improve the efficiency of labor thanks to the application of economic levers and stimuli; substantiates the fact, that budgetary method of management ensures economic control over the process of labor, production, financial assurance and product distribution; studies the advantages of budgetary method of personnel management; defines its program actions; studies controlling as a logical structure of managerial procedures.

Key words: personnel labor efficiency, budgeting, controlling, managerial decisions, managerial procedures.

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

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

Goncharova A.N., Ph. D. in Economics, Associate Professor, Chair of Accounting, Rostov Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Modern Problems of Reputational Consulting Development in Management of Socio-Economic Systems: Prospective Ideas and Innovative Technologies. P. 43-48.

The paper discusses the problems of reputational consulting development in the context of innovative development of socio-economic systems; systemizes the principles of consulting activities and main parameters of consulting products; draws attention to the main directions of the reputational consulting.

Key words: consulting activities, reputation, reputational management, reputational consulting.

Prizhigalinskaya T.N., Ph.D. in Economics, Professor, Dean of the Correspondence Department, Belgorod University of Cooperation, Economics and Law

Strategic Aspects of Organization's Activity Efficiency Assessment. P. 49-52.

The paper dwells on the urgent problems of organizations' activity strategic management with the application of different methods and technologies of the efficiency assessment as a goal of management by results; suggests the classification of the types of efficiency, including types of strategic efficiency.

Key words: strategic management, efficiency of activity, assessment system, strategic and operational efficiency.

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

Socio-Economic and Functional Peculiarities of Modern Family in Russia. P. 53-57.

The paper discloses socio-economic status of modern Russian family; shows urgent problems of a family as a result of social and economic changes in the society.

Key words: family policy, migration, social orphanhood, family status, deviation, feminicentrism, egocentrism, nuclearization.

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

Ryndina Yu.A., Junior Researcher, Institute of the Problems of Economy and Cooperation, Belgorod University of Cooperation, Economics and Law

Organizational Model Creation Procedure for Labor Relations Regulation. P. 58-62.

The paper suggests the sequence of stages of standard procedure for organizational model creation as the basis for labor relations regulation and characterizes its stages.

Key words: labor relations regulation, standard procedure stages, organizational model.

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

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

Specificity of Professional Adjustment of Students Majoring in Economic Specialties. P. 63-66.

The paper studies the problem of professional adjustment of students majoring in economic specialties training of a professional cannot correspond to modern requirement provided that he/she mastered only knowledge and skills but lacks needs in creative comprehension and professional activities, hence the condition for qualitative training of a professional is the formation of the adaptive properties of the person, which are necessary in professional activities.

Key words: adjustment, student, professional adjustment, professional adjustment level, professional adjustment structure, professional activities, teaching methods.

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

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

Study of Marketing Communications Problems in Designing Sustainable Image of Businesses. P. 67-72.

The paper pays attention to the definition *marketing communications*; substantiates the importance of the efficient management of businesses image, which is to a great extent provides for the strengthening of their positions in the market; shows the link between marketing communications and formation of the businesses' image.

Key words: marketing communications, image, marketing messages.

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

Labor Motivation System Formation Mechanism of a Cooperative Organization's Employees. P. 73-80.

The paper suggests the mechanism of labor motivation formation of a cooperative organization's employees, based on the criterion of ensuring optimal ration between reimbursement and the result; substantiates the algorithm for the development of the motivation program and discloses the content of its stages.

Key words: labor motivation, labor motivation effectiveness, social structure of a cooperative organization, motivational programs, labor motivation system formation mechanism.

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

Gladyshev V.P. Post-Graduate Student, Chair of Economics, Belgorod University of Cooperation, Economics and Law

Marketing Factors in Costs Management. P. 81-85.

In the modern conditions there considerably increases theoretical and practical interest to marketing aspects in company management, including marketing influence on costs management, changes in its concept and content. The paper studies marketing aspects of company's costs management concept formation.

Key words: costs management, marketing, factors, costs, value chain, scale effect, strategic management, competition.

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

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

Marketing Decisions Making in Anti-Crisis Management of a Trading Organization. P. 86-91.

