

## SUMMARY

### URGENT PROBLEMS OF ECONOMY

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

#### **On the Problem of the Development of Trade Organization Competitive Potential Category Apparatus Development. P. 5-15.**

The paper presents the theoretical analysis results of the essence of the category “organization’s competitive potential” and singles out the aspects of its interpretation; formulates the author’s definition of the competitive potential of trade organization and provides its differences from the existing definitions; suggests the scheme of the interconnection of fundamental categories, which form the gnoceology of organization’s competitive potential, states immanent properties of a trade organization’s competitive potential, which prove its distinctive peculiarities.

Key words: organization’s competitive potential, competition, competitive advantages, competitiveness.

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

#### **Consumer Loyalty De-velopment Model to Retail Trade Organization. P. 16-26.**

The paper provides and substantiates the author’s model of consumer loyalty development to retail trade organization, which is represented by factor and behavioral, value and assessment, programming and developing components; reveals the model components, systemizes consumer loyalty development programs and suggests recommendations on their implementation in trade organizations.

Key words: consumer loyalty, retail trade organization, loyalty formation values.

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

#### **Directions of the Higher School Marketing Activity Program Realization on the Basis of Internet Technologies Application. P. 27-35.**

The paper substantiates the directions of the higher school marketing activity program realization on the basis of marketing technologies application, including marketing measures and a set of actions on its realization; suggests the main directions of the higher school site improvement taking into account the components (marketing, informational, technical, design, interactivity, usability).

Key words: higher school marketing activity, Internet technologies, site functioning quality.

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#### **Merchandising Approach to Goods Sales Process Improvement in Consumer Cooperation Self-Service Shops. P. 36-42.**

The paper studies the merchandising approach to the process of goods sales and suggests the measures on its improvement in the consumer cooperation self-service shops.

Key words: retail trade, consumer cooperation, self-service shop, goods sales process, merchandising, consumers.

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

**Results of the Analysis of the Population Employment Factors in the Trade Sector of Russian Economy. P. 43-55.**

The paper provides the results of the analysis of labor relations formation in the trade sector of Russian economy, determined by the dynamics of the population employment: the number of employees, gender structure in trade, indicators of the hiring and discharging of employees, productivity of their labor and average monthly wages and salaries.

Key words: population employment, labor productivity, trade organizations.

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

*Osykov A.A., Chief Engineer Programmer, Software Development and Maintenance Unit, Belgorod University of Cooperation, Economics and Law*

**Higher School Competitiveness Improvement on the Basis of its Activity Efficiency Management Improvement. P. 56-61.**

The paper studies the questions of a higher school activity efficiency management improvement on the basis of the extension of informational and analytical base of managerial decisions making, which would make it possible to ensure the improvement of competitiveness of the said subjects in the educational services market.

Key words: higher school management efficiency, higher school management efficiency assessment indicators, higher school competitiveness.

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

*Odnoral N.A., Ph.D. in Economics, Licensed Independent Business Trainer*

**Formalization and Innovative Character of Training Consulting Component as Marketing Tool in the Context of New Social Environment. P. 62-71.**

The paper provides the information on the development of training services market; pays attention to the major parameters used for its characteristics; singles out the main trends in the development of business training market; reveals sharp problems, which should be taken into account; studies the essence of training and describes the main types of services in the field of training. In order to improve the efficiency of an organization's personnel management and their personal development they use trainings on the basis of the method "structogram" and "trio-gram".

Key words: training services market, training, consulting component of training, business trainings, structogram, triogram.

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

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

**Organizations' Resources Management Efficiency Assessment Model. P. 72-79.**

The paper defines the stages of building the model of organization's resources management efficiency assessment; substantiates as a criterion of the assessment the application of the index of the impact of resources; reveals and groups the factors, which build the said impact in

organizations; using the method of step-by-step regression defines and selects the main factors, which further on were divided into regulated and non-regulated.

Key words: management, resources, model, regression, impact of resources, factors, reserves, organizations.

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

**Belgorod Oblast Services Market Development Prospects – Region’s Economic Development priority Directions. P. 80-83.**

In modern conditions in new Russia services market is one of the most important sectors of the economy. At present its role is tremendous due to the production complexity, appearance of new goods in the market, fast development of scientific and technological progress. It is not by chance that one of the most important regularities of the economy development all over the world is the interconnection between economic growth and the growth of the role of services in the regional and national economies.

Key words: economy, market (sphere) of services, investment attraction, infrastructure, domestic regional product, economic potential.

