

SUMMARY

URGENT PROBLEMS OF ECONOMY

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

Peculiarities of Service Sphere Companies Functioning as Applied Means of Classification Features Extraction for Their Systemizing. P. 5-11.

By the present time services sphere has emerged as an independent sector of economy, which is developing most dynamically compared with other sectors. Rapid quantitative growth and wide variety of different companies specializing in production and provision of services in the consumer market determine the necessity of their classification.

The paper discloses the role of services sphere in post-industrial economy, defines the peculiarities of the activities of its companies, singles out and substantiates generalizing and peculiar classification features for the systematization of service sphere companies.

Key words: service sphere companies, classification features, needs, provision of services to customers, services provision organization.

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

Methodical Approaches to Organizations' Marketing Communications Selling Automobiles. P. 12-18.

The paper dwells on the methodical approach to marketing communications assessment, which envisages the development of the assessment algorithm, system of indicators, calculation of unitary generalizers and comprehensive indicators. The said approach is approbated in the organizations of the company *Genser-Belgorod*. The results of the approbation are reflected in the paper.

Key words: marketing communications, organizations selling automobiles, assessment algorithm, advertising, PR, personal sales, stimulation of distribution.

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

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

Methodology of Higher School Official Site Study. P. 19-29.

The paper provides the methodology of higher school site study; develops the algorithm of higher schools sites study; provides the characteristics of the stages of its realization in respect of its components (informational, technical, marketing, convenience of usage); suggests the application of the hierarchies analysis method for comparative assessment of higher schools sites; substantiates the reasonability of higher schools sites audit to develop recommendations in order to improve their functioning.

Key words: site, higher schools, site study algorithm, site analysis, site audit.

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

Innovative Development of a Company in the Context of Personnel Motivation. P. 30-34.

The paper substantiates the essence of the problem of employees' innovative behavior management; marks the tools for the realization of managerial influence on personnel; defines the motives of employees' innovative behavior; formulates personnel reasons of low innovative

activity; suggests the directions for personnel development in the context of the company innovative changes.

Key words: company's innovative development, employees' innovative behavior, motivation, organizational culture, leadership.

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

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

Status Position of Personnel Consulting in the Conditions of Growing Processes of Economic and Information Integration and Globalization. P. 35-42.

The paper provides integral image of personnel consulting; characteristics of the main services of personnel consulting; studies personnel technologies; describes the content of the organizational measures in the frameworks of the personnel consulting with special attention paid to personnel controlling as an important specific function of management.

Key words: personnel consulting, innovative personnel, personnel leasing, coaching, recruiting, personnel benchmarking, bench learning, personnel monitoring, personnel controlling.

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

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

Competitive Advantages of Consumer Cooperation Organizations and Their Influence on Market Sustainability. P. 43-47.

The paper dwells on the essence of organization's market sustainability, competitive advantages and the sources of them; provides characteristics of consumer cooperation organizations' competitive advantages and shows their interconnection with market sustainability.

Key words: market sustainability, competitive advantages, competitive advantages sources.

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

Development of Professional Culture of Students Majoring in Economics. P. 48-55.

The paper studies modern processes of the development of the personality's professional culture, which is, first of all, predetermined by the fact, that professional activities of students in the sphere of multi vector and dynamically growing market economy has turned into fundamental integrative factor of the development of their professional and civil potential.

Key words: professional culture, profession, student, professional culture level, professional activity, professional values.

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

Dynamics and Employment Structure in the Informal Economy of Modern Russia. P. 56-62.

The paper analyzes the causes of the emergence of informal employment in the labor market of Russia; studies the sphere of secondary employment: spectrum of occupations and forms of hiring. The most important segment of informal employment, the structure of which

embraces a considerable part of the population, is the so called transaction sector. The *opening* of the transaction sector in the conditions of Russian economy creates additional opportunities to use it in their own interests for two categories of the populations: bureaucrats and directors. Such rent oriented behavior means using their official positions with the purpose of appropriating another's property of accessing economic resources and transactions, which makes it possible to maximize personal economic interest to the detriment of other economic agents (state, organizations or individuals).

