

SUMMARY

URGENT PROBLEMS OF ECONOMY

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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

Technology of Marketing Study of a Commercial Company Business Development Prospects. P. 5-17.

Marketing studies are done in all spheres of a commercial company activities functioning in the competitive environment of the target market as practically they have no limits in the part of their subject contents. But the conduct of the studies shouldn't become the goal in itself. Their results should ensure reality and objectivity of the information on the activities of the company for the working out of the optimal strategic variants of its development. The paper provides the author's technique of the marketing study of the development prospects of a commercial company business and the results of its approbation in JSC "Oskolsky Electrometallurgical Company".

Key words: marketing research, technology of marketing research, commercial organization's business.

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

Kadatskaya D.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Structural Components and Conceptual Directions of Trade Services Provision Quality Improvement in Retail Trade Units. P. 18-29.

The paper on the basis of comparative analysis and systemizing of characteristics, connected with the interpretation of the notion "quality of trade services provision" by different authors substantiates the authors' vision of the components of trade services quality; defines the above mentioned notion; substantiates conceptual directions of trade services quality improvement in retail trade units by the components (commodity supply and goods quality, forms of services and methods of sales, merchandising, services, personnel), which are directed at improving the competitiveness of retail trade units and consumer loyalty.

Key words: quality of trade services, structural components, retail trade units.

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

Consumer Cooperation Organizations' Market Sustainability and Methodical Approach to its Assessment. P. 30-35.

The paper provides the characteristics of market sustainability, dwells on the concept of market sustainability in connection with consumer cooperation organizations; substantiates the system of indicators and methodical approach to its assessment.

Key words: sustainability, market sustainability, competitive advantages, market sustainability indicators, methodical approach to determination of the market sustainability level.

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

Sociological Study of the Situation and Problems of Labor Relations Regulation. (consumer societies of the Belgorod Oblast as a case study) P. 36-41.

The paper discloses the goals and technique of the sociological study of the situation and problems of labor relations regulation in the company; provides the results of the research in 16 consumer societies of the Belgorod Oblast as a case study.

Key words: labor relations, regulation, consumer societies.

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

Makhinenko E.A., Scientific Degree Applicant, Belgorod University of Cooperation, Economics and Law

Strategic Directions of Consumer Cooperation Organizations' Activities Efficiency Improvement. P. 42-48.

The paper studies urgent problems of the substantiation of strategic directions of consumer cooperation organizations' activities efficiency improvement based on the study of the methodological platform of the theory of efficiency and instrumental and methodical techniques of its assessment.

Key words: strategic management, efficiency of activities, types of efficiency, strategic directions of efficiency improvement.

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

Building Company's Competitive Advantages Based on Employees' Competences Stimulation. P. 49-55.

The paper studies the main methods of competences assessment; systemizes the assessment methods of a working place; compares tariff systems based on tariff net and grading system; defines the goals and peculiarities of employees' competences stimulation as a prerequisite for building company's competitive advantages.

Key words: employees' competences, tariff system, grading system, stimulation, competitive advantages.

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

Development of Higher Schools Marketing Activities Using Internet Technologies. P. 56-64.

The paper studies the experience of marketing activities organization and functioning of marketing structures in foreign higher schools as well as the experience of home and foreign higher schools in the organization of the official site functioning; provides recommendations for the improvement of marketing activities of higher schools using Internet technologies.

Key words: marketing activity, higher schools, site, presence in the Internet, Internet technologies.

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

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

Organization's Labor Resources Management Strategy Formation. P. 65-74.

The paper suggests the technology of organization's labor resources management strategy formation, based on the integrity of procedures and measures with the clarification of ideological, ethical, documentary, communicational and methodical assurance of their implementation.

Key words: labor resources, management strategy, labor resources formation, labor resources development.

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

Comparative Analysis of the Concept “Marketing Potential” and its functional Content as Economic Category. P. 75-81.

The paper on the basis of the positions of different researchers clarifies the essence of organization’s marketing potential, proves its connection with other types of potentials; substantiates the role of marketing potential as the integrative one for organization’s economic development in the competitive environment.