*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*

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**Optimization of Social and Professional Adjustment of First Year Students Majoring in Economic Disciplines at Belgorod University of Cooperation, Economics and Law. P. 84-91.**

The paper studies one of the main tasks of the higher school administration, academia and most of all group curators – creation for first year students and thus for all students of psychologically favorable atmosphere for studying and education.

Key words: adjustment, adjustment criteria, adjustment problems, students majoring in economic disciplines, adjustment to professional activity, social adjustment, professional training, interviewing, training.

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

**Organization’s Employee Compensation Package: Structure and Formation. P. 92-100.**

The paper suggests the algorithm for the formation of a cooperative organization’s employee compensation package, based on the study of labor motivation factors and organization’s motivation environment; substantiates the structure of compensation package taking into account the influence of the main factors.

Key words: compensation package, motivation environment, employee’s labor potential, wages and salaries, cooperative organization.

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

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**Public Catering Peculiarities Influence on Marketing Research Holding. P. 101-104.**

The paper substantiates the necessity of marketing research holding at public catering units; provides the stages of their holding depending on the goals set; studies the directions of marketing research taking into account the specificity of public catering as a type of activity.

Key words: public catering, marketing research, public catering peculiarities.

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

*Katanaeva L.A., Ph.D. in Economics, Associate Professor, Chair of Economic Analysis and Statistics, Financial University with the Government of the Russian Federation*

**Internal Control as a Factor of Wholesale Trade Organizations' Activity Effectiveness Improvement. P. 105-109.**

The paper studies the problem questions of the wholesale trade organizations' internal control system formation in accordance with modern requirements of business doing. The main attention is given to the scientific substantiation and development of the main elements of internal control system and the directions of its development and improvement in wholesale trade organizations.

Key words: internal control; internal control elements; wholesale trade; control objects and subjects.

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

*Chugaeva Yu.A., Post-Graduate Student, Kuban State Technological University*

**Compensation Policy as Demotivation Factor and Source of Social Conflicts in Oil Corporations. P. 110-114.**

The paper studies the main aspects of compensation policy carried out by oil industry companies in connection with corporate conflicts. The authors stress the necessity of improving the motivation tools in order to avoid conflicts of interests in the frameworks of corporate management and crisis processes development in the economy; suggests some recommendations on the development of the efficient system of personnel motivation in corporations.

Key words: compensation policy, golden parachutes, labor contract, motivation, corporate management, conflict of interests, Board of Directors, management, reimbursement, top managers, shares, options.

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

*Zholobov N.M., Senior Lecturer, Chair of Non-Foodstuffs Expertise, Belgorod University of Cooperation, Economics and Law*

**Monitoring of Labor Conditions and Risks Quantitative Assessment at Job Places in Consumer Cooperation Organizations. P. 115-119.**

The paper provides the methodology for the assessment of labor conditions and labor protection at job places according to Elmer system. The system is based on observations, which embrace all the most important components of labor safety and should be taken into account, while developing the measures aimed at creation of safe job places in consumer cooperation organizations.

Key words: job places attestation, labor protection condition, labor conditions, observation, selective assessment, labor safety, risk identification and assessment, threat to life and health, accident, traumatism.

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

**Terminological Systemizing of Basic Labor Management Definitions in the Context of Socio-Labor Relations Theory Development. P. 120-127.**

The paper systemizes basic definitions of labor management taking into account the principles of systemic approach to the identification of concepts, terminological continuity and internal consistency; studies the structure of employee's potential, which is the basis of his/her labor

behavior and presents as the integrity of interconnected components and elements performing certain functions.

Key words: labor force, labor resources, labor potential, personnel, human potential, human resources, socio-labor relations.

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**Region's External Competitiveness Role in Improving the Central Federal Okrug Population's Living Standards. P. 128-139.**

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 and domestic economic literature and the input of labor resources in the development of regional competitiveness and their influence on the improvement of quality and standards of living; on the basis of correlation and regression analysis it provides the assessment of the interconnection between the indicators of external and internal competitiveness of the Central Black Soil Region districts in 1998-2011.

Key words: regional competitiveness, region, external competitiveness, labor resources, standard of living, quality of living.

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**Marketing Approach to the Solution of Different Aspects of Consulting Services Market Functioning in the Conditions of Innovative Environment Transformation. P. 140-150.**

The paper concentrates on the functioning of the domestic market of consulting services, first of all; pays attention to separate peculiarities and prospects of the regional market of consulting services; shows that the main segments of the market of regional consulting companies are small and medium businesses. Taking into account that professional consulting unions, associations, partnerships and guilds exist in many countries of the world the paper reveals integration as one of the main modern trends of consulting branch, and studies the development of consulting in Slovakia.