Key words: labor market, employment, state regulation of labor market, migration processes, employment structure, unemployment structure, informal economy, informal employment.

Zherukova O.B., Ph.D. in Economics, Professor, Director, Nalchik Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

On the Concept of University Marketing Management. P. 63-67.

The paper presents the algorithm and model of universities marketing management concept and the organizational basis for the implementation of the said concept, which insures the improvement of the universities competitiveness and their prospective successful function in the educational services market.

Key words: management, higher school, marketing, concept, model, competitiveness.

Karpenko N.V., Ph.D. in Economics, Professor, Head of the Chair of Marketing, Poltava University of Economics and Trade

Consumer Cooperation Marketing. P. 68-73.

In the paper the author analyzes the main trends in consumer cooperatives development and determines the prerequisites of the marketing concept application in foreign countries with market economies; creates the content of the marketing concept of consumer cooperatives, on the basis of which provides the distribution of marketing activities elements by functional peculiarities of consumer cooperatives.

Key words: consumer cooperation marketing, marketing concept, socially responsible marketing, elements of marketing.

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

Grineva N.A., Ph.D. in Economics, Senior Lecturer, Chair of World Economy, Belgorod State National Research University

Labor Resources as the Source of Competitive Advantages of Central Black Soil Regions. P. 74-83.

The paper studies labor resources as the source of competitive advantages of the region; draws the line between the sources of competitive advantages, factors and conditions ensuring regional competitiveness; stresses the lack of single methodical apparatus for the assessment of the regional competitiveness and studies the methodics of the structural shifts analysis, which can be applied for the assessment of the regional competitiveness.

Key words: regional competitiveness, region regional labor resources, labor resource, structural shifts analysis.

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

Chub V.A., Senior Lecturer, Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law

Conceptual Foundations of Organization's Profit Management. P. 84-89.

The paper studies the problem of the identification of the concept profit in accordance with the definition of the organization's activities goal in the frameworks with the evolution of

economic science; provides differentiated characteristics of accounting, economic and tax concepts of organization's profit.

Key words: profit, profit management, profit concept, goal.

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

Nekhoroshev R.A., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Grains Market Marketing Research Peculiarities. P. 90-95.

The paper dwells on the peculiarities of the marketing research of grains market; studies general classification of marketing research; reveals the reasons for the necessity of conducting the said marketing research; shows the structure and the content of the profiles of the main producers and consumers of grains; defines the main analytical indicators of such profiles.

Key words: grains market, marketing research, marketing research methods, planned and extraordinary marketing research, marketing research conducting algorithm.

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

Porubleva I.G., Ph.D. in Economics, Associate Professor, Chair of Economics, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Technique for Organization's Business Environment Analysis. P. 96-101.

The paper provide the technique for the organization's business environment analysis, singles out the main factors of business environment and suggests the assessment of the said factors.

Key words: analysis, business environment, management, suppliers, consumers, competitors, financial organizations, organs of power.

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

On the Question of Profitability and Indicators Calculation Technique of Fixed and Working Capital Usage Efficiency. P. 102-108.

The paper suggests a new algorithm of the calculation of the profitability indicators of fixed and working capital usage efficiency, which ensures not only more real level of the company's activity efficiency assessment but also ensuring correct and reasonable enough, not contradicting economic nature and essence of the components of the company's property potential, conclusions and thus managerial decisions.

The given paper proves the necessity of revising the existing technique and suggests new technique for the calculation of fixed and working capital usage efficiency, in particular such as the profitability of fixed and working capital as well as capital productivity and the indicators of working capital turnover (the number of turnovers of the working capital and the duration of the working capital turnover).

Key words: profitability, the number of turnovers of the working capital and the duration of the working capital turnover, profitability of fixed assets and profitability of the working capital, capital productivity, interconnection between the indicators of fixed assets profitability, working capital and advanced capital, working capital profitability.

