

SUMMARY

URGENT PROBLEMS OF ECONOMY

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

Russian Automobile Market and Trends in its Development. P. 5-13.

The paper provides the characteristics of Russian car market, singles out the stages and reveals the trends in its development.

Key words: car market, car market development trends.

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

Kadatskaya D.V., Assistant, Chair of Commerce Activities and Advertising, Belgorod University of Cooperation, Economics and Law

Study of the Factors Influencing the Quality of Trading Services at Consumer Cooperation Retail Trade Companies. P. 14-24.

The paper dwells on the composition of elements characterizing the quality of trading services, determines the influence of macro and micro environment factors as well as the internal factors on the quality of trading services; suggests the model of trading services quality management at consumer cooperation retail trade companies.

Key words: quality of trading services, macro and micro environment factors, consumer cooperation retail trade companies.

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

Innovative Ideas Marketing: Detection Problems, Generation Methods and Realization Ways. P. 25-32.

The paper substantiates the urgency, content characteristics, application peculiarities of one of the types of marketing – the marketing of ideas with the special attention given to the discussion of innovative ideas marketing.

Key words: idea, ideas marketing, innovative ideas marketing, public marketing, marketing of educational services and products, marketing of consulting services.

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

Urgent Problems of Humanitarian and Socio-Economic Education. P. 33-39.

The paper from the positions of the unity of the theory, practice and education studies the questions on the formation of professional culture and active life position of students, due to which it analyzes urgent problems of humanitarian and socio-economic education at the modern stage and suggests the ways of their solution.

Key words: professional culture, active life position, industrial society, post-industrial society, methodological pluralism.

Meshechkina R.P., Ph.D. in Economics, Professor, Dean of the Customs Studies Department, Belgorod University of Cooperation, Economics and Law

Theoretical Approaches to the Study of the Concept Labor Potential as Economic Category. P. 40-44.

The paper analyzes the results of the research done by different authors in the field of the notion labor potential; provides various theoretical approaches to the definition of its content,

points out at the usage in the process of the research of such economic categories as labor resources, labor force, aggregate labor force, subjective and personal factor of production and entrepreneurial ability.

Key words: labor potential, economic potential, economic category, labor resources, qualitative and quantitative characteristics, personal factor, material factor, potential capacities.

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

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

Managerial Aspects of Socio-Labor Relations at a Company. P. 45-51.

The paper discloses the essence of socio-labor relations as a system; singles out its features and subsystems; defines subjects, objects of socio-labor relations as well as forms, methods and tools of their management; points out the problems of balance of interests of socio-labor relations subjects.

Key words: socio-labor relations, subjects, objects, forms, methods, tools of management.

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

Services Sphere of Municipal Economy – Foundation of the Economy of the Future. (Approaches to Formation). P. 52-57.

The paper studies problems of the municipalities economic activities regulation, their role in the processes of innovative modernization and national economy restructuring in modern conditions; the necessity of working out in the existing situation of new forms of the regulation of complex transitional socio-economic processes in the development of modern municipalities and systemic features of the municipal economy of Russia.

Key words: local governance, municipality, municipal economy, services sphere in the tertiary sector of economy.

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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

Problems of the Development of Labor Resources Management Concept Improvement in Consumer Cooperation Organizations. P. 58-63.

The paper studies the main problems of consumer cooperation organizations' labor resources management, determined by the emergence of new factors in the development of socio-economic relations; substantiates the application of labor resources marketing approach as the basis for the development of the concept of labor resources management improvement in consumer cooperation organizations.

Key words: labor resources, socio-economic relations, labor resources marketing, labor resources management improvement concept.

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Chueva I.I., Ph.D. in Economics, Associate Professor, Chair of Commercial Activities and Advertising, Belgorod University of Cooperation, Economics and Law

Situation and Directions of Development in Retail Trade Network of the Russian Federation. P. 64-70.

The paper studies the development of the retail trade in the Russian Federation in recent years and its directions, introduction of new types of shops with the view of improving the services for the buyers.