The paper is devoted to the problem of the marketing role increase in anti-crisis management of a trade organization. It defines the importance of marketing in the said management, suggests the algorithm of marketing measures undertaking in the anti-crisis management of the said organization; reveals the factors, which determine the peculiarities of marketing measures introduction in trade organization. Crisis financial situation in the company requires from the managers to undertake a number of untraditional marketing measures, usage in the management of methods and approaches, which are considerably different from the management in ordinary stable conditions.

Key words: crisis, anti-crisis management, marketing decisions, anti-crisis marketing strategies, marketing tasks in anti-crisis management, crisis condition.

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

Korolyov A.V., Assistant, Chair of Services and Tourism, Belgorod University of Cooperation, Economics and Law

Improvement of Methodical Approaches to the Assessment of Population's Services Provision at Public Catering Units. P. 92-98.

The paper dwells and provides the results of the approbation of the improvement of the technique of the population's services provision quality at public catering units.

Key words: service quality assessment, assessment technique, service quality indicators, assessment criteria system, services process, sociological study, interview, survey, expectations and perception of consumers.

Makrinova E.I., Ph.D. in Economics, Professor, Head of the Chair of Services and Tourism, Belgorod University of Cooperation, Economics and Law

Timashov E.P., Ph.D. in Science, Associate Professor, Chair of Services and Tourism, Belgorod University of Cooperation, Economics and Law

Mukhina M.G., Ph.D. in Economics, Senior Lecturer, Chair of Services and Tourism, Belgorod University of Cooperation, Economics and Law

Quantitative Assessment of Qualitative Indicators in the Analysis of Managerial Personnel. P. 99-103.

The paper presents the technique of quantitative assessment of managerial personnel using the coefficient of concordance and coefficient of competitiveness as well as the results of its approbation in the organizations of consumer cooperation.

Key words: assessment, competitiveness, quality radar.

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

Typical Mistakes in the Management of Small and Medium Business of Service Sphere Organizations. P. 104-110.

The paper provides the results of the research in the field of the management of small and medium business in the service sphere organizations. They reflect data received Moscow Resource Center of Small and Medium Entrepreneurship on the basis of the interviews with the heads of small and medium business in Moscow and Moscow Oblast as well as the author's

research and the experience of the work with the heads and specialists of the companies of Stavropol Krai. Generalized results made it possible to single out a number of typical mistakes in the management of domestic small and medium businesses in modern conditions and the main reasons of their emergence.

Key words: typical mistakes in the management of small and medium businesses, measurement of a typical managerial decision mistake, company's activity areas, the management of which gives the leadership the biggest problems, the most difficult managerial problems for the management of the company; difference between long-term and strategic planning, modern models and methods of finance management ensuring decrease of the managerial decision risk level.

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

Development and Implementation of Quality Management System at Services Sphere Companies. P. 111-113.

The paper defines the recommendations for the development of quality management system at services sphere companies. The expressed goals of the quality services management system correspond to the principles of the total quality management methodology. The strategy of quality management system implementation should be carried out through the realization of the corresponding procedures.

Key words: services sphere, quality management systems, total quality management, quality management system implementation strategy, quality management system implementation phases.

Snimshchikova I.V. Ph.D. in Economics, Professor, Chair of Economics and Financial Management, Kuban State Technological University

Chugaeva Y.A., Post-Graduate Student, Chair of Economics and Financial Management, Kuban State Technological University

Corporate Governance System Improvement as a Factor of Oil Companies Capitalization Growth and Sustainable Development. P. 114-118.

The paper dwells on the ways to improve the system of corporate governance in oil companies, overcome the conflicts among shareholders in connection with the achievement of stable development and capitalization growth of the said companies.

Key words: corporate governance, risk management, transparency, shareholders' rights respect, conflict solution, capitalization, sustainable development, volatility.

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

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

Methodological Approach to Substantiation of the Indicators and Criteria of Cooperative organizations' Socio-Economic Development. P. 119-124.

The paper substantiates methodological approach to the assessment of cooperative organizations' socio-economic development covering the structural scheme of indicators' formation, concretized by endo- and exo-oriented blocks as well as the necessary and sufficient criterion of the combination of economic growth and social development.