Key words: consulting services, types of consulting, consulting services promotion ways, regional aspect of consulting services market, international consulting, integration.

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**Internal Marketing as the Basis of Businesses' Budgeting and Transfer Pricing System. P. 151-157.**

The paper dwells on the actuality of internal marketing development as the basis of the businesses' budgeting system in modern market conditions; reveals the importance of internal marketing studies in transfer pricing in complex corporate structures and the place of budgeting in the process of company's internal planning.

Key words: company's internal planning, internal marketing, marketing studies, management system, financial responsibility center, budget, budgeting, budgetary management method, transfer pricing.

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

**Outsourcing Usage Efficiency. P. 158-162.**

The paper discloses a short content of the outsourcing usage efficiency in production sphere, project practice and trade; provides analytical formula for outsourcing efficiency calculation.

Key words: outsourcing, outstaffing, outsourcing efficiency, ERP systems, strategic outsourcing.

*Lazareva G.I., Ph.D. in Economics, Professor, Chair of Finance and Credit, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Assessment of Company's Labor Resources Management Effectiveness. P. 163-169.**

In modern conditions of production and business activity the efficiency of organization's property usage, improvement of the quality and structure of the output depend both on the number of employees and the level of their qualifications. Lack of personnel, low efficiency of its usage negatively influences the dynamics of sales volumes, current costs, profit and a number of other economic indicators. Due to this, systematic analysis of the main indicators of the personnel labor efficiency is of practical importance for the timely decision making in the sphere of the company's labor resources management.

Key words: labor resources, system of indicators in personnel management, labor productivity, labor-capital and capital ratio, company's labor resources profitability.

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**Modern Development of Consumer Cooperation as a Factor Ensuring Rural Territories Revival. P. 170-178.**

Due to lack of necessary conditions for the activity of small business subjects and personal auxiliary economies in rural settlements the sustainability of rural territories development remains one of the most urgent problems. Rural territories in their integrity represent a complex socio-economic system, that is why here it is necessary to develop not only different types of production activity but engineering, transport and social structure as well. The paper substantiates the influence of the development of consumer cooperatives as an important factor of rural territories revival.

Key words: consumer cooperation, individual auxiliary economies, procurement activity, price policy.

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**Economic Content of Business Entities' Integration: Marketing, Informational and Financial Approaches. P. 179-187.**

The paper substantiates the economic content of the integration of business entities as synthesizing patterns, which is based on the dialectical interdependence of structural levels and functional forms of integration of business entities. The authors define systemic qualities and invariant features of integration of business entities, the integrity of which forms the system of conceptual approach to economic study of integration.

Key words: integration, business entity, systemic qualities of integration, invariant features of integration, marketing, informational and financial approaches to the study of integration, integration development cycles.

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**Criteria and Methods of Organization's Competitiveness Integral Assessment and Their Improvement. P. 188-193.**

The paper provides the results of the systemizing of the organization's competitiveness assessment criteria and author's variant of the classification of competitiveness assessment methods by the indicators of the basic theory of competition, the level of the assessment indicators, the ways of the assessment results determination, assessment results visualization forms and the key factor of assessment.

Key words: competitiveness assessment criteria, competitiveness assessment methods classification, basic theory of competition, the ways of the assessment results determination, assessment results visualization forms and the key factor of assessment.

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**Banking Sector Self-Regulation Problems of Russia: Trends and Prospects. P. 194-198.**

The paper analyzes the problems of the introduction of self-regulation mechanisms in the banking sector of Russia; discloses the essence of the concept "self-regulating organization", peculiarities of the functioning of self-regulating organizations in the USA, Great Britain, Australia, Japan, Germany and Canada; provides comparative characteristics of the functions of the organs supervising and regulating banking sector.

Key words: self-regulation, self-regulating organization, banking sector, banking regulation.

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**Prognosis as Crops Market Marketing Study Mechanism Element. P. 199-204.**

The paper studies the essence and concept of prognosis' defines its goals and objectives and the main models of prognosis; reveals the optimal methods of prognosis applied to crops market; determines the factors influencing the prospects of crops market development.

Key words: crops market, prognosis, prognosis models, objects and indicators of prognosis, crops market prognosis methods.

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**Experimental Calculations of Current Assets Usage Efficiency with Consumer Cooperation Organizations Applying New Algorithms of Turnaround Indicators Calculation (as a case study). P. 205-212.**

The paper suggests a new algorithm for the calculation of the current assets main elements usage efficiency, which ensure the revealing and assessing of the influence of new growth

factors efficiency of current assets usage. Experimental calculations are done with the use of Stavropol Krai Consumer Union organizations as a case study.