Key words: trade formats, supermarket, hypermarket, discounts.

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

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

Role of Retail Trade in the Development of Consumer Goods Regional Market. P. 71-81.

The paper defines the role of retail trade in the development of consumer goods regional market, studies the modern situation in the consumer market of the Belgorod Oblast; assesses the dynamics of the retail trade turnover, public catering, goods sales structure to the population, its buying capacity, determines the retail trade turnover growth rates in the Belgorod Oblast in comparison with other oblasts of the Central Black Soil Region.

Key words: retail trade, consumer market, consumer goods regional market, population's purchasing capacity, retail trade turnover, public catering, markets and fairs, consumer cooperation system, population's income.

Meshechkina R.P., Ph.D. in Economics, Professor, Dean of the Customs Studies Department, Belgorod University of Cooperation, Economics and Law

Zholobova N.M., Senior Lecturer, Chair of Customs Studies, Belgorod University of Cooperation, Economics and Law

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

Labor Protection Influence on Consumer Cooperation Organizations' Labor Potential Efficiency Usage. P. 82-86.

The paper provides the authors' definition of the concepts labor potential and labor protection, influence of the main factors, which determine the situation with production traumatism and professional diseases on the efficiency of the labor potential usage, which is expressed in the losses of working hours due to temporary disability; discloses the correlation connection between the number of traumatism cases and factors determining it; provides the calculation of economic losses in the system of the Belgorod Regional Consumer Union due to the temporary disability connected with the breaches in labor protection and safety rules.

Key words: labor potential, labor protection, traumatism, correlation analysis, temporary disability, working hours losses, economic losses.

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Trebunskikh A.A., Senior Lecturer, Russian State University, Voronezh Affiliate

Organization's Investment Activities in Modern System of Accounting. P. 87-92.

The paper reflects the principles of financial and managerial accounting of investments in modern conditions and suggests the ways for their modernization.

Key words: financial accounting, investments, investment process, investment property, financial control, managerial accounting, international standards of financial accounting, accounting process, costs centers.

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

Modern Approaches to Shopping Centers Classification. P. 93-96.

The paper studies the classification of large-scale shopping complexes, in particular it summarizes the criteria and qualitative and quantitative characteristics of classifications applied by foreign specialists in business; points out the urgency of the shopping and recreation services problem for Russian market.

Key words: shopping center, classification, investment, hypermarket, mall.

Nasedkina T.I., Ph.D. in Economics, Professor, Dean, Department of Economics, Belgorod State Agricultural Academy named after V.Ya. Gorin

Reshetnyak L.A., Ph.D. in Economics, Associate Professor, Head of the Chair of Accounting and Auditing, Belgorod State Agricultural Academy named after V.Ya. Gorin

Material Values Assessment and Its Impact on Companies' Taxation. P. 97-101.

The paper studies the impact on the companies' taxation of different methods of property writing off in the production. On the basis of the calculations made the paper makes substantiated conclusions proving the efficiency of the FIFO method application while writing off the materials in the production in agricultural companies, which belong to a general system of taxation, as the said costs affect solely the cost of production due to the fact that the majority of agricultural companies enjoy preferences on income tax.

Key words: wealth, assessment, material values, average cost, FIFO, LIFO, tax base, income tax, unified agricultural tax, accounting policies.

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Sezonova O.N., Post-Graduate Student, Kursk State University

Substantiation of the Professional Competences Development Necessity Taking into Account Region's Development Peculiarities. P. 102-107.

The paper dwells on certain aspect of the development of the methodical approach to the formation of professional competences of the personnel for the concrete labor market taking into account the level of the development of social infrastructure and production in the region.

Key words: professional competences, social infrastructure, social and economic development level, suburban, regional, western and eastern groups of districts.

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Grosul V.A., Ph.D. in Economics, Professor, Chair of the Economy of Catering and Trading Companies, Kharkov State University of Catering and Trade

Modeling of Factors Influence on Trading Company Sustainable Development. P. 108-116.