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

Mavlina I.N., Ph.D. in Economics, Associate Professor, Chair of Audit, Sibirsky University of Consumer Cooperatives

Development of Best Practices and Benchmarking in Consumer Cooperation. P. 109-115.

The paper considers the urgent for consumer cooperation problem of identification, systemization and dissemination of best practices and experience; provides the overview of the successful experience of cooperative organizations; suggests the tools for the implementation of the best practices including benchmarking methods.

Key words: best practices, consumer cooperation, benchmarking.

Palatkin I.V., Ph.D. in Economics, Professor, Head of the Chair of Applied Economics, Penza State Technological Academy

Salmina A.S. Assistant, Chair of Economics and Management, Customs Studies, Penza State Technological Academy

Development of Agricultural Consumer Cooperation in the Penza Oblast. P. 116-122.

At present the number of agricultural consumer cooperatives in the Penza Oblast is dramatically increasing. The paper defines the main participants in the process of cooperation, reveals the directions in the development of the cooperative movement and states the results achieved with the use of the state support to the cooperatives in the region; concludes that the regional agricultural consumer cooperatives are at the stage of emergence and suggests prospective scheme for the development of the agricultural consumer cooperation system in the Penza Oblast.

Key words: agricultural consumer cooperative, farmer's economy, personal economy, housing and communal economy, countryside population poverty level, job places, multilevel system of agricultural consumer cooperation.

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

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

Retail Trade Turnover Development as a Factor Influencing Consumer Behavior. P. 123-129.

The paper studies the essence of consumer behavior, analyzes the development of the aggregate volume and structure of the retail trade turnover in consumer cooperatives of the Kursk Oblast as a factor influencing consumer behavior; shows per capita goods sales and buying power of the population served.

Key words: consumers, retail trade, consumer behavior, retail trade turnover.

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

Zatsarinina A.V., Senior Lecturer, Chair of Finance and Credit, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

On the Question of Companies' Financial and Business Activities Efficiency Assessment. P. 130-135.

The paper suggests new algorithm of the calculation of the profitability indicators of own, loan and attracted capital, which ensures not only more real level of the company's activity efficiency assessment taking into account the temporal factor of the capital usage but also ensuring correct and not contradicting economic nature and essence of the components of the company's passive capital, conclusions and thus managerial decisions.

Key words: how to correctly calculate the profitability of company's own, loan and attracted capital, how to correctly calculate the number of the turnover of own capital, how to correctly calculate the indicators of the company's capital usage efficiency.

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

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

Top Management Motivation Problems in the System of Oil Companies Corporate Governance. P. 136-140.

The paper studies the essence, methods and urgent problems of the corporations' motivation policy; the authors underline the necessity of improving the concept of top management and Board Directors motivation and suggest recommendations on the efficient development of the motivation system in corporations.

Key words: motivation, corporate governance, reimbursement, Board of Directors, management, top managers, conflict of interests, shares, options.

Akbasheva A.A., Associate Professor, Chair of Finance and Credit, Karachaevo-Cherkessk Affiliate, Moscow Finance and Industrial University Synergy

Dzakhmysheva I.Sh., Ph.D. in Economics, Professor, Chair of Goods Study and Expertise, Kabardino-Balkarsky State Agrarian University named after V.M. Kokov

Main Notions on the AIC Sustainable Economic Development. P. 141-146.

The paper presents the dynamics of the notion of sustainable economic development and the authors suggest their own definition of *sustainable development of AIC plant growing subcomplex*.

Key words: sustainability, development.

Rastvortseva S.N., Ph.D. in Economics, Professor, Chair of World Economy, Belgorod State National Research University

Cherepovskaya N.A., Post-Graduate Student, Chair of Organization's Management, Belgorod State National Research University

On the Question of Regional Clusters Identification Methodical Assurance. P. 147-154.