Key words: potential, economic potential, market potential, marketing potential, marketing opportunities.

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

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

Systemic Approach to Business Subject’s Resources Management. P. 82-90.

The paper studies the main elements of a business subject’s resources management system. The resources are regarded in interconnection with costs and the results of the activity. Systemic approach to management is a basis of the management process, which is realized through the development of certain technology of management corresponding to the set goals.

Key words: resources, costs, results, system, management methods, management technologies.

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

Study of Factors Influencing Consumer Behavior in Retail Trade. P. 91-102.

The paper studies the factors influencing consumer behavior, analyzes the factors influencing consumer behavior in retail trade of the Kursk Oblast and shows the consumption of goods by the population in retail trade of the Kursk Oblast consumer cooperatives.

Key words: retail trade, consumer behavior, consumption, factors influencing consumer behavior.

Nagapetianz N.A., Ph.D. in Economics, Professor, Chair of Marketing and Statistics, University of Finance with the Government of the Russian Federation

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

Marketing Approach to Goods Competitiveness Assessment. P. 103-109.

The paper discloses multifactor approach to the assessment of goods competitiveness taking into account marketing component.

Key words: competitive advantages, buyer’s assessment, packaging, trade mark, quality management, competitiveness determinants, SWOT analysis, bench marketing.

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

Methodological Questions of Profit Management Taking into Account its Concepts Differentiation. P. 110-114.

The paper studies the problem of the improvement of organizations profit management, using economic, accounting and tax concepts of profit; provides the authors' interpretation of hierarchical construction of the profit management system, criteria of assessment and methods of profit management taking into account its concepts differentiation.

Key words: profit, profit management, profit concept, methodology of management, object of management, subject of management.

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

Marketing Aspects in the Assessment of Business Process "Goods Realization" Potency in Consumer Cooperation Organizations' Retail Trade. P. 115-119.

The paper suggests the methodics for the assessment of the potency of business process "Goods Realization", based on the calculation of particular indicators of the potency of the said business process in dynamics; formulates fundamental provisions on the necessity of the development of such technique; provides the methodics for the calculation of integral indicator of the potency of business process "Goods Realization"; provides the scale for the interpretation of the meanings of the integral indicator of the potency of business process "Goods Realization".

Key words: business processes, business process "Goods Realization", efficiency and potency of business processes, particular and integral indicators of the potency of business processes.

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On the Question of the Rubber Market Innovative Development Direction in the Voronezh Oblast. P. 120-124.

The paper analyzes the trends in the development of the secondary market of rubber goods recycling and substantiates the innovative directions in the development of the said market in the Voronezh Oblast.

Key words: rubber goods secondary market, innovative development of the region.

Amanzholova B.A., Ph.D. in Economics, Professor, Chair of Audit, Sibirsky University of Consumer Cooperatives

Nagovitsyna L.P., Ph.D. in Economics, Professor, Chair of Consumer Cooperative Economy, Sibirsky University of Consumer Cooperatives

Theoretical and Methodological Aspects of Internal Control and Audit in Consumer Cooperation. P. 125-134.

The provides theoretical and methodological foundations for the formation of internal control system in consumer cooperation; the authors suggest the clarification of the target direction of internal control, the emergence and development of social audit in accordance with the changes in business conditions, which predetermined the extension of goals, development of methods and principles of controlling and analytical activity of cooperative organizations. The authors define the directions of the development of internal control and audit of consumer cooperatives, which are interconnected with the development of modern concepts of accounting.

Key words: internal control, audit, consumer cooperation, social audit, accounting audit, methods and principles of internal control.

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

Improvement of Organization's Profit Analysis based on the Interconnection Among Economic, Accounting and Tax Concepts. P. 135-140.

The paper studies the problem of the improvement of organization's profit analysis using economic, accounting and tax concepts of profit; provides the authors' system of profit assessment indicators, formed on the basis of accounting information record, calculation of economic added value and tax burden assessment.

Key words: profit, profit management, profit concept, profit analysis, profitability, tax burden.

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Bashkatova V.Ya., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Self-Sustaining Relations and Their Place in the System of Consumer Cooperation Organizations' Management. P. 141-150.