The paper studies the influence of business processes on the local components of the sustainable development of trading companies in the Kharkov Oblast by their priority and suggests factor models, which show the dependence of the local components of a trading company sustainable development on the main, managerial and supporting business processes.

Key words: business process, modeling, sustainable development, balance, management, trading company.

Meshcheryakova L.A., Ph.D. in Economics, Associate Professor, Deputy Director for Research, Head of the Chair of Economics, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Izmailova T.V., Assistant, Chair of Economics, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Peculiarities of the Stavropol Krai Recreation Zone Service Sphere Development. P. 117-123.

The paper studies the main elements and peculiarities of the tourist and recreation zone as an independent industry, provides the assessment of the socio-economic situation of the recreation industry in the Stavropol Krai and North Caucasus.

Key words: tourist and recreation special economic zone, tourist industry, territorial infrastructure, recreation, investments.

Shekhovtsov V.V., Ph.D. in Economics, Associate Professor, Head of the Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law

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

Genesis of Theoretical Conceptions on the Essence and Economic Content of Fixed Assets. P. 124-129.

The paper studies the genesis of theoretical conceptions on the essence and economic contents of company's fixed assets; points out the interconnection of definitions *fixed assets*, *fixed capital*, *fixed funds*; singles out and reasons the main elements of terminology apparatus comparison (definition, wording, type of economic system, economic content, character of dynamics, functions), describes the factors, which influenced the said genesis.

Key words: fixed assets, fixed capital, fixed funds.

Shilenko S.I., Ph.D. in Economics, Associate Professor, Head of the Chair of Commercial Activities and Advertising, Belgorod University of Cooperation, Economics and Law

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

Methodical Problems of Commercial Organizations' Financial Situation Assessment. P. 130-134.

The paper studies the methodical problems of the commercial organizations' financial situation assessment taking into account the legislative and normative base; summarizes the main methodics and critically evaluates them.

Key words: financial situation, financial situation analysis, liquidity, financial sustainability, organizations' insolvency.

Maly Yu.V., Ph.D. in Economics, Associate Professor, Chair of Organization and Technology of Information Protection, Belgorod University of Cooperation, Economics and Law

Methodical Approaches to the Analysis of Information Security Threats and Risks in Banking Sphere. P. 135-140.

The paper studies the necessity of the information security threats analysis in banking sphere, the analysis of risks, the existing methods of risks assessment applied while developing the methodics of analysis and risks assessment of information security breaches in banking sphere.

Key words: banking sphere, threat to information, risk in banking system, information security.

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

Essential Characteristics of Customs Services as System Forming Category. P. 141-144.

The paper reflects the questions on the functioning of customs services system and its key structural element – customs service; the author discloses its essence as an integral set of interconnected elements, substantiates the necessity and studies the said category from the positions of systemic approach.

Key words: customs system, customs service, systemic approach, subjects, customs services provision objects.

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

Substantiation of Communication Component of Relations Marketing Influence Methodology on Consumer Behavior. P. 145-153.

The development of relations marketing as a dominant paradigm of marketing activities of businesses in the conditions of competition for the client is accompanied by the growing importance of marketing communications, which transfer to the consumers the information on goods (services), their consumer properties, quality etc. the paper substantiates the communication component of the methodology influencing the relations marketing on consumer behavior according to its elements: models, approaches, tools, methods and principles.

Key words: consumer behavior, relations marketing, marketing communications.

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

Comparative Approach to Intellectual Property Objects Assessment: Essence, Application conditions, Advantages and Disadvantages. P. 154-157.

The paper studies the essence of the comparative approach to the intellectual property objects assessment, ways of their assessment in the frameworks of the said methodical approach, revealing the conditions of its application as well as the evaluation of the advantages and disadvantages of the comparative approach application in the practical activities of valuers.

Key words: comparative approach, assessment, intellectual property objects, analogue, valuator, procedures, comparison elements, calculation ways, application conditions, advantages, disadvantages.

Yakovleva L.R., Ph.D. in Economics, Associate Professor, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law

Theoretical Foundations of Consumer Behavior Management. P. 158-161.