The paper considers the cluster policies used and directed in the Russian practice at the formation and development of clusters, while abroad its purpose is only to support existing clusters. Due to the fact that artificial creation of clusters is a long and resource-intensive process, important step is to identify the types of activities in the region, based on which the cluster formation will be effective. The paper discusses various approaches to the identification and evaluation of regional clusters that are used in Russian and foreign literature. Particular attention is paid to the methods of the European Cluster Observatory and the Institute for Competitiveness and Prosperity.

Keywords: evaluation of clusters, cluster policy, the regional cluster

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

Kochina S.K., Scientific Degree Applicant, V.G. Shukhov Belgorod State Technological University

Corporate Strategic Diagnostics and its Development with Taking into Account Modern Socio-Economic Conditions. P. 155-158.

The paper studies the questions connected with the development of approaches to the assessment of corporations functioning in modern conditions in particular diagnostics of the situation in the system as the integrity; suggests to single out several levels of diagnostics with basic principles of its conducting; defines new features of strategic analysis taking into account the changes in business environment.

Key words: corporation, strategic management, corporate management goals, diagnostics, diagnostics methods.

Viliamsky V.S., Ph.D. in Economics, Professor, Chair of Economic Disciplines, Rostov Institute of Cooperation

Aleksejenkov A.A., Scientific Degree Applicant, Southern Federal University

Food Security of Russia: Role of Cooperatives. P. 159-163.

The paper studies the questions of ensuring food security of the country. Broad information and empirical material is used for comparing the level of the state support of agricultural cooperatives in this country and abroad. The paper proves the advantages of cooperative agriculture in comparison with farmer's one. Historical examples are used to show the inclination of Russian peasantry to common use of land and advantages of this form of doing business compared with the private one.

Key words: food security, cooperation, farmers' households, rural community, state support to agricultural cooperatives.

Matvejeva O.P., Ph.D. in Economics, Associate Professor, Head of the Chair of Customs Studies, Belgorod University of Cooperation, Economics and Law

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

Methodical Approaches to the Assessment of the Application and Completeness of Customs Payments Calculation with Goods Customs Declaration. P. 164-172.

The paper suggests methodical approaches to the assessment of application and completeness of calculation of customs payments with customs declaration of imported goods, including the selection of customs procedure, determination of the type and code of goods, types and tariffs, calculation base and customs payments sums.

Key words: customs payments, customs duties, customs tariffs, excise, VAT, goods code, customs value, goods declaration.

Golovkova A.S., Ph.D. in Economics, Associate Professor, Chair of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law

Kolos N.V., Ph.D. in Economics, Associate Professor, Head of the Chair of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law

Information Model of Organization's Activities Oriented at Process Approach to Management. P. 173-179.

The realization of the main principles of process approach provides for the organization competitive advantages, solid position and share in the market. The efficiency of the process approach should be ensured by the information system. Application of information model in the organization's activities opens broad opportunities for qualitative and quantitative assessment of its efficiency, including the application of standardized methodologies and instrumental means.

Key words: process approach to management, business process, model of IDEFO functions.

Cheglakov A.L., Ph.D. in Economics, Associate Professor, Chair of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law

Designing and Assessment of Corporate Information System Flexible Architecture. P. 180-183.

The paper suggests the approach to designing and assessing flexible architecture of a corporate information system on the basis of the real options method with the stress made on the interpretation of the architectural decision flexibility mechanisms. The said approach is presented with the application of TOGAF model of companies' architecture.

Key words: company architecture, corporate information system, real option, method of analytical analysis of hierarchies.

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

Investment processes in Trade and Their Importance for its Development. P. 184-188.

Political stability, legal and legislative assurance of investments, inflation level, rate of return on the invested capital, the existing taxation system, interest rate on bank credits influence the investment processes in trade. Trade companies, trade chains have to proceed from the development strategy, ways to extend investment capital, forms of its investment, which would allow to carry out efficient investment policy of a company.

Key words: investments, retail trade companies.

Kartseva V.V., Ph.D. in Economics, Associate Professor, Chair of Finance, Poltava University of Economics and Trade

Consumer Cooperation Organizations and Enterprises' Financial Structure Formation on the Basis of Operational Financial Controlling. P. 189-194.