Key words: economic growth, socio-economic development, results of economic activities, cooperation.

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

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

On the Question of Development and Implementation of New Entrepreneurial Idea. P. 125-129.

The paper suggests the algorithm of the development and implementation of new entrepreneurial idea and studies its stages in detail.

Key words: entrepreneurial idea, methods of entrepreneurial ideas, entrepreneurial idea bank, entrepreneurial ideas expertise.

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

On the Problem of Socio-Labor Relations Audit Organization in Consumer Cooperation. P. 130-140.

The importance of socio-labor relations audit is determined by the strategic directionality of its results application in analytical and managerial practice. The paper reflects the author's model of socio-labor relations audit organization taking into account the specificity of their formation and realization in consumer cooperation organizations; discloses the content of the procedures included in the model and provides recommendation on their application in managerial practice.

Key words: socio-labor relations, audit, consumer cooperation organizations.

Glaz Y.A., Ph.D. in Economics, Professor, Chair of Marketing and Management, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Technique for Assessment of the Efficiency of Organization's Labor Resources Management System Functioning. P. 141-149.

The paper provides the technique for the assessment of the efficiency of organization's labor resources management system functioning, based on the economic approach to management, assessed through group parameters of management structure organization and managerial work, information and technical provision of management and managerial functions fulfillment.

Key words: labor resources, labor resources management system, efficiency assessment.

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

Chernysheva Z.D., Ph.D. in Economics, Associate Professor, Head of the Chair of Accounting, Belgorod University of Cooperation, Economics and Law

Structured Working Plan of Accounts Concept. P. 150-158.

The research has shown that large corporate associations use for accounting their own structured plans of accounts. They allowed the authors to create the concept of the structured plan of accounts. The concept is based on the company's architecture, informational, accounting and integrated one; it allows to develop large information capacity plan of accounts, considering individual needs.

Key words: structured plan of accounts, financial accounting, accounts coding, integrated accounting system.

Rukin B.P., Ph.D. in Economics, Professor, Chair of Economics, Finance and Accounting, Voronezh State University of Engineering Technologies

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

Peculiarities of Assessment of Food producing Companies' Financial Situation in Voronezh Oblast in the Period of World Economic Crisis. P. 159-162.

The paper provides the results of the analysis and assessment of the world economic crisis influence on the financial situation in food producing companies of Voronezh Oblast for 2007-2011.

Key words: financial position, financial stability, solvency, profitability.

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

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

Organizational and Methodological Aspects of Manufacturing Companies' Power Consumption Efficient Management System Creation. P. 163-168.

The paper studies the questions connected with the development of manufacturing companies' power consumption management as a strategic resource of their competitiveness and economic security; clarifies the concept of power efficiency and its factors; discloses the reasons of its unsatisfactory condition in industry.

Key words: power consumption, power efficiency of economic systems, strategic management, competitiveness, power consumption management, power efficiency management mechanism.

Nyurenberg L.B., Ph.D. in Economics, Professor, Head of the Chair of Services and Commercial Activities Organization, Novosibirsky State University of Economics and Management

Pyatova E.Yu., Post-Graduate Student, Chair of Services and Commercial Activities Organization, Novosibirsky State University of Economics and Management

Development of Shopping Malls' Commercial Concept. P. 169-171.

Today in trade business it is impossible to successfully implement scientific conclusions, ideas and techniques, combine them in an efficient unity until theoretical and conceptual apparatus are mustered, which is the basis of commercial activities. The paper attempts to generalize the existing approaches to the development of business concept as the basis for the efficient and sustainable development of shopping malls.

Key words: concept, shopping center, shopping mall.

Barbashin E.A., Ph.D. in Economics, Professor, Dean, Department of Economics and Law, Prof. I.I. Ivanov Kursk State Agricultural Academy

Terekhov M.N., Scientific Degree Applicant, Prof. I.I. Ivanov Kursk State Agricultural Academy

Epistemological Aspect of Organization's Labor Resources Notion in the Society's Economic System. P. 172-177.