The paper studies the peculiarities of the internal cost accounting, which is of instrumental character and reflects a certain system of economic relations between the organization and its structural divisions; stresses the role of internal cost accounting as a method of business process management ensuring the increase of material interest and fulfillment of set tasks, oriented at maximizing the result and optimizing the costs.

Key words: internal costs accounting, structural divisions, costs, results, motivation, material stimulation.

Yakimchuk S.V., Ph.D. in Economics, Associate Professor, Chair of Economics and Company Management (Town Utilities), Belgorod State National Research University

Conceptual Approach to the Formation of the Population Social Protection Innovative Management System. P. 151-159.

The paper studies concepts of social protection management systems in the Soviet and post-Soviet periods; singles out the priorities in the social protection management system on the basis of socio-economic and synergic approaches.

Key words: management, innovative system, population social protection.

Farberova O.E., Ph.D. in History, Associate Professor, Head of the Chair of Humanities and Socio-Juridical Disciplines, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

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Business and State in Modern Russia. P. 160-166.

The paper analyzes the interaction between business and the state in modern Russia, state policy in the sphere of Russian business development.

Key words: state, business, state policy, corruption, property, capital.

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

Abusalimov Zh.L., Master Program Student, Belgorod State National Research University

Corporate Management and Risk Management in Commercial Bank. P. 167-174.

The paper analyzes risks management system in commercial banks with corporate management; studies the approaches and mechanism of business processes risks management, corpo-

rate management and strategic risks in modern conditions; substantiates the necessity of integrated risk management in accordance with international standards.

Key words: risk management, corporate management, business processes risks, strategic risks, corporate management risks, corporate management ratings, risks registrar, risks map.

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Osipov V.A., Ph.D. in History, Professor, Dean, Department of Economics, Kuzbass Institute of Economics and Law

Cooperation Minus Private Initiative Equals Socialism. P. 175-184.

Activities of the Chief Administration (Glavkoop) on Artisan and Consumer Cooperatives directed at displacing private initiative from cooperation in the second half of the 1940s.

Based on archival materials the paper shows the activities of the Chief Administration (Glavkoop) on artisan and consumer cooperatives in 1946-1950 directed at displacing private initiative from cooperation in the second half of the 1940s as the main direction of the state regulation in this sphere; reveals the interaction between Glavkoop and regulating organs; summarizes the results of its activities, the efficiency of the state policy and the scales of the "shadow" activities in cooperation.

Key words: cooperation, private initiative, Glavkoop, state regulation.

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

Trends of a Sustainable Development of AIC Crop Subcomplex. P. 185-192.

The paper presents SWOT, the analysis of the potential opportunities of the AIC crop subcomplex of the Karachaevo-Cherkessk Republic and defines the trends of the sustainable development of the said subcomplex.

Key words: analysis, sustainability, development.

Aliev Sh.I., Ph.D. in Law, Associate Professor, Director, Rostov Cooperative Institute (Affiliate), Belgorod University of Cooperation, Economics and Law

Mechanisms of Socio-Economic Regulation of Youth Life Projecting. P. 193-200.

The paper studies youth policy and educational activities as efficient mechanisms of socio-economic regulation of youth life strategies. Using the situation in the Republic of Dagestan the paper analyzes the development and realization of youth policy at the regional level and its influence on life projecting of the Dagestan youth.

Key words: socio-economic regulation, youth, life projecting, life strategies, educational activities, youth policy.

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

Problems and Prospects in the Development of Accounting of the Russian Federation through Change of the Legal Regulation. P. 201-206.

The paper dwells on the questions connected with the coming in force since January 1, 2013 of the federal law "On Accounting No 402-ФЗ", provides comparison with the former laws with the main attention given to the analysis of the problems emerged as a result of such changes, different interpretations and prospects of the organization of accounting in this country.

Key words: legal regulation, objects of accounting, financial accounting, accounting standard, organization's accounting policy.

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

Technique of Consumer Loyalty Dynamics Study to Retail Trade Organization. P. 207-216.