The paper studies the possibility of financial structure formation at consumer cooperation organizations and enterprises. The author suggests the formation of the financial structure with the detachment of financial responsibility centers.

Key words: financial structure, financial responsibility centers, key success indicators, operational financial controlling.

Solovykh N.N., Ph.D. in Economics, Professor, Chair of Microeconomy, Financial University with the Government of the Russian Federation

Transformational Changes in Globalized Economy and Contradictions on the Way to Global Economy. P. 195-201.

The paper studies transformational changes in advanced economies, which characterize the modern stage of the economy globalization, the necessity of Russia transition to innovative, social economy.

Key words: globalization, globalism, global economy, globalization processes, information and networking system, transformational changes, changes in Russian economy, consumer cooperation.

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

Mikhailova I.G., Ph.D. in Economics, Associate Professor, Belgorod University of Cooperation, Economics and Law

Essential Limitations of Internal Control Efficiency. P. 202-207.

The paper clarifies the conceptual apparatus to study the internal control efficiency; suggests the classification of factors influencing the inside control efficiency and singles out its essential limitations.

Key words: internal control, internal control efficiency, efficiency limitations.

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

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

Classification of Residential Property Objects in the City of Belgorod. P. 208-212.

The paper dwells on the classification of the residential property objects; studies and elaborates the main types of property classification.

Key words: property, property classification.

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

Role of Marketing Communications in Consumer Behavior Formation. P. 213-223.

Modern society is characterized by a rapid of communication processes in all spheres of its activities including the sphere of consumer market. The paper substantiates the role of marketing communications in the formation of consumer behavior from the positions of the main theories and concepts, which form the subject fields of the marketing communications study; singles out and characterizes the tools of the communications complex used in the relations marketing; provides the scheme of interconnection of marketing communication process elements, which form consumer behavior.

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

Savelieva E.A., Ph.D. in Pedagogics, Associate Professor, Chair of Marketing and Management, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Slyusareva E.V., Ph.D. in Economics, Senior Lecturer, Chair of Marketing and Management, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Development of Professional Competences of Innovative Economy Personnel. P. 224-228.

The paper studies the objectives of innovative economy in the sphere of higher education; discloses the concept of *qualimetry* and *qualimetric analysis*, applied to the measuring system of professional competences quality in educational activities of employees; substantiates the connection between motivation and professional competence.

Key words: innovative economy, innovation, professional competences, modernization, efficient management.

Kopyonkina I.B., Ph.D. in Economics, Associate Professor, Chair of Humanities and Socio-Juridical Disciplines, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Cherevatova T.F., Ph.D. in Economics, Associate Professor, Chair of Humanities and Socio-Juridical Disciplines, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Stock Management Models Application for Managerial Decision Making. P. 229-235.

The paper studies the questions connected with managerial tasks of a company and managerial decision making; provides the classification of the methods for the development and managerial decisions making by the stages of the managerial decision development process.

Key words: methods of management, managerial decision making, stock management models, demand intensity, organizational costs, goods value, stock keeping costs, lot volume.

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

Consumer Behavior Formation Influenced by Relations Marketing. P. 236-244.

Modern trends in the development of marketing are characterized by the increased attention to consumer and his/her behavior; the regulation of which is done with the help of the establishment of a special system of relations. The paper provides the author's view on the formation of consumer behavior under the influence of relations marketing and its theoretical substantiation.

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

Kachan N.A., Senior Lecturer, Chair of Accounting, Belgorod University of Cooperation, Economics and Law

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

Theoretical Aspects of Managerial Accounting Organization of Ceramic Goods Production. P. 245-248.

The paper discloses theoretical aspects of managerial accounting organization in the process of the production management of art ceramics companies; singles out uniting indicators and differentiating characteristics of art ceramic goods production; reflects the peculiar features of the said production and defines the purpose of managerial accounting to build the information with the view of improving the efficiency of management.

Key words: management process, technological process, information system, managerial accounting.