In the development of theoretical notions on the role and place of organization's labor resources in the economic system of the society the paper proves lack of unity of opinions among the researchers on the essence of labor resources and their classification, determined by different aspects of the said category interpretation; suggests the author's version of labor resources structuring and substantiates classifying features.

Key words: organization's labor resources, society's economic system, labor resources structuring.

Askarov A.A. Ph.D. in Economics, Associate Professor, Head of the Chair of Agrarian Production Organization, Bashkir State Agrarian University

Stovba E.V., Ph.D. in Economics, Associate Professor, Chair of Philosophy and Socio-Economic Sciences, Bashkir State Agrarian University

Economic and Mathematical Modeling of Rural Territories' Economy Development.* P. 178-184.

The paper studies the peculiarities of economic and mathematical models compilation of rural territories' economy development; provides the results of the optimization of the production branch structure of agrarian organizations using rural territories of the Republic of Bashkortostan as a case study.

Key words: modeling, economic and mathematical models, optimization, agrarian organizations, production branch structure, rural territories.

* The research is done with the financial support from RHRF in the frameworks of the research RHRF project *Modeling of the scenarios of the Republic of Bashkortostan rural territories' socio-economic development*, project # 11-12-02017 a/Y

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

Trade System Improvement in Russia Through Organizations' Competitive Potential Formation. P. 185-193.

In the frameworks of anti-crisis measures of economy development taken by the state a special place is given to the formation of the sustainable developing sphere of trade, adapted to market conditions and directed at ensuring balanced and stable growth Russian population wellbeing. It is only possible to reach the set targets in the sphere of trade if competitive potential of each trading unit separately and competitive environment in general have been created in the said sphere. The formation of competitive environment means the creation of such number of trade units and such conditions in all spheres of the economy, which would make it possible to ensure the emergence of self-reproducing mechanism of competition. Modern dynamics and globalization of trade relations make strategic factors of competitive success decisive ones.

Key words: trade system, competitive environment, trade organization's competitive potential, assurance of competitiveness, competitiveness advantage factors, competition strategy, competitiveness principles, competition, marketing management of competitiveness.

Kramarenko R.R., Ph.D. in Economics, Professor, Chair of Economic Disciplines, Rostov Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

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

Labor Resources in Intellectual Labor Management System. P. 194-197.

The paper dwells on the theoretical aspects of the transformation of labor resources in manpower; studies the most important directions of employment policy at present stage, formulates the main motivation values of intellectual labor employees.

Key words: labor resources, manpower, intellectual labor, personnel potential, motivation mechanism of intellectual labor.

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

Social Partnership Organization Methodology. P. 198-207.

The paper introduces the systemic methodological construction of social partnership organization in the form of interaction of three components: conceptual, normative and legal, and technological; provides a graphical illustration of the process of the methodology development and discloses its main concepts.

Key words: methodology of socio-labor relations, social partnership.

Alieva Z.M., Ph.D. in Economics, Associate Professor, Director, Dagestan Cooperative Institute (Affiliate), Belgorod University of Cooperation, Economics and Law

Client Orientation in the System of Marketing Relations Managerial Tools. P. 208-212.

The evolution of marketing is accompanied by the continuous broadening of the spheres and fields of its application, emergence in it of new managerial tools developed in the frameworks of marketing concepts and approaches to its organization. The paper provides theoretical substantiation of client orientation as a managerial tool of interrelations marketing and discloses the managerial role of criteria forming it: the key competence of the business, target clients, balance of positions of interrelations agents.

Key words: business, client orientation, relations marketing, managerial tool.

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

Goods Brands Advantages and Their Usage in Marketing Goods Distribution Channels. P. 213-216.

The paper singles out and substantiates the advantages of goods brands as a factor of ensuring organization's competitive advantages; provides the concept of goods branding, defines the advantages and shortcomings characteristic of goods brands; proves the necessity of their usage improvement in marketing goods distribution channels with the view of improving the organization of their functioning.

Key words: goods brand, goods branding, marketing goods distribution channels.