The paper studies the essence of human behavior management, shows the peculiarities of consumer behavior taking into account its specificity, provides the detailed characteristics of consumer behavior management methods.

Key words: consumer behavior, consumer behavior management, strategic approach and consumer behavior management methods.

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

Development of the Constructive Model of Marketing Goal-Setting as the Basis of Organization's Strategic Management. P. 162-169.

The paper studies the classification of general and marketing goals of organizations, provides the author's interpretation of the concept *marketing goal-setting*, studies the place of marketing goals in the general system of organization's goals with a special attention given to the process and model of marketing goal-setting.

Key words: goal, marketing goal-setting, types of marketing goals, marketing goal-setting process, marketing goal-setting model.

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

Increasing Volumes of Agricultural Production and Raw Materials in Population's Households on the Basis of Integration Ties Development with Cooperative Organizations. P. 170-175.

The paper studies the problems, which caused the reduction of production volumes in Russian agriculture. Among the main reasons of such situation it singles out negative processes

in the households' sales channels, substantiates the necessity of deepening the vertical integration of agricultural producers with other links of the production chain *production – processing – distribution* on the basis of the formation of consumer cooperatives and suggests to use the experience and the existing resources of the consumer cooperation system of Russia.

Key words: agricultural producers, population's households, consumer cooperation, agricultural produce purchase, economic integration, vertical integration, agricultural consumer cooperatives.

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

Methodological Approaches to Consumer Behavior Study and Model of Its Formation. P. 176-183.

The paper provides methodological substantiation of the essential differences in the approaches to the study of consumer behavior: social, economic (cardinal and ordinal directions), synergetic, motivational and institutional. Key words: consumer behavior, needs, values.

Shushlyapina G.G., Ph.D. in Economics, Associate Professor, Chair of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law

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

Company's Information Resources Management as Information Management Task. P. 184-187.

The paper studies the essence of a company's information resources management; singles out management functions; reflects the content foundation of a company's information resources.

Key words: information resources, information resources management, management functions.

Polishchuk O.N., Ph.D. in Geography, Associate Professor, Chair of Humanitarian and Socio-Economic Sciences, Belgorod University of Cooperation, Economics and Law

Regional Aspect of Sustainable Development. P. 188-195.

The paper studies the innovative ways of the Belgorod Oblast transition to sustainable development with the view of harmonizing the interaction of the society and nature.

Key words: sustainable development, economy greening, alternative power production, project *Green Capital*, arable farming biologization.

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

Internal Control in Consumer Cooperation: Status and Prospects. P. 196-202.

The paper provides the concept of internal control, shows its importance for the disclosure of the weak sides of companies' activities and their further development; gives the characteristics of the existing forms of internal control: systems of accounting and auditing work; the main form of the actual control – inventory; suggests the introduction of internal audit in order to improve internal control forms; shows the advantages of internal audit over other forms of control.

Key words: internal control, accounting system, control and audit work, inventory, internal control improvement, internal audit.

Vedmid N.I., Ph.D. in Economics, Associate Professor, Doctorate Degree Applicant, Kiev national University of Trade and Economy

Sanatorium, Resort and Health Improvement Sphere in Ukraine: Regional Peculiarities of Services provision to Foreign Tourists. P. 203-208.

The paper analyzes in detail the dynamics of structural changes in sanatorium, resort and health improvement facilities of Ukraine visited by foreign tourists both in absolute and relative indexes; groups countries leaders by the number of people who improved their health and the number of days spent in the sad facilities.

Key words: sanatorium, resort and health improvement facilities, sanatorium and resort services, foreign tourists, number of those whom improved their health, number of days spent at the facilities.

Skripko T.A., Ph.D. in Economics, Associate Professor, Chair of Management, Lvov Commerce Academy

Investment Potential of Ukrainian Small Businesses. P. 209-214.