Mirgorodskaya O.A., Ph.D. in Economics, Associate Professor, Chair of Economics, Stavropol Cooperative Institute (Affiliate), Belgorod University of Cooperation, Economics and Law

Narozhnaya G.A., Ph.D. in Economics, Associate Professor, Chair of Management, Northern Caucasus Humanitarian and Technical Institute

Food Supply System as Complex Socio-Economic Formation. P. 249-252.

The paper analyzes and summarizes theoretical concepts in the system of food supply as a complex socio-economic formation with the application of systemic approach, which made it possible to suggest the author's variant of the regional food supply system model.

Key words: foods supply system, regional agrobusiness, entrepreneurship, food security.

Myagkikh I.N., Ph.D. in Economics, Associate Professor, National Aviation University, Ukraine

Main Procedures and Principles of Budgeting at a Company. P. 253-257.

The paper studies the problem of the application of the system of management and budgeting at a company and suggests the main principles, which, if followed, could improve the efficiency of budgeting at a company.

Key words: budget, budgeting, budgeting principles, financial structure, flexible budget, budgeting automation.

Vasilieva L.P., Ph.D. in Economics, Assistant Professor, Chair of Finance and Credit, Vologda Institute of Business

Management of the Balanced Socio-Economic Development of the Region: Theoretical and Practical Aspects. P. 258-261.

The paper studies the system of the regional socio-economic development management with the region regarded as an open, complex and dynamic system, which is created to solve multiple problems and which requires continuous management for the sustainable and balanced development.

Key words: open system, balanced socio-economic development, integration processes, modernization of economy, systemic approach.

Djurabaeva G.K., Ph.D. in Economics, Associate Professor, Chair of Finance and Tax Policy, Novosibirsk State Technical University

Burmakin E.V., Scientific Degree Applicant, Novosibirsk State Technical University

Shcherbakov V.A., Ph.D. in Economics, Professor, Associate Professor, Chair of Accounting and Audit on Railway Transport, Siberian State Transport University

Companies' Innovative Management Organization Element Base. P. 262-268.

The paper studies the element base for the creation of modern managerial structures suitable for the reconstruction of successful functioning of modern domestic manufacturing companies, transformation of the company's top management into the corporate center;

organization of free flow of the necessary managerial information on the basis of the reorganization of accounting system.

Key words: configuration rapprochement of organizational and financial structures, managerial accounting, corporate center, budgeting, strategic planning, investments and analysis service.

Gerasimov V.G., Ph.D. in Economics, Professor, Chair of Finance and Credit, Belgorod State National Research University

Abusalimova Zh.L., Master, Belgorod State National Research University

Corporate Management in Credit Organizations as a Factor of Their Sustainable Growth and Development. P. 269-276.

The paper analyzes the problems of the emergence of corporate management in credit organizations, its structure, principles and mechanism; provides the criteria of the corporate management quality assessment and substantiates its influence on the investment attractiveness, value of assets and risks decrease.

Key words: corporate management, board of trustees, involved sides, corporate management ratings.

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

Consumer Cooperation Organizations' Communication Strategy Development on the Basis of the Application of Balanced System of Indicators. P. 277-282.

The paper presents the stages of consumer cooperation organizations' communication strategy realization on the basis of the balanced system of indicators; demonstrates the chain of cause-and effect ties; reveals the directions of the realization of commerce activities strategy and communication strategy of consumer cooperation organizations on the basis of the balanced system of indicators.

Key words: labor market, labor market formation, Russian labor market functioning peculiarities, labor market functions.

Breze O.E., Ph.D. in Science, Associate Professor, Chair of Organization and Economy of Food Industry Companies, Kemerovo Technological Institute of Food Industry

Breze V.A., Associate Professor, Chair of Organization and Economy of Food Industry Companies, Kemerovo Technological Institute of Food Industry

Food Industry Market Structure of the Kemerovo Oblast. P. 283-287.

The paper studies the structure of the branch market of foodstuffs concerning their industrial production, dynamics of per capita production, use of production capacities, output of agricultural products and structure of agricultural companies by categories.