One of the fundamental characteristics of the developing on the consumer market relations marketing is consumer loyalty, which reflects consumers' attitude to retail trade units, with which they enter a system of interactions while buying or selling goods. The paper provides the author's technique of the study of consumer loyalty dynamics to a retail trade unit and gives the results of its approbation in the JS trading company "Medio" in the city of Stavropol.

Key words: consumer loyalty, relations marketing, consumer loyalty formation factors.

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

State Customs Services Provision Quality Improvement on the Basis of Electronic Declaration Application. P. 217-224.

The paper studies trends and problems of the formation and development of electronic customs declaration through the use of the allocated communication channels and international associations of networks Internet; suggests the main directions of the development of electronic declaration of goods and transport means in customs organs as one of the directions of improving the quality of the state customs services provision.

Key words: state customs services provision quality, customs declaration, electronic declaration of goods and transports means, electronic form of goods declaration.

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Realization of Innovative Project in Competitive Conditions. P. 225-232.

The paper clarifies the correlation between competition and competitiveness, analyzes the stages of innovative processes, shows the difference among the types of innovations, defines quantitative and qualitative characteristics of innovative projects; substantiates the necessity of ranking types of innovations as a prerequisite for the improvement of competitiveness of innovative projects.

Key words: competition and competitiveness, innovations, types of innovations, innovative process, object of innovations, subject of innovative activity, innovations financing source, stages of innovative project, innovative projects competitiveness.

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Dedusenko M.L., Senior Lecturer, Chair of Taxes and Taxation, Institute of Economy, Belgorod State national Research University

Necessity and Purposefulness of Tax Prognosis and Planning. P. 233-237.

The paper studies tax prognosis and planning and their role and importance for the development of the national economy.

Key words: tax planning, tax prognosis, tax potential.

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

Brand Management Strategies as Components of Brand Governance. P. 238-242.

The paper studies the concepts of brand, trade mark, branding provided by different notions from the point of view of management, shows the brand management system and its components, original data and brand functioning strategies.

Key words: brand, trade mark, branding, brand management, brand management goal, brand management principles, brand management strategies.

Aliev Sh.I., Ph.D. in Law, Associate Professor, Director, Rostov Cooperative Institute (Affiliate), Belgorod University of Cooperation, Economics and Law

Dagestan Youth Labor Strategies. P. 243-248.

On the basis of the sociological study done by the author the paper analyzes labor strategies of Dagestan youth, which due to the existing socio-economic situation in the republic significantly differ from the labor strategies of the youth in other regions of Russia.

Key words: youth, labor strategies, professional strategies, labor market, youth unemployment.

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

Behavioral Marketing Application for the Formation of Organization's Personnel Innovative Behavioral Orientation Formation. P. 249-254.

The paper dwells on the problems of behavioral marketing methodology, defines its essence, goals and principles; proves that behavioral marketing possesses internal and external directivity, first of all at consumers and organization's personnel.

Key words: marketing, behavioral marketing, behavioral culture, personnel innovative orientation.

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

Human Capital Development in the Region at the Stage of Innovative Transformations. P. 255-259.

The paper studies the category of "human capital", suggests measures on the development of human capital; defines the principles of the said capital development; presents main normative documents, regulating the development of human capital in the Belgorod Oblast; provides the goals and main directions of the development of the Belgorod intellectual and innovative system.

Key words: human capital, measures on the development of human capital, human capital development system, the Belgorod intellectual and innovative system.

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

Study Results of Dynamics and Factors of Actual End Consumption Formation in Households. P. 260-269.

The paper analyzes the dynamics of the main socio-economic indicators of the living standards of the population in Russia, actual end consumption in households by the sources of formation and purposes of consumption and per capita retail trade turnover; provides correlation and regression dependences of the factors' influence on the parameters of end consumption in households and gives prognostic calculations of their changes.

Key words: consumers, consumer behavior, actual end consumption in households.

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

On the Question of Rural Cooperation Development in Russia. P. 270-278.