Shumskaya L.I. Ph.D. in Economics, Associate Professor, Chair of Accounting, Belgorod University of Cooperation, Economics and Law

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

Some Aspects of Expenses Analysis in the Process of Management at Dairy Industry Enterprises. P. 217-223.

The paper singles out one stage of analysis: the analysis of the expenses estimate for production; makes a conclusion on the existing trends at a company; draws attention to the indicator – cost of production per one Ruble; analyzes the self-cost by the most important types of products and the reasons of their changes.

Key words: prime cost, analysis of expenses, expenses management process, dairy products, dynamics, structure, material costs, production, variable costs, permanent expenses, factorial model, calculation.

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

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

Personnel Consulting Approaches to Qualifications Improvement and Training of Organization's Staff. P. 224-228.

The paper concentrates on the approaches of personnel consulting to the improvement of qualifications and training of organization's personnel, in particular. The author defines the levels of training and principles, which should be followed to implement consulting process.

Key words: personnel consulting, personnel, qualifications improvement and training, consulting project.

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

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

Consumer Cooperation Organizations' Pricing Policy Marketing Analysis. P. 229-233.

The paper dwells on the studies of cooperative organizations' pricing policy through marketing tools and due to this examines the notions of pricing policy and company's strategy, marketing and marginal analysis, describes the ways of calculation and calculates break-even point for cooperative organizations.

Key words: price, price strategy, marketing and marginal analysis, break-even point.

Salnikov I.I., Ph.D. in Economics, Associate Professor, Chair of Economics, Belgorod University of Cooperation, Economics and Law, Belgorod

Vinogradova N.I., Assistant, Chair of Accounting, Finance and Taxation, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Methodical Approaches to Retailers' Performance Efficiency Assessment. P. 234-237.

The paper studies the importance of retailers' performance efficiency assessment; defines the principles and methods of the said performance efficiency assessment; substantiates methodical approaches to the assessment of the said economic category.

Key words: retail trade, trade unit, effect, efficiency, method, methodical approaches, model.

Balaban P.Y. Ph.D. in Economics, Professor, Head of the Chair of Commerce Activities and Entrepreneurship, Poltava University of Economics and Trade

Kurleiko B.A., Post-Graduate Student, Chair of Commerce Activities and Entrepreneurship, Poltava University of Economics and Trade

Cooperative Markets Competitive Positions Assessment. P. 238-243.

The paper dwells on the methodical approaches to the assessment of the competitive positions of consumer cooperation markets on the basis of the calculation of generalizing and integral coefficients, companies' rankings and their rating assessment.

Key words: consumer cooperation, markets, ranks, ratings.

Migunova G.S., Ph.D. in Economics, Associate Professor, Chair of Theory and Practice of Management, Oryol Affiliate, Financial University with the Government of the Russian Federation

Region's Competitiveness Assessment Factors. P. 244-247.

The paper examines various methods of regional competitiveness study; suggests the approbated author's approach to the assessment of region's competitiveness assessment on the basis of multi factor model.

Key words: competitiveness, relative competitiveness, competitiveness factors, competitiveness indicators, competitiveness potential, competitiveness integral indicator.

Alieva Z.M., Ph.D. in Economics, Associate Professor, Director, Dagestan Cooperative Institute (Affiliate), Belgorod University of Cooperation, Economics and Law

New Directions in Marketing Science Evolution. P. 248-251.

Modern marketing is one of the most *flexible* sciences, which evolutions simultaneously with the development of economic relations in society and strengthening of consumer factor influence on the direction in the economic development of organizations in the competitive environment.

Key words: marketing, marketing science, evolution, consumers, needs.

Sapronova L.M., Ph.D. in Economics, Associate Professor, Chair of Gods Expertise and Technological Subjects, Marketing and Management, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Theoretical Aspects of Goods Resources Management in Trade. P. 252-255.

The success of a trading unit in the market is predetermined by the appropriately selected goods resources. The paper covers a range of issues connected with planning, development and management of goods resources in trade; clarifies the concept of the said resources.

Key words: goods resources, inventories, planning, formation and management of goods resources.