Key words: working capital turnover, inventories turnover, accounts receivable turnover, operational cycle, financial cycle, operational financial cycle duration calculation, growth factors of working capital usage efficiency, operational and financial cycle management.

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**Personnel Management as an Important Component of Company's Financial Policy. P. 213-220.**

In modern conditions the outcome of business activities is manifested in the improvement of property usage efficiency, improvement of the quality and structure of the output, optimization of indicators of their financial situation, formation of the certain level of the company's market status and competitiveness. The realization of the modern company's main goals and objectives to a great extent is connected with the solution of the personnel management problem. The strategy and tactics of the company's functioning is formulated in the frameworks of its financial policy development and its goals at the level of the concrete organization can be both economic and social.

Due to this the study of the certain aspects of mutual influence of the theory and practice of a company's personnel management and development of the main concepts of its financial policy is of scientific interest and possesses practical importance.

Key words: personnel management; company's financial policy and state's interests, business partners', work collective's protection guarantee; company's market sustainability and labor factor; company's business activity economic and financial results and its personnel; company's personnel management system and financial policy improvement directions.

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*Collins E., Ph.D., Michael Smurfit School of Business, University College Dublin*

**Human Capital Study as Innovative Development Determining Factor. P. 221-226.**

The paper substantiates the necessity of studying human capital as innovative development determining factor; provides separate approaches to the definition of human factor, stresses the global direction and regional section of the problem under study; determines that the main source of innovative development of the territory is the joint activity of the state, business and scientific community; shows the most important elements of the Belgorod Oblast innovative development program, aimed at increasing qualitative characteristics of human capital, creation of the scientific and intellectual base and realization of strategic directions.

Key words: human capital, innovative development, innovatively active teams.

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**Tajikistan Consumer Goods Market: Situation Assessment, Problems of Functioning and Development. P. 227-240.**

The paper studies the modern situation in consumer goods market of the Republic of Tajikistan at the transition economy stage, paying the main attention to the problems of the market situation assessment, revealing and mobilization of the domestic consumer goods trade efficiency improvement; reflects other most important aspects of the functioning and regularities in the



development of goods and services market, retail turnover, development prospects and the necessity of partial regulation of consumer goods trade in the country.

Key words: consumer goods market, demand, supply, money income, population spending, goods production, retail trade, food and non-food goods, retail turnover, per capita turnover.

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**Methodical Approaches to Electronic B2C Trade Efficiency Assessment. P. 241-249.**

The paper studies modern approaches to the definition of the notion "efficiency"; analyzes the essence and content of different types of the electronic retail trade companies' efficiency; defines the peculiarities of the calculation of the technological, economic and social efficiency indicators taking into account the peculiarities of the commercial structures' functioning in the Internet.

Key words: efficiency, electronic trade, B2C, Internet shop, efficiency criteria, efficiency indicators.

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**Modern Methodical Approach to Company's Strategic Positioning Diagnostics. P. 250-253.**

The paper dwells on the questions connected with the improvement of company's strategic diagnostics apparatus in modern conditions, which development is connected with changes in socio-economic environment and the necessity of taking into account various new factors as well as the opinions of interested groups.

Key words: organization, strategic positioning, company's positioning, goods positioning, competitive advantages.

*Khodyrevskaya V.N., Ph.D. in Economics, Professor, Head of the Chair of Management, Kursk State University*

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**Risks and Competitive Sustainability Assessment as Criteria of Competences Identification in Regional Food and processing Industry Cluster. P. 254-264.**

The paper highlights methodical aspects of food and processing industry cluster study directed at revealing the level of competitive sustainability and risks development, based on the comprehensive analysis of strong and weak sides, opportunities and threats for regional development. The suggested approach makes it possible to determine the main directions of the identification of key and professional competences in the cluster.

Key words: identification, key and professional competences, competitive sustainability level, production localization coefficient, per capita production coefficient, specialization coefficient, SWOT analysis.

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**Procurement Activities Development Prospects in Consumer Cooperation System of the Voronezh Oblast. P. 265-272.**

Procurement is a real contribution in fighting poverty of the country's population, direct participation of consumer cooperation in ensuring food supply safety. The main goal of the procurement activity development strategy in the system of the Voronezh Regional Consumer Union is its development in accordance with the general concept of consumer cooperation development with the present paper devoted to its realization.