The paper analyzes the impact of the state support measures, implemented in the period from 2006 till 2012 in the frameworks of the national priority project "Development of Agro-Industrial Complex" and the State program for the development of agriculture and regulation of the markets of agricultural produce, raw materials and foodstuffs for 2008-2012, directed at the

development of agricultural and consumer cooperatives and consumer cooperation system in Russia.

Key words: state support measures, national priority project “Development of Agro-Industrial Complex”, State program for the development of agriculture, agricultural consumer cooperatives, consumer cooperation system of Russia.

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

Modern Trends in Activities Volumes of the Belgorod Oblast Consumer Cooperatives. P. 279-285.

Volume indicators are the most important economic characteristics of all businesses. Volumes of activities of consumer cooperation organizations and their dynamics are the fundamental factors, which provide for the financial result of activities and the efficiency of functioning.

Key words: consumer cooperation, volumes of activity, retail trade turnover, sales volumes, commodities, procurement, paid services, competitiveness, efficiency.

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

Branding in B2B Sphere: Essence and Peculiarities of Organization. P. 286-290.

The paper discloses the essence of industrial branding (branding in B2B sphere) and characterizes the main distinctive peculiarities of its organization compared to consumer branding (branding in B2C sphere), which consist of broad saturation of consumer market with goods, branded by goods producers themselves; variety of goals realized at each stage of the branding organization; absence of formal limitations of marketing set of tools application in the said process; special role of brands in the system of interaction of market exchange agents.

Key words: brand, branding organization, branding in B2B sphere (industrial branding).

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

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Population Employment Policy Actualization at Innovative Transformations Stage. P. 291-297.

The paper studies the structure and peculiarities of labor market, the essence of the population employment, types of population employment.

Key words: labor market, employment, unemployment, loan and distant employment.

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

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

Rural Tourism as a New Direction in the Activities of Consumer Cooperation Organizations. P. 298-302.

The authors make an attempt to substantiate the necessity of the development of rural tourism as a new direction in the activities of consumer cooperation organizations; provide the results of the interviews with potential users of the said services; define the variants of rural tourism organization by the consumer cooperatives depending on the volume of investments at the initial stage.

Key words: rural tourism, consumer cooperation organizations.

Ponamareva V.E., Ph.D. in Science, Associate Professor, Chair of Foodstuffs Expertise, Belgorod University of Cooperation, Economics and Law

Udalova L.P., Ph.D. in Science, Associate Professor, Chair of Foodstuffs Expertise, Belgorod University of Cooperation, Economics and Law

Separate Aspects of Meat Semi-Finished Products Regional Market. P. 303-309.

The paper studies the peculiarities of the formation of meat semi-finished products market in the city of Belgorod, including by the represented in the market producers, specificity of the assortment; provides the results of the interview of consumers on consumer preferences when choosing a semi-finished product.

Key words: meat semi-finished products market, market development trends, meat semi-finished products producers, trade marks, assortment of meat semi-finished products.

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

On the Reasonability of the Revision of the Customs Union Tariff Preferences Single System Geographical Component. P. 310-316.

The paper analyzes the structure of the geographical component of the Single System of Tariff Preferences of the Customs Union of the Republic of Belarus, the Republic of Kazakhstan and the Russian Federation (SSTP CU), studies the status of separate countries users of the SSTP CU and assesses the legality of their belonging to the countries users of the SSTP CU.

Key words: tariff preferences, SSTP CU geographical structure, countries users of the SSTP CU, developing countries, most disadvantaged countries, import goods safety.

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

Customs Administering Efficiency Improvement on the Basis of Information and Technical Support. P. 317-321.

The paper suggests the main directions of the customs administrating efficiency improvement based on the information and technical support.

Key words: customs declaration, customs administrating, customs bodies, customs operations, customs control, customs applicant.

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

Dyatlov D.V., Post-Graduate Student, Belgorod University of Cooperation Economics and Law

Mortgage Crediting Development Trends. P. 322-327.

The paper analyzes the development of mortgage crediting in Russia and provides the conclusion on the fact that mortgage crediting is in much demand and it is developing despite the existing difficulties.

Key words: mortgage, mortgage credit, mortgage credit market.