Pakhomova A.A., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Donskoi State Agrarian University

Modernization of Poultry Production SubComplex. P. 256-262.

The paper discloses the conceptual apparatus of *modernization*, provides the author's understanding of the interaction between *modernization* and *innovation* in AIC; defines the main directions of poultry production sub-complex modernization; provides practical aspects of public-private partnership mechanism in the modernization of the said sub-complex.

Key words: modernization, innovations, poultry production sub-complex, development.

Ladygin V.V., Ph.D. in Economics, JSC Progressdorstroy, Head of the Department of Planning and Economy

Problems of Financiers Training in Russian Higher Education System. P. 263-268.

The paper studies the main problems in the training of specialists for financial and economic management of companies in the system of higher education: complexity of the adjustment of foreign study books in Russian conditions, isolation of theoretical materials from practical activities of financiers in the companies.

Key words: socio-economic relations, types and subjects, forms of existence, structural components, principles.

Naumik E.G., Ph.D. in Economics, Associate Professor, Kharkov National Institute of Economics

Communicational Capital Categorization and Assessment. P. 269-273.

The paper studies the process of capital, substantiates a new indicator of classification and type of capital; suggests an approach to communicational capital assessment.

Key words: communication, communicational capital, social capital, capital.

Goncherova N.P., Ph.D. in Economics, Senior lecturer, Chair of Economics, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

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

Costs Planning Principles on Innovative Project Implementation. P. 274-278.

Company's innovative policy is the main direction of strategic planning carried out at the level of organization's top management. Development and introduction of innovation is the main direction of organization's strategy. The main thing in company's innovative policy is the formulation of the main goal of innovation development, determining the terms and carrying out of the results in the form of specific goals, reduction of terms and innovation introduction. Costs planning on innovative project is characterized by the principles, determining general rules of the development and efficient functioning of the said subsystem in the innovative management.

Key words: costs, innovations, innovative project, planning.

Voronina A.V., Ph.D. in Economics, Associate Professor, Chair of Economic Disciplines, Rostov Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Kramarenko E.A., Assistant, Chair of Economic Disciplines, Rostov Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Transport Infrastructure in Space-Time Coordinates. P. 279-284.

The paper studies the peculiarities of the formation of out-of town passenger traffic on the common use road net; makes an attempt to assess time spending for out-of-town passenger traffic in the general time budget of movement in space; analyzes the results of the movement in speed range.

Key words: weighted ped, transport infrastructure, out-of-town passenger traffic, time spending.

Pedchenko N.S., Ph.D. in Economics, Associate Professor, Chair of Finance, Poltava University of Economics and Trade

Company's Development Potential Usage Performance Research Concept with Strategic Management. P. 285-290.

The paper suggests the composition of the research concept of the company's development potential usage with strategic management on the basis of the relevance of efficiency criteria and indicators, as well as conformity, coherence and adequacy.

Key words: development potential, concept, potency, strategic management.

Bezugly E.A., Ph.D. in Economics, Senior Teacher, Chair of Humanities and Socio-Economic Studies, Belgorod Law School, Ministry of Interior of the Russian Federation

Evolution of the Viewpoints on the Notion *Organization's Economic Security*. P. 291-294.

The author provides the review of different viewpoints on the notion *organization's economic security*, which made possible to state the existence of three approaches to the disclosure of the essence of organization's economic security: as organization's situation, as organization's activity protection and as quantitative and qualitative characteristics of organization's features. According to the author economic security is a summation of conditions ensuring the protection of organization's economic potential, its financial situation and position in the market from external and internal threats connected with the unfavorable influence of external environment, which provide for reaching the goals of organization's functioning in the conditions of competition and business risks.

Key words: economic security, process approach to organization's management.

Volochaeva Yu.I., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Tyutrina S.F., Director, Rovensky Affiliate, Belgorod University of Cooperation, Economics and Law

Working Out of Corporate Organizational and Regulative Documentation on Marketing and Development of Marketing Communications in Market Conditions. P. 295-301.