Key words: consumer cooperation, procurement activity, development program, procurement turnover, economic growth strategy, strategic analysis elements.

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**Situation and Main Trends in the Development of Long-Term Crediting of the Real Sector of Russian Economy. P. 273-278.**

The paper analyzes the situation in the long-term banking crediting of the real sector of Russia during 2004-2012, provides the characteristics to the concept of the long-term bank credit; reveals modern trends in the development of long-term bank crediting of the real sector of the economy; substantiates the necessity of the development of the long-term crediting of the real sector of economy with a view of ensuring sustainable economic growth of the country.

Key words: long-term banking crediting, banking sector of the economy, real sector of the economy, investments.

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

**Customs Handling as the Basis for the Quality Improvement of State Customs Services Provision. P. 279-284.**

The paper studies customs regulation as the basis of one of the types of customs activities – provision of the state customs services and the reasonability of their quality improvement; suggests the system of quality elements of customs handling while providing state customs services in the process of customs regulation and the main stages of customs services quality level assessment.

Key words: customs regulation, customs handling, customs operations, state customs services, customs handling quality.

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

**Influence of Investments and Their Structure on the Value of Business. P. 285-288.**

The paper studies the influence of investments, in particular, capital investments on the market value of business.

Key words: investments, capital investments, investments structure, business value.

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

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**Routine Accounting as Continuation of Accounting Evolution. P. 289-292.**

The paper studies the peculiarities of organization and conduct of routine accounting in commercial organizations and shows the ways of its possible development; reveals the content, elements and principles of organization's accounting system development.

Key words: economic policy, business operations, current observation, structural subdivision, routine accounting, information integration.

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

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**Study of Methodical Approaches to Businesses' PR Activity Efficiency Assessment. P. 293-302.**

The paper shows the essence of PR activity as the main type of marketing communications and as a special function of management, which aims at establishing and maintaining interconnection and cooperation between organization and audience; discloses its goals and objectives; studies methodical approaches to PR activity and PR tools efficiency assessment; reveals the reasons, which make the said assessment more difficult.

Key words: PR activity, marketing communications, organization's image, businesses' PR activity efficiency assessment, communication product, PR tools.

*Pilipchuk V.P., Ph.D. in Economics, Professor, Chair of Marketing, Kiev National Economic University named after Vadim Getman*

**Methodological Foundations of Marketing Assurance of Manufacturing Companies' Efficient Development. P. 303-309.**

The paper studies methodological problems of companies' efficient development assurance on the basis of marketing.

Key words: efficiency, business development, marketing tools, marketing strategies.

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

**Organization's Marketing Environment Assessment Technology. P. 310-314.**

The paper formulates the definition of the concept "marketing environment"; provides the factors of its formation, peculiarities of the marketing environment assessment, the main variables, which are used at its assessment, instruments and stages of marketing environment assessment holding.

Key words: marketing environment, analysis, assessment, marketing environment factors, marketing environment assessment holding technology.

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

**Organization's Management on the Basis of Process Approach. P. 315-322.**

At present process approach to management is one of the most widely used methodologies of organization's management. The said process is based on the detachment and consideration of business processes, each of which takes place in interconnection with other business processes of organization or external environment. The paper studies the necessary concepts and the essence of the process approach.

Key words: process and functional approach to management, business process, regulation of business processes.

*Serova E.G., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law*

**US Experience: Preliminary Analysis with Private Business Investment Assessment. P. 323-327.**

The paper dwells on the main factors, creating risks for private business and the main procedures of their analysis, which are used by US assessors in practice.

Key words: business assessment, investment assessment, business risk, risk analysis.

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**Sales System: Essence and Structure. P. 328-332.**

The paper studies the essence of the concepts “sale”, “sales system” and their authors’ interpretation; the role and place of the efficient sales system in the structure of manufacturing enterprise, aspects of its development and construction as one of the conditions for the efficient development of the market subject.

Key words: sales, sales system, sales system structure.

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**Influence of Demographic Factors on Consumer Markets Development. P. 333-339.**

The paper reveals the importance and defines the directions of consumer market demographic analysis; studies demographic trends influencing the situation in the national consumer markets; characterizes trends of global population and shows their manifestation in Russia and Uzbekistan.

Key words: global population trends, demographic trends, consumer market demographic analysis.

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**Trends in the Bank Crediting Development of the Lipetsk Oblast. P. 340-347.**

The paper analyzes the development of the bank crediting in the Lipetsk Oblast, provides the conclusion on the fact, that crediting in the Lipetsk Oblast is developing despite the existing difficulties.