Demianenko M.S., Ph.D. in Economics, Associate Professor, Chair of Economic Analysis, Finance and Audit, Starooskolsky Technological Institute, (Affiliate), Moscow Institute of Steel and Alloys

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Stock Management Improvement on the Basis of Logistic Approach. P. 328-336.

Marketing studies different directions of stock management from the position of logistic approach, based on the classification of turnover and stock measured in the units of realization or stock (ABC analysis), classification by the structure of consumption (XYZ analysis); discloses the leaders of sales and those assortment positions, which compose a small part of the turnover and are in low demand.

Key words: assortment and assortment policy, ABC analysis, XYZ analysis, stock management.

Nikitina E.A., Ph.D. in Economics, Associate Professor, Chair of Economics and Production Organization, V.G. Shukhov Belgorod State Technological University

Economic Content of the Notion “Company’s Management System”. P. 337-339.

Modern economy of Russia is striving to ensure economic growth using all available means and possibilities with the companies of different branches carrying out planned qualitative transformations, influencing the technology and production organization, equipment and management; a lot has to be done yet.

Key words: system, company, management, phenomena, processes.

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Use of Distributive Logistics Elements in Merchandise Channels. P. 340-344.

Distributive logistics has specific goals, methods and criteria of assessment; in this connection it is reasonable to use in the merchandise channels distributive logistics channels.

Key words: logistics, integration, concentration, competitiveness, distribution channels.

Chalova A.A., Ph.D. in Economics, Dean, faculty of Finance and Economics, Head of the Chair of Finance and Credit, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Consumer Cooperation Organizations’ Marketing Communications Application Results Assessment. P. 345-356.

The paper substantiates the fact, that the results of marketing and commercial activities of consumer cooperation organizations to a great extent are determined by the application of marketing communications; provides the dynamics of indicators, characterizing the results of the activity of a consumer cooperative; shows the directions of the application of marketing communications program in consumer cooperation organizations.

Key words: marketing communications, communication policy, activity assessment indicators, consumer cooperation organizations.

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

Organization’s Economic Security Threats: Essence and Classification. P. 357-361.

The paper discloses the content and suggests the classification of the threats to organization’s economic security. In the author’s opinion the concept of threat reflects such changes in the external and internal environment of the subject, which lead to undesirable changes of the economic security subject – organization’s situation characterized by the integrity of the existing conditions.

Key words: economic security, threats and dangers of economic security.

Mastikhina O.Yu., Ph.D. in Economics, Assistant, Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law

Analysis of the Application of Special Taxation of the Entrepreneurship in the Belgorod Oblast. P. 362-370.

Entrepreneurship is an important factor of economic growth in market economy that is why the state uses different tools to stimulate businesses including those via taxation. The paper discloses peculiar features and importance of the application of each special case of taxation of businesses, assesses inflow of taxes from the said application of special taxation in the Belgorod Oblast during 2008-2012.

Key words: special regimes of taxation, entrepreneurship.

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Directions of Improvement of Law in the Sphere of Currency Legal Relations. P. 371-373.

The paper studies the questions on the improvement of the law in the sphere of currency regulation and currency control; suggests the creation of a mechanism of influence on violators engaged in illegal financial operations with currency.

Key words: administrative responsibility, currency control, currency law, criminal responsibility.

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

Strategy as the Tool for Management and Development of Consumer Cooperation Organizations. P. 374-380.

The paper dwells on the technology of the strategic development of organizations; suggests the definitions of the concept “strategy”, reflects hierarchical levels of strategy; studies the sections of the organization’s strategic plan and the cycle of strategic planning; singles out the directions for the organization’s strategy development.

Key words: strategy, organization’s strategy, strategic planning, strategic plan, strategy management.

Smirnova O.S., Senior Lecturer, Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law

Activities of Collector Agencies in the Russian Federation: More Negative than Positive? P. 381-387.

The paper dwells on the activities of collector agencies in the Russian Federation; studies their methods of work; analyses the draft law “On the Activities of Recovering Outstanding Debts”; provides examples of illegal activities of collector agencies in this country.

Key words: collector agency, outstanding debt, recovery of debt, anti-collector.