The paper substantiates the importance and necessity of the development of organizational and relative documentation on marketing as this is determined by the fact that the main competitive advantage of a company in market conditions is its close ties with a client and prompt reaction on the changes in consumer needs; introduction of marketing communications provides the opportunity of applying these advantages in competition for the client in market conditions.

Key words: consumer, competition, marketing, marketing plan.

Salpagarov R.U., Senior Lecturer, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Labor Market as Segmentation Object: Peculiarities and Functions. P. 302-308.

The paper defines the peculiarities of the formation and functioning of Russian labor market, reveals the main functions of labor market and approaches to its classification.

Key words: labor market, labor market functioning peculiarities, segmentation, classification of labor markets.

Banchuk G.G., Senior Lecturer, Chair of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law

Formation of the Environment for Creation of Data Storage in the System of Infrastructural Provision of Higher School Activities. P. 309-314.

The paper provides the substantiation of the development of electronic data storage at a higher school, gives the model of the infrastructural information provision of the said school; recommends the model of the electronic data storage system and points out the advantages of its introduction and usage in the managerial activity of the educational institution.

Key words: infrastructural provision, data storage.

Yushkova I.U. Senior Lecturer, Chair of Economics, Belgorod University of Cooperation, Economics and Law

Normative and Legal Regulation of Socio-Labor Relations at Organization's Level. P. 315-318.

The paper studies the specificity of socio-labor relations regulation in the organization in the context of labor legislation; points out the main normative acts and organizational and instructive documents; reveals the shortcomings of the existing labor legislation in the regulation of socio-labor relations, defines the directions of their elimination.

Key words: socio-economic relations, regulation, labor legislation, normative and legal acts, social sphere.

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

Theoretical Approaches to Substantiation of Competitiveness Objects. P. 319-323.

At present the terminology in the sphere of the competitiveness of objects is not standardized. This category is considered in relation to products (goods, services), organization (firm), branch and country. The paper studies the most interesting points of view on the content of competitiveness in relation to its objects and provides interpretation of the said categories.

Key words: competitiveness of goods, organization's competitiveness, country's competitiveness, competitive benefits, strategic competitiveness, actual competitiveness.

Agaev Y.A., Assistant, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law

Matrix Modeling of Company's Goods Strategy Development on the Basis of Internal Secondary Information. P. 324-327.

In order to level the negative reasons of infrequent application of BCG matrix the author suggests the way of its construction based exclusively on the internal i.e. the most reliable and practically free of charge information of a company. Modified matrix can be used in the process of strategic analysis and planning of product program or goods assortment as well as in the process of controlling.

Key words: product strategy, matrix modeling, BCG matrix, assortment, product group.

Kiyashchenko L.V., Assistant, Chair of Economics, Accounting, Finance and Management, Aleksejevsky Affiliate, Belgorod State University

Development of Small Businesses in Agricultural Sector of Belgorod Oblast. P. 328-333.

The paper dwells on the place of small business in agricultural sphere of Belgorod Oblast and provides the assessment of the prospects of its development.

Key words: family economy, small business, small entrepreneurship, family enterprise, family household.

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

Influence of Some Building Technologies on Housing Economic Value. P. 334-339.

The paper provides the technique for determining the economic effectiveness of some building technologies through comparing non-current and operating costs. The recommendations are intended to be used by developers, households, end housing-users, maintenance organizations, organs of state and local governance while solving the problem of territory investment attractiveness improvement.

Key words: building technology, economic value, effectiveness, costs, housing.

Polovinchuk D.Yu., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

On the Reasonability of Functional and Value Analysis Application in Company's Management with the View of its Innovative Development. P. 340-344.

The paper discloses the essence, content and target designation of functional and value analysis in the company's management; substantiates the reasonability of its application while managing the innovative development of a company; provides methodical recommendations on the selection of variants of *risky* and *controversial* managerial decisions.

Key words: company's management, company's innovative development, functional and value analysis.

Shklyar I.I., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Socio-Labor Relations: Essence and Structural Components. P. 345-350.

The paper discloses the essence of socio-economic relations; provides interpretations of the said term; defines the forms of socio-economic relations; reveals their structural components (subjects, levels, principles).