The paper studies the trends in the volumes and investment directions of small businesses in the Ukraine; analyzes from the positions of the systemic approach organizational, economic, and managerial aspects in the frameworks of relations emerging in the process of investment activities; substantiates the conclusions on the unfavorable prospects for small businesses in the conditions of underestimation of their functions and role in the economy of the country.

Key words: small and medium entrepreneurship, investment activities, innovation, potential.

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

On Conceptual Competitiveness of Russian Consumer Cooperation in Globalizing Economy. P. 215-218.

In the conditions of the globalization processes intensification conceptual competitiveness of consumer cooperation determines the optimal trajectory of its development, ensuring self-preservation and expanded reproduction. The paper studies the process of the consumer cooperation competitiveness development (macro, meso and micro levels), competitive advantages of the said socio-economic system, their hierarchy, the detection of which influences the priorities while solving the problems of consumer cooperation's competitive potential improvement.

Key words: conceptual competitiveness, competitive advantages, consumer cooperation.

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Marketing Research: Interpretation Aspects, Organization Principles, Organizational Forms and Characteristics. P. 219-223.

By the results of the literature review the paper singles out the aspects of interpretation of the essence of marketing research: information, analytical, market and structural, prognosis, technological and instrumental; formulates the main principles of their organization; defines organizational forms (functional, commodity and functional, market and functional) and characteristics of marketing research by objects, subjects, goals and results.

Key words: marketing res research, marketing research organization principles, organizational forms and characteristics of marketing research.

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Methods of Consumer Cooperation Organization's Advertising Budget Formation and its Promotion Stages. P. 224-231.

The paper shows the hierarchy of consumer cooperation organizations' strategies, in which it defines the place of the advertising strategy and the stages of its realization; provides the characteristics of the approaches and methods of the advertising budget formation.

Key words: advertising budget formation, communication strategy, advertising strategy, consumer cooperation organizations.

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Mosienko O.A., Ph.D. in Economics, Assistant, Chair of Finance and Credit, Voronezh State Academy of Forestry Engineering

State and Private Stimulating System of Entrepreneurial Structures Innovative Activities. P. 232-237.

The paper is devoted to the problems of entrepreneurial structures innovative activities stimulating at the state and separate companies level; analyzes the reasons, conditions, purposes, principles, ways, forms and results of state and private innovative activities stimulation; stresses the necessity of creating the integrated stimulation system, which should include organizational, economic, social and psychological components.

Key words: innovative activity, state stimulation, private stimulation, entrepreneurial structures.

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Strupinskaya N.V., Post-Graduate Student, Chair of Economics, Organization and Planning of Company's Activities, Kharkov National University of Economics

Interconnection Between Communication Activities Spending in Marketing Aspect and Manufacturing Company's General Efficiency Activities. P. 238-246.

The paper studies the interconnection between the spending on communication activities in marketing aspect and general efficiency of a manufacturing company's activity; creates correlation and regression model of the dependence of the gross income of a manufacturing company on the marketing events spending.

Key words: marketing, marketing spending, communication activities in marketing aspect, company's activity general efficiency, gross income.

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Tourist and Recreational Cluster as a Form of the Territory Development Territorial Planning. P. 247-250.

The paper studies and singles out a principally new structural element of territorial development – tourist and recreational cluster, in which the cluster is a new and additional way of the economy organization and its dynamic development.

Key words: tourist and recreational cluster, cluster, cluster approach, region, territory, competitiveness, tourist resources.

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Bogatova V.P., Ph.D. in Mathematics and Physics, Associate Professor, Chair of Information Technologies in Economy, Russian State University of Trade and Economy, Voronezh Affiliate

On the Determination of a Hotel Room Price Attractiveness Degree (case study of Log Angeles). P. 251-255.

The paper makes an attempt to build statistical indicators, determining the attractiveness of a hotel room price, with the said indicators using average market price of a hotel room in town and the history of prices monitoring.

Key words: statistical indicator, attractiveness index, average price, gap-filing data, relative price.

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

Formation and Development of Wholesale Trade Infrastructure in Transitive Economy Conditions. P. 256-261.