Key words: food industry, food market, branch market structure.

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

On the Development of Technological Assurance of Marketing Research Organization of a Commercial Organization's Activity. P. 288-294.

In practice one of the main problems in the organization of marketing research is the incompleteness of the said process technological assurance development. The paper provides the author's technology in the organization of marketing research of a commercial organization's activity; discloses the content of its functional subsystems and procedures, contained in them.

Key words: marketing research organization, technology and procedure of marketing research, commercial organization's activity.

Olefir V.N., Senior Consultant, Department of Interparliamentary Ties Assurance, Apparatus of the Supreme Rada of Ukraine, Scientific Degree Applicant, Kharkov National University named after V.N. Karazin

Spiritual, Noosphere and Sustainable Development as Business Strategy of Humanity Survival. P. 295-302.

The paper studies the insufficiency of the concepts of noosphere and sustainable realization of the imperative of humanity survival in modern global world. Modern polysystemic world crisis has deep spiritual and moral beginning, that is why proceeding from the triple integral spiritual, biological and social nature of a human being the paper substantiates the necessity of the actualization of the spiritual basis of business development, which also corresponds to the principles of post non-classical human oriented science.

Key words: spiritual, noosphere and sustainable development, business strategy, spiritual, biological and social nature of human being, post non-classical science, noospherology.

Krapivina E.S., Ph.D. in Economics, Assistant, Chair of Administrative Law and Administrative Activities of the Organs of Interior, Belgorod Law Institute, Ministry of Interior of the Russian Federation

Organization of the Management System of the Organs of Interior. P. 303-308.

At the modern stage of the transformation of the organs of interior of the Russian federation the main and priority goal is to put the system of the Ministry of Interior of the Russian Federation (further on MI of Russia) at a new more qualitative level of development. The paper studies social and legal problems in the system of management of the organs of interior; suggests possible directions for the improvement of system of management of the organs of interior.

Key words: organs of interior, Ministry of Interior, management, system, personnel, policy, personnel resources of the Ministry of Interior of the Russian Federation.

Morkovkina I.A., Ph.D. in Science, Senior Lecturer, Chair of Goods Study and Technological Discipline, Management and Marketing, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Pankova N.M., Senior Lecturer, Chair of Goods Study and Technological Discipline, Management and Marketing, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Trends of the Functional Beverages Market Development in Russia. P. 309-313.

The paper studies the essence of functional beverages, provides the characteristics of Russian functional beverages market and trends of its development.

Key words: functional beverages, functional beverages market development trends, functional beverages distribution, functional beverages production.

Sheiko E.V., Senior Lecturer, Chair of Economic Analysis and Audit, Belgorod University of Cooperation, Economics and Law

Theoretical Aspects of the Definitions of the Concept Investments. P. 314-317.

The questions dealt with in the paper are urgent enough as it is important to study the process of analysis and investment decision making on the basis of modern criteria taking into account the specificity of economic situation in the Russian Federation.

Key words: investments, capital investments, investment project, investment policy, investment risk.

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

Glaz O.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Labor Market and Peculiarities of its Formation and Functioning. P. 318-324.

The paper presents the key aspects of the interpretation of the category *labor market*; proves cause-and-effect relationship of the peculiarities of formation and functioning of Russian labor market and concretizes its functions.

Key words: labor market, labor market formation, Russian labor market functioning peculiarities, labor market functions.

Ivannikova M.N., Senior Lecturer, Chair of Marketing, Poltava University of Economics and Trade

Formation of the Company's Competitive Advantages Essence and Their Classification. P. 325-329.

The article reveals the meaning of competitive advantages, their essence in the modern development of the enterprises of Ukraine in conditions of transformation of the economy. A classification of competitive advantage that will allow Ukrainian companies to choose the most optimal and develop them in future endeavors.

Key words: competitive advantage, key success factors, core competencies, the factors of competitive advantage, sustainable competitive advantage, competitive strategies.