Key words: bank crediting, credit operations, credit investments.

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**Emergence and Development of Social Insurance in Russia. P. 348-355.**

The paper dwells on the historic process of the formation of social insurance in Russia; provides the periodization of its development; reveals trends of the development of social insurance at each stage as well as the factors, which determined the emergence of the said trends.

Key words: social insurance, history of social insurance, trends in the development of social insurance.

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**Improvement of Accounting. P. 356-360.**

The paper reflects the necessity of the development of accounting in Russia due to the adoption of the international standards on financial reporting; provides directions for the improvement of accounting.

Key words: harmonization, accounting, international standards of financial reporting, report on financial results.

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**Comparative Analysis of Tangible Assets Reproduction Methods. P. 361-366.**

The paper suggests the technology of the tangible assets condition assessment in regional branch complexes, which allows verifying the obtained results.

Key words: reproduction, tangible assets, region.

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**Human Resources Management Strategy. P. 367-370.**

The paper provides the concepts of management strategy and macro competence; describes the main types of strategies and the stages of the development of strategic human resources management.

Key words: strategy, macro competences, strategic management, innovative strategy, costs decrease strategy, quality improvement strategy.

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**Motivational Approach to Cooperative Organization's Management System. P. 371-374.**

The paper shows the relevance of material factors in the cooperative organization's management system, the role of the motivational influence on the realization of the cooperative organization's strategic goals; discloses the importance of the balance of interests of employees and employers in the labor stimulation system; summarizes the main provisions on the labor remuneration in consumer cooperation organizations; reveals the importance of the motivational approach to the improvement of the efficiency of the financial and business activities of the cooperative organization's developing economy.

Key words: cooperative organizations, socio-labor relations, employees and employers' balance of interests, innovative motives of behavior, motivational influence, labor stimulation, management, dynamic development.

*Somina I.V., Ph.D. in Economics, Associate Professor, Chair of Strategic Management, V.G. Shukhov Belgorod State Technological University*

**Innovative and Technological Development of Economy: Conceptual Foundations, Modeling and Assessment. P. 375-381.**

The paper substantiates the growing importance of the innovative component in the theory and practice of economic development; works out the questions of modeling, assessment and selection of the direction of the innovative and technological development of the economy.

Key words: development, innovation, technology, modeling, logistics curve, assessment, efficiency.

*Lyubimov N.A., Ph.D. in Economics, Associate Professor, Chair of Accounting and Audit, Poltava University of Economics and Trade*

**Managerial Control Procedures Realization on the Basis of Management Reporting. P. 382-386.**

The paper substantiates the necessity of the realization of management control; studies the approaches to its implementation; develops the requirements to control forms of management reporting; suggests the algorithm on aberrations' reaction in the process of management control.

Key words: control, management control, management reporting, aberration.

*Babich O.V., Ph.D. in Economics, Associate Professor, Chair of Economics and Management, Bryansk State Technical University*

**Manufacturing Company Organizational Structure Assessment Technique. P. 387-394.**

The paper presents the model of company's organizational structure assessment taking into account strategies, the levels of diversification and corporate culture.

Key words: company organizational structure, company's strategy, corporate culture, company's structure assessment.

*Kapinos R.V., Ph.D. in Economics, Associate Professor, Chair of Finance and Accounting, Kharkov National Pedagogical University named after G.S. Skovoroda*

**Collective Business of Confessional Type as Economic Phenomenon. P. 395-397.**

At present collective businesses of confessional type are one of the most varied and sustainable forms of economic organization. In the course of many-years study there has been proved that a considerable economic effect is achieved by confessional businesses thanks to the usage of specific property relations, labor factors and special cooperative ties. Characteristic features of confessional business makes it possible to refer them to a separate confessional economic structure. Economic relations characteristic of confessional businesses can be applied by civil organizations in order to increase the profitability of their activities.

Key words: confessional business, confessional economic system, production factors, economic structure, ideal non-personified property, separate non-private property, overall cooperation in labor.

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**Russian Education Modernization System Paradoxes in the Context of the New Law on Education. P. 398-409.**

The problem of modernization is one of the urgent tasks of the education system restructuring. The paper analyzes the provisions of the new federal law "On Education in the Russian Federation", states the positive and negative sides of the law and shows the ways to eliminate the shortcomings.

Key words: Russian science, federal law, education system, management, modernization.

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**Tourist Sphere Financing in Modern Russia. P. 410-414.**

The paper studies urgent questions on the sources for the financing of tourist sphere, the mechanism of their possible introduction in practice, which would provide for more qualitative provision of services and efficient development of the industry in general.