Market infrastructure being a vehicle of subjects' economic relations is the most important factor of reproduction at all its stages including the sphere of circulation. Whole sale trade as a market subject requires the availability of infrastructural services, which create normal conditions for trade process realization. The wholesale market infrastructure elements, singled out in the paper, are united into complexes: organizational, material, information, financial and credit, personnel, normative, legal and foreign economic.

Key words: infrastructure, wholesale trade, effective demand, diversification of activities, infrastructure elements complexes.

Verkhovenko T.V., Senior Lecturer, Chair of Economics, Belgorod University of Cooperation, Economics and Law

Commodity Stocks Formation Problems in Modern Conditions. P. 262-267.

The paper dwells on the role of commodity stocks in retail trade. The ambiguous essence of commodity stocks nature and their role in the ensuring of circulation process allow to reveal a range of problems connected with the formation of the volume and structure of commodity stock, studied in the article.

Key words: commodity stocks, retail trade, circulation process.

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

Strategic Segmentation of the Local Labor Market with the View of Ensuring its Balance. P. 268-275.

The paper suggests the technique of the strategic segmentation of the local labor market with the view of ensuring its structure, which provides the algorithm for the procedure of segmentation in order to reveal the problem segments, emerging in the retrospective of the market functioning.

Key words: local labor market, segmentation technique, marketing strategies.

Lachkova V.N., Senior Lecturer, Chair of Finance, Kharkov State University of Nourishment and Trade

Theoretical Foundations of Retail Trade Units' Commercial Risks. P. 276-281.

The paper studies the scientific and methodical approaches to the definition of economic essence, contents and peculiarities of commercial risks of retail trade units; builds the systemic position on the determination of the commercial risks' spheres emergence.

Key words: retail trade, commercial activities, risk forming factors, economic content of commercial risks, commercial risks types.

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

On the Question of Local Labor Market Segmentation. P. 282-286.

The paper proves the priority of the labor market segmentation at its local (regional) level, concretizes its essence; substantiates that the local labor market segmentation can be used as one of the variants for the solution of dialectic contradictions between the needs of the segmentation objects – employers (organizations) and labor force owners (contenders for the employment in the organization or its existing employees).

Key words: local labor market, segmentation labor relations.

Elmina L.P., Assistant, Chair of Economics, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Study of the Regional Economic Structure as a Basic Factor of the Regional Competitiveness Formation. P. 287-290.

The paper provides a comparative analysis of the regional economic structure as one of the main conditions of the territorial competitiveness formation with the Voronezh, Kursk and Tambov Oblasts selected as the objects of comparison.

Key words: regional economy competitiveness, structural analysis, regional reproductive structure, branch structure of production.

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

Role of Consumer Loyalty in Consumer Behavior Formation. P. 291-295.

The paper studies the essence of loyalty, main aspects of the consumer behavior formation and the influence of the loyalty programs on it.

Key words: loyalty, consumer behavior, loyalty program, consumers, incentive programs.

Tokhirov T.I., Assistant, Chair of Automobiles and Transport Management, Polytechnic Institute, Tajik Technics University named after Academician M. Osimi

Analysis of Economic Security Situation of the Regional Automobile Transport System. P. 296-303.

The paper provides the analysis of the situation with economic security in the automobile transports system of the Republic of Tajikistan; gives the dynamics of the changes in the share of different types of transports while transporting cargoes and passengers.

Key words: economic security, automobile transports system, freight turnover, passenger turnover, transportation volume, economic security threats.

Getalo N.S., Researcher, Kharkov National Academy of Municipal Services

Rational Organization of Financial Resources at Small Businesses Through Budgeting. P. 304-310.

The paper studies the relevance of financial resources management at small businesses through budgeting with the special attention given to the stages of the sequential implementation of the said modern managerial technology, which would allow to considerably improve the distribution of financial resources at the said businesses; the paper reflects the author's approach to the development of the efficient system of budgeting at small businesses represented in the form of a set of recommendations.