Yarovaya G.N., Senior Lecturer, Chair of Finance, Poltava University of Economics and Trade

Determination of Generalizing Characteristics of Insurance Companies Financial Sustainability. P. 388-393.

The paper dwells with the questions on the definition of the generalizing characteristics of insurance companies financial sustainability; studies the main indicators of the Ukrainian insurance market and the directions of the state regulation of the insurers solvency. On the basis of

the research done the author suggests the use of indexes which would make it possible to assess the situation in the region with the help of the relative indicators.

Key words: insurance companies financial sustainability, index, insurance market, re-insurance, gross insurance premiums, gross insurance payments.

Zhadan T.A., Senior Lecturer, Chair of Economic Analysis and Accounting, National Technical University, Kharkov Polytechnic Institute

Prognosis for the Development of Vegetable Oil and Fat Industry of Ukraine as an Element of State Regulatory Policy. P. 394-400.

The paper studies scientific and methodical approaches to the definition of the economic essence of the notion “prognosis for the development of oil and fat industry”, formulates and discloses the main approaches, principles, methods and stages of the said prognosis.

Key words: vegetable oil and fat industry, prognosis, approaches, principles, methods, prognosis stages.

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

Separate Directions of Consumer Cooperation Self-Service Shops Development. P. 401-406.

The paper studies the directions of the self-service shops development in consumer cooperation system and provides recommendations for their realization.

Self-service shops, retail chain, office hours, consumer cooperation shareholders, shop maps, additional services, marketing decisions, goods assortment.

Semenchenko E.N., Assistant, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law

Revealing the Need for Consulting and Building the Demand in Consulting Services. P. 407-414.

The paper dwells on the main characteristics of consulting, the existing level of demand in the provision of consulting services in domestic economy, balance of supply and demand for the said services; reveals peculiarities, difficulties and prospects for the development of consulting industry in modern economy.

Key words: consulting, supply and demand in the sphere of consulting, selection of consultants by clients, functions of consultants.

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

Influence of Macroeconomic Indicators on the Improvement of Competitiveness of Regional Small Businesses (the Sughd Oblast as a case study). P. 415-419.

One of the conditions of the sustainable regional economy development is successful functioning of small businesses. The functioning of the said businesses in Tajikistan is connected with certain difficulties and factors of internal and external character. An important problem at the modern stage of development is the assessment of the influence of macro-economic factors on the improvement of small businesses' competitiveness.

Key words: competitiveness, small businesses, external and internal factors, investments, the unemployed number, per capita income, refinancing rate, multiple regression.

Isaenko L.A., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Consumer Cooperation Organizations' Marketing Policy Directions. P. 420-424.

The paper dwells on the main directions of consumer cooperation organizations' marketing policy in its separate components, directed at the extension and retaining market share, improvement of consumer satisfaction, and assurance of organizations' competitiveness.

Key words: marketing activity, marketing policy, consumer cooperation organizations, competitive advantages.

Panasyuk L.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Main Aspects of the Formation of the Optimal Structure of Organizations' Working Capital Replenishment Sources Structure. P. 425-432.

The paper dwells on the main sources of the working capital replenishment, their distinctive peculiarities and criteria of selection, factor influencing the said choice and the structure of the working capital replenishment sources; provides the author's model of the working capital replenishment structure optimization.

Key words: working capital, working capital replenishment, sources of the working capital replenishment, loan sources, own sources, working capital sources structure, optimal structure of the working capital replenishment sources.

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

Improvement of Methodical Approaches to the Integrated Assessment of Consumer Cooperation Organizations' Competitiveness. P. 433-439.

The paper substantiates the necessity of improving the methodical approaches to the assessment of competitiveness for consumer cooperation organizations; on the basis of the revealed positive sides and disadvantages of the existing methodics of assessment creates the author's methodics of the consumer cooperation organizations' competitiveness assessment based on the application of the method of semantic differential.

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

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

Organization's Costs Management Methods in the System of Controlling. P. 440-443.

The paper dwells on the notion controlling, studies in detail its components, analyzes the most wide spread methods of costs management in controlling.