Key words: tourist sphere, social tourism, sources of financing, compensation fund, mechanism of financing.

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**Socio-Labor Relations Peculiarities in Russian Cooperative Organizations. P. 415-420.**

Cooperation in Russia is a special phenomenon of social life as cooperative organizations enjoy special socio-labor relations inside the work collective, which change under the influence of the type of the existing cooperation. The paper studies different types of cooperative organizations and labor relations in them.

Key words: labor relations, cooperation, cooperatives, production cooperative, consumer cooperative, agricultural cooperative, labor contract.

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**Improvement of Methodical Approaches to Labor Efficiency Assessment. P. 421-427.**

At present there has become a quite general statement that labor efficiency is a necessary but vividly not sufficient condition for making personnel decisions. Of no less importance is the assessment of business and personal qualities of employees revealed directly in the process of their activities. Labor quality assessment makes it possible to obtain integrated impression on the employee from the position of his/her labor efficiency and from the point of view of personal qualities.

Key words: labor quality, systems, forceful distribution, binary comparison, employees' scaling, critical cases method, rating, behavioral observation scales, labor efficiency coefficient.

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**Results of the Implementation of the Program "Family Farms of the Belgorod Oblast". P. 428-435.**

The paper studies the results of the implementation of the program "Family Farms of the Belgorod Oblast"; provides short analysis of the program introduction on the rural territories of the Belgorod Oblast; gives ways and forms of the realization of the regional target program; shows the economic effect of program products introduction as well as the prospect of the further development of the said program.

Key words: family farms of the Belgorod Oblast, credit cooperatives, national project, private farming.

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

**Marketing Development Directions of Interrelations with Consumers in Consumer Cooperation Organizations. P. 436-440.**

The paper studies the characteristics of interrelations marketing; provides its peculiarities, directions of development with consumers; stages of marketing measures held in order to attract buyers and suggests the directions of interrelations marketing development in consumer cooperation organizations with buyers including shareholders.

Key words: interrelation marketing, consumer cooperation, development directions, buyers, shareholder.

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**Migration Processes Influence on the Labor Market Functioning in the North-Caucasian Federal Okrug. P. 441-446.**

The paper substantiates the influence of migration processes on the situation in the regional labor market; provides the analysis of the migration processes in the North-Caucasian Federal Okrug.

Key words: migration, migration processes, labor mobility, labor market, North-Caucasian Federal Okrug.

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**Consumer Cooperation and State Policy in the Sphere Population Employment Promotion in the Market Transformations Period. P. 447-451.**

The paper studies population employment as an integral part of the state policy, shows the dynamics of the number of the employed in the economy to the economically active population; structural analysis of the unemployed, the number of the employed people in the Starooskolsky District of the Belgorod Oblast; determines the goals in the sphere of the state policy implementation on the improvement of the population employment; shows the role of consumer cooperation in the growth of employment.

Key words: population employment, labor market, unemployed, state policy in employment, consumer cooperation organizations.

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**Study of Consumer Cooperation Organizations' Financial Situation for Assurance of Market Sustainability. P. 452-457.**

The paper shows the influence of organizations' financial situation on market sustainability; suggests the directions for analysis and provides the assessment of consumer cooperation organizations' financial situation.

Key words: market sustainability, financial situation, consumer cooperation organizations.

*Filippenko A.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

**Actualization of Marketing Technology of "Loyalty". P. 458-463.**

The paper substantiates the importance and necessity of the study of goods and services consumers' loyalty; dwell on the category apparatus: consumers' loyalty, consumers' satisfaction, consumers' adherence; reveals different factors influencing the loyalty; defines main approaches determining loyalty; studies methods and ways of its change.



Key words: consumers' loyalty, satisfaction, adherence, brand, client, consumer behavior, consumer preferences.

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

**Factor Influencing the Price of Residential Property in the Russian Federation. P. 464-467.**

The paper studies the main factors influencing the price of residential property, with the said factors classified in four hierarchical levels each of which, in its turn is subdivided into groups.

Key words: property, property price, residential property.

*Svyataya E.O., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

**Hotel Services Quality Influence on Consumers' Satisfaction: Assessment Technique and Empiric Study. P. 468-475.**

The paper studies hotel services quality assessment technique influencing consumers' satisfaction; dwells on the factors influencing the perception of hotel services and their efficiency; analyzes consumers' satisfaction with the quality of hotel services and suggests the directions for the improvement of the quality of the said services.

Key words: hotel services, quality of services, consumers' satisfaction, servicing, quality management.