Key words: financial resources, budgeting, small business, financial management, revenues and expenditures budget, cash flow budget, balance sheet budget, budgeting stages, efficiency.

Bondarenko O.G., Post-Graduate Student, Russian State University of Trade and Economy
Organizations' Competitiveness Assessment Methods (Republic of Belarus Consumer Cooperation as a case study). P. 311-318.

The paper presents the author's methods of consumer cooperation organizations' competitiveness assessment, which envisages the calculation of aggregate indexes on the significant annual average of organization's marketing environment indicators.

Key words: methodology, competitiveness assessment, marketing environment.

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

On the Type Designs of Methodical Approaches to Companies' Taxation. P. 319-326.

The paper studies the main methods of a company's competitiveness assessment and in addition to the existing variants of the methodical approaches systemizing suggests the author's variant of their systemizing by the basic methods of a company's competitiveness assessment.

Key words: competitiveness assessment criteria, competitiveness assessment methods, competitiveness, type designs of the methodical approaches to a company's competitiveness assessment.

Moreva V.N., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Health Services Sphere Facilities Activities Management Improvement on the Basis of Managerial Accounting Organization. P. 327-332.

The paper discloses the peculiarities of the services provided by health facilities units by different parameters of their comparison with the services of the manufacturing companies; singles out the sources of the said facilities financing and the problems in the prognosis of the volumes of services provided by them; substantiates the necessity of improving the said facilities management on the basis of the managerial accounting organization; suggests the sequence of the stages of managerial accounting organization at a health facility.

Key words: health services, health facility management, managerial accounting.

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Rational Organization of Financial Resources at Small Businesses Through Budgeting. P. 333-338.

The paper studies the relevance of financial resources management at small businesses through budgeting with the special attention given to the stages of the sequential implementation of the said modern managerial technology, which would allow to considerably improve the distribution of financial resources at the said businesses; the paper reflects the author's approach to the development of the efficient system of budgeting at small businesses represented in the form of a set of recommendations.

Key words: financial resources, budgeting, small business, financial management, revenues and expenditures budget, cash flow budget, balance sheet budget, budgeting stages, efficiency.

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Investments as Regional Tourism Development Factor. P. 339-346.

The paper studies the main problems and prospects of the tourist sector investment development in the Southern region, defines the main criteria of the development and measures on the efficient investment activities in the regional tourism industry; describes the main trends of the investment activities development in tourism and hotel business.

Key words: investments, fixed capital, tourism and hotel business, tourist cluster, foreign investments, tourism sphere.

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Labor Productivity Forecasting Options in the Building Materials Industry by Qualitative Methods (case study of JSC *Energomash BZEM* and PLC *BZ Arbet*). P. 347-351.

The paper provides the results of the study conducted by the author on the basis of the business activities information at the companies of the building materials industry of the Belgorod Oblast during 2008–2011. The main scientific novelty of this study is to provide the methodics of the integrated study of labor productivity at different companies of the said industry, which makes it possible to compare different companies through creation of correlation and regression models of labor productivity at each company, their transition into a standardized form that allows to rank internal production factors in the model by the degree of their influence on the development and comparison of the leading, *medium* and lagging behind in their development companies.

Key words: labor productivity, mathematical methods, national economy, internal production factors, correlation and regression model.

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State and Private Partnership Mechanism Structure: Content Aspects.* P. 352-361.

The author discloses the questions of the state and private partnership formation mechanism, clarifies notional and content aspects of the said mechanism elements; provides the original hierarchical structure of the partnership mechanism elements between the state (or municipality) and private business.

Key words: state and private partnership, hierarchical structure of the state and private, municipal and private partnership mechanism characteristics.

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Investments Efficiency Assessment in Higher Education Innovative Processes. P. 362-367.

The paper describes the peculiarities of the innovations efficiency assessment in the sphere of higher education, characterizes some of the most applicable of them in the author's opinion and suggests the author's conceptual model of the project efficiency assessment based on the correlation of quantitative and qualitative indicators.

Key words: innovations, investments, higher education, efficiency, model.