Key words: socio-economic relations, types of subjects, forms of existence, structural components, principles.

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

Organization's Labor Potential Management Foundations. P. 351-354.

The paper reveals the essence of labor potential management; defines its structure; singles out personnel, professional, organizational and qualification components and provides their characteristics as well as the labor potential assessment indicators.

Key words: labor potential, personnel potential, labor potential management, labor resources, labor force, employee potential.

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

Managerial Accounting of the Cargo Transportation by Rail. P. 355-360.

Efficiency assessment is a tool allowing to determine to what extent cargo transportation by rail corresponds to the level of the achievement of the strategic goal, in particular efficiency and profitability. This technique is a tool facilitating the process of managerial decision making by providing the administration with reliable information.

Key words: cargo transportation, railway transport, self-cost calculation, efficiency assessment, profitability, managerial decisions, balanced system of indicators.

Shishkina N.A. Post-Graduate Student, Sibirsky Federal University

Modern Trends of Innovative Economy in the Russian Federation. P. 361-367.

The paper studies the main directions of the innovative policy in Russia; analyzes normative and legal acts aimed at innovative development of the country; makes main conclusions on the improvement of competitiveness of Russian innovative companies.

Key words: innovative economy, national innovative system, Concept 2020.

Shevtsova S.N., Post-Graduate Student, Chair of Management and Foreign Economic Activities, V.G. Shukhov Belgorod State Technological University

Specificity of Special Economic Zones Governance in Russia at Modern Stage. P. 368-373.

Until now general methodical approaches to the governance of special economic zones (SEZ) in Russia proceeded from the main principles of state governance and management of organizations, but they had their own peculiarities.

Key words: special economic zone, governance, infrastructure, management, state and private partnership.

Maltsev E.Yu., Post-Graduate Student, V.G. Shukhov Belgorod State Technological University

Organization's Human Capital Assessment Methods. P. 374-377.

The paper overviews the content of the human capital assessment methods and provides conclusions on their theoretical and practical importance for research as well as the essence of the said methods and characteristics of the corresponding indicators of human capital assessment.

Key words: human capital, assessment methods, investments, efficiency.

Akhmedova Z.A. Post-Graduate Student, Tajik State University of Commerce, Assistant, Chair of Economics and Entrepreneurship, Institute of Economy and Trade, Tajik State University of Commerce

Akhmedova N.R. Post-Graduate Student, Tajik State University of Commerce, Assistant, Chair of Economics and Entrepreneurship, Institute of Economy and Trade, Tajik State University of Commerce

Theoretical Foundations for the Assessment of the Management Efficiency of Small and Medium Companies in the Sphere of Services (Marketing Aspect). P. 378-382.

In the conditions of the transformation of economic relations in the Republic of Tajikistan, unstable development of socio-economic processes a serious importance acquires the development of entrepreneurship in different sectors of economy. Small and medium entrepreneurship creates favorable conditions for the reduction of unemployment, growth of goods and services production, and improvement of the people well-being.

The existing economic situation in the country requires the necessity of studying the problems of competitiveness improvement of entrepreneurial structures in the transitional economy.

Competitiveness is a dynamic category stipulated by external factors, the state of business environment and support of the state.

Key words: efficiency, analysis, efficiency criteria, strategic marketing, efficiency priorities.

Sabadakha A.I., Post-Graduate Student, Chair of Finance, Credit and Banking, Moscow State University of Economics, Statistics and Informatics

Bank Image as Competitiveness Improvement Factor. P. 383-388.

The paper defines image as bank competitiveness improvement factor and discloses theoretical and methodological conceptions of bank image with special attention given to the process of the said image build up.

Key words: image, bank, competitiveness, strategy, management.

FOREIGN EXPERIENCE

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

On the Problem of Cooperative Legislation Harmonization. P. 389-398.

The paper substantiates the necessity of cooperatives' identification, determined by their identification with private companies. It is proved that the development of public international cooperative law requires the improvement of legislative assurance of cooperatives' activities in the direction of harmonizing national laws on cooperation.

Key words: cooperatives, private companies, public international cooperative law, harmonization of laws, identification.