Zakharenko-Seleznyova A.N., Senior Lecturer, Chair of Marketing, Poltava University of Economics and Trade

Problems of Ethical and Psychological Aspects of Advertising Technologies. P. 330-335.

In the paper the author analyzes the most effective psycho technologies applied in advertising, studies the mechanism of advertising influence on the potential buyer.

Key words: advertising, effective psycho technologies, ethical side, manipulation, ethics, psychological influence, motivation.

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

Standardization of Labor Resources in a Trade Company on the Basis of the Algorithm of Organization's Social Budget Formation. P. 336-339.

The paper provides the interpretation of the social budget and determines its source of formation; works out the standard algorithm of organization's social budget formation and substantiates the necessity of reforming employees' labor remuneration.

Key words: social budget, labor relations, labor relations standardization.

Snitko O.A., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Competence Approach to Organization's Resources Management. P. 340-346.

The paper discloses the essence of organization's competences and defines the content of the process of their formation; singles out the most important indicators of the key competences and their types; substantiates the possibility of developing key competences from a certain part of organization's resources; develops the mechanism of the employees' competences management.

Key words: resources management, competence approach, competences development, intellectual capital, human resources, competence profile, competences management mechanism.

Gordienko N.M., Post-Graduate Student, V.G. Shukhov Belgorod State Technological University

Company's Investment Policy Improvement Based on Development Dynamics Model Application. P. 347-354.

The paper studies the possibility of a manufacturing company investment policy improvement taking JSC *Kombinat KMaruda* as a case study. The system of investment management on the basis of the suggested company's development dynamics model with the application of modern computation software makes it possible to promptly acquire the prognosis indicators of the results of each investment project implementation and choose the most effective ones, thus determining the trend in company's development.

Key words: manufacturing company investment policy, investment management, production function, development dynamics.

Dudkina N.S., Post-Graduate Student, St. Petersburg University of management and Economics

Problems and prospects of Special Economic Zone of the Magadan Oblast in the Frameworks of the Region's Innovative Development. P. 355-362.

The paper reflects the results of the functioning of the Special Economic Zone (SEZ) in the Magadan Oblast, its influence on the socio-economic development of the region, its prospects for innovative development on the basis of the SEZ potential usage.

Key words: special economic zone, growth points concept, innovative development, innovations, business incubator.

Karpenko D.V., Post-Graduate Student, Chair of Accounting, Kiev National University of Trade and Economics

Modern Situation and Development of Restaurant Business in Ukraine. P. 363-368.

The paper defines and analyzes the trends in the development of the restaurant business enterprises with taking into account the peculiarities of the modern stage of the branch activities; reveals positive and negative factor influencing them; suggests the classification of services offered by the restaurant business, which corresponds to the modern requirements of the market environment.

Key words: development trends, restaurant business, classification of the restaurant business services, goods turnover, activity formats, services, loyalty system, information.

Sukhareva I.V., Post-Graduate Student, N.P. Ogaryov Mordovsky State University

Development of Integration in AIC Fish Subcomplex. P. 369-374.

Destruction of ties between catching, producing and marketing sectors of fish branch became the main factor, which causes the differences in their interests and goals, which, in its turn lead to the decrease of the activity efficiency of the whole AIC fish subcomplex.

Despite the sufficient knowledge and growing in the recent years attention to the problems and management mechanisms of the fish branch both on the part of the state and business society there exists a sharp necessity in the study of further efficient guidance of the development of the said branch. Until now there is no necessary substantiation of the necessity in the integration of catching and processing companies as an important condition to lead the branch from the crisis situation.

Key words: integration, competitiveness, the biggest players in the fish market.

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

Formats and Advantages of Internet Advertising. P. 375.

The paper studies the formats and peculiarities of modern advertising in the Internet; shows technological and economic differences of different kinds of advertising in the net with the results and conclusions, which can be used by the organizations aiming to advertise their goods, activities and services in the Internet.

Key words: information technologies, advertising activities, context advertising, target advertising.