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**Population Demand Analysis for Goods and Services in Consumer Cooperation Organizations. P. 476-483.**

The paper studies population demand served by consumer cooperatives of the Kursk Oblast; provides the analysis of the total volume of the satisfied demand as well individual level of the satisfied demand and its structure.

Key words: demand, satisfied demand, individual demand, solvent demand.

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**Employment Problems Solution Prospects. P. 484-486.**

The paper substantiates the necessity of the employment improvement in the regions and the directions of the population employment problem solution, which would make it possible to create additional jobs, ensure self-employment, improve the awareness of the population and employers on the situation in the labor market.

Key words: employment, job provision, employment directions.

*Ivanova A.A., Post-Graduate Student, Orel State Agrarian University*

**Modern Trends in State Support of Pig-Breeding Development in Russia. P. 487-493.**

The paper is devoted to economic analysis of the trends in the development of pig-breeding industry in Russia with special attention given to the directions of state regulation and support to the development of pig-breeding in Russia before and after joining the WTO.

Key words: profitability, state support, financing, green basket, yellow basket.

*Nikulin A.A., Post-Graduate Student, Kursk State University*

**“Compensational Portfolio” as Mechanism for Labor Remuneration Motivational Function Development”. P. 494-503.**

The paper studies the problem of the development of personnel economic motivation mechanism and discloses the positive and negative sides of different systems of remuneration as a special tool for the labor remuneration motivational factor development.

Key words: bonuses, preferences, “golden parachute”, compensation, remuneration system, bonuses system, “compensational portfolio”.

*Pogarskaya O.S., Post-Graduate Student, Belgorod State National Research University*

**University Transfer of Technologies as Key Factor of Russian Knowledge Economy Development. P. 504-511.**

The paper describes the role of higher schools in the technologies transfer system (TTS); provides the results of the data analysis by ratio of costs on domestic research and determines the shares of higher schools and research institutions in the costs of the said research; substantiates the necessity of developing the methodology and instruments of higher schools’ TTS development.

Key words: knowledge management, RD activity results, transfer of knowledge and technologies, diffusion of innovations, higher school.

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

**Hierarchical Model of Organization’s Activity Indicators Planning Providing Medical Services to Population. P. 512-517.**

The paper reveals the main organizational and economic reasons, which stipulate the necessity of changing the approaches to the activity indicators of health care institutions; substantiates the reasonability of developing new models of planning; suggests the author’s variant of the hierarchical model of indicators planning, which unite its micro and macro levels.

Key words: medical services, activity indicators planning, standards.

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**Marketing and Company’s Efficiency. P. 518-524.**

The paper systemizes methodical principles and practical approaches to the assurance of marketing activity efficiency and company as a whole.

Key words: market, enterprise, marketing, efficiency.

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**Informational Assurance of Marketing Communications in Tourist Services Market. P. 525-530.**

The paper studies the problems of marketing communications informational assurance in the process of promotion and realization of tourist services.

Key words: marketing of tourism services, information, communication activities, promotion of tourist services.

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

**Analytical Overview of the Belgorod University of Cooperation, Economics and Law Researchers’ Input in the Development of Labor Economy Problem. P. 531-540.**

The paper provides the arguments proving the objective growth of scientific interest to economic research in general and labor economy problems in particular; gives the results of the content analysis of the research conducted by the scientists of the Belgorod University of Cooperation, Economics and Law, characterizing their input in the development of labor economy problem development.

Key words: research, aspects and subjects of study, labor economy problems.

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**Analytical Overview of the Scientific Study Results Published in the International Scientific and Theoretical Journal “Herald of the Belgorod University of Cooperation, Economics and Law” in the Field of Marketing. P. 541-552.**

The analytical overview provides the characteristics of the scientific study results published in the international scientific and theoretical journal “Herald of the Belgorod University of Cooperation, Economics and Law” in the field of marketing, which are systemized in accordance with study field subject of the Supreme Attestation Committee Passport of Specialties (economic science) 08.00.05 “Economy and National Economy Management” (Marketing).

Key words: marketing, scientific research, research field subject, research objects.

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

**Analytical Overview of the Scientific Study Results of the Belgorod University of Cooperation, Economics and Law Researchers in the Field of Services Sphere Economy. P. 553-564.**

The overview provides the characteristics of the study results of the Belgorod University of Cooperation, Economics and Law researchers in the field of the services sphere economy taking into account qualitative peculiarities of their subject and object field.

Key words: services sphere, trade, retail trade, wholesale trade, services, consumer services, professional services, services to the population, consumer cooperation.