Key words: controlling, costs management system.

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

Improvement of Healthcare Units Activity Planning on the Basis of Economic Methods of Management. P. 444-448.

The paper formulates the main trends in the development of the market environment of healthcare units activities and macro-economic trends, developed in the sphere of the state healthcare system determining the necessity of changing the approaches to planning; discloses the economic specificity of medical services; defines the conditions and goals for planning the activities of the healthcare units.

Key words: healthcare services, planning the activity of healthcare unit, economic methods of management.

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

**On the problem of Public Catering Unit Project Management Development.
P. 449-452.**

The paper substantiates the necessity of changing the approaches to the management of businesses according to the innovative trends in their economic activities; singles out the peculiarities of public catering units project management and provides methodological provisions on its representation in the form of a system described by the triad “suprasystem – system - subsystem”.

Key words: systemic approach, project management, innovative development, company, public catering unit.

Andrejeva O.N., Assistant, Chair of Finance and Credit, Belgorod State National Research University

**Methodical Aspects of Costs Management at Milk Processing Companies.
P. 453-457.**

The search for the methods of management and costs control corresponding to modern market demands and acceptable for Russian companies has become one of the directions of the managerial apparatus functioning improvement. Application of different methods of costs management becomes ineffective for many milk processing companies, which is determined by the inferiority of managerial accounting and low level of management system. The paper studies the peculiarities and conditions of the application of different methods of costs management at milk processing companies, which make it possible to improve their efficiency.

Key words: costs, cost management, cost management system, dairy products production, milk processing companies.

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

Substantiation of the Factorial Model of Consumer Cooperation Enterprises' Anti-crisis Management. P. 458-432.

The paper discloses the notions and differences between financial and economic crisis, the main problems existing in the activities of enterprises of the cooperative sector of economy; concentrates the attention on carrying out time restructuring; formulates suggestions in the sphere of the stabilization of cooperative organizations' business activities; suggests factorial model of consumer cooperation enterprises' anti-crisis management.

Key words: economic crisis, consumer cooperation organizations' stabilization directions in the conditions of crisis, anti-crisis program, factorial model of anti-crisis management.

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**Innovative Consulting Services Provision Specificity in the Sphere of Energy Audit.
P. 463-468.**

The paper systemizes different views of researchers on economic category of service, formulates integrated definition of innovative consulting service; suggests a general model and studies peculiarities of the functioning of innovative services marketing, studies the activity of companies providing innovative consulting services in the sphere of energy audit.

Key words: service, innovative consulting service, innovations marketing model, energy audit.

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

**Influence of Labor Resources on the Competitiveness of Central Black Soil Region.
P. 469-477.**

The paper studies labor resources as the source of region's competitive advantages; analyzes evolutionary development of the theories of region's competitiveness in foreign economic literature and the input of labor resources in the development of regional competitiveness; on the basis of correlation and regression analysis it provides the assessment of the highly qualified labor resources influence on the competitiveness of the Central Black Soil Region districts in 2000-2011.

Key words: regional competitiveness, foreign theories of the regional competitiveness assessment, region, labor resources, innovations, industrial region, cluster, innovative networks, technological park, R&D sphere employees.

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Monakova E.A., Post-Graduate Student, Belgorod State National Research University

Expert Assessments Mathematical Apparatus Development in Projects Monitoring System. P. 478-483.

At the modern stage during projects monitoring the arises the problem of expert groups efficiency work. Ranking of potential experts is necessary to determine the relative "weight" of each potential experts from the position of all criteria and a person, who makes a decision after experts' ranking can decline some experts due to their insufficient professionalism.

Key words: monitoring, hierarchies analysis methodology, criteria set, experts' ranking, binary comparisons matrix.

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Akinin D.G., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

Population Employment Problem Study. P. 484-487.

The paper studies the structure of Russian population employment; analyzes the results of the activity of Stary Oskol city employment enter; reveals the problem and regional peculiarities in the population employment in Stary Oskol and defines the directions in the increase of the population employment level.

Key words: population employment, economically active population, unemployment, labor market, employment center.