

SUMMARY

URGENT PROBLEMS OF ECONOMY

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Problems and Prospects in the Development of the Cooperative Sector of Russian Economy Under the Influence of the ILO Recommendation 193 on the Promotion of Cooperatives. P. 5-12.

The paper provides the main results of the study of the situation, problems and prospects in the development of the cooperative sector of Russian economy under the influence of the ILO Recommendation 193 on the promotion of cooperatives. The paper stresses the role of cooperatives in the socio-economic development of the society and the problems connected with the legal identification of cooperatives and development of professional cooperative education.

Key words: cooperation, cooperative sector of the economy, International Labor Organization, ILO Recommendation 193.

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Shein E.A., Senior Programmer, Department of Software Development and Maintenance, Center of Computer Technologies, Belgorod University of Cooperation, Economics and Law

Development of Theoretical and Aspects of Marketing Activities of Higher Schools Based on the Internet Technologies Application. P. 13-22.

The paper provides the definition and suggests the model of theoretical and methodological substantiation of higher schools marketing activities based on the application of Internet technologies. The paper suggests the classification and shows the interaction of marketing activity tools of higher schools and the sources and the ways of attraction of the target audience on the higher school's site.

Key words: marketing activity of higher schools, Internet technologies, higher schools site, marketing activity tools.

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Marketing Activity Directions in Consumer Cooperation Self-Service Shops. P. 23-29.

The paper suggests the directions of marketing activities for consumer cooperation self-service shops with the view of providing better services for buyers and obtaining more profit.

Key words: marketing, marketing activity, marketing communications, retail trade, consumer cooperation, self-service shops, assortment, additional services, advertising, personnel, shop's atmosphere.

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Bezuglova Yu.V., Ph.D. in Economics, Associate Professor, Chair of Economics, Academy of Marketing and Socio-Informational Technologies

Regulation of Labor Relations in the Context of Social Technologization. P. 30-37.

The paper discloses the content of the authors' model of social technology "regulation of labor relations in a trade organization", in the frameworks of which it proves the possibility of social technologies for labor relations regulation; defines the goal and the object of the

technologization; states the conditions, defines the objectives and requirements to labor relations regulation in a trade organization.

Key words: social technology, labor relations, labor relations regulation.

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

Institutional Foundations of Consulting Services Market Marketing Study. P. 38-45.

The paper studies the questions of the organization and carrying out of consulting services market marketing study taking into account the institutional environment of the said market subjects' functioning influencing their interaction in the frameworks of the existing legislature and requirements, envisaged by the law.

Key words: consulting, consulting services market, consulting firms, purchase price, marketing study, market analysis.

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

Incorporation of Creative Elements in Management in the Conditions of Interactive Marketing and Innovative Environment Development. P. 46-54.

The paper studies the notional, typological and functional presentation of creativity as a scientific category with a special attention paid to the study of the innovative economy as the economy of creativity and knowledge; defines the role, uniqueness and creative character of consulting; singles out creative consulting; shows the importance of the application in the regional development of creative industries potential in this content.

Key words: creativity, creative economy, creative managerial decisions, creative management, creative potential, creative marketing, creative services market, creative activity, creative management.

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Key Aspects of Socio-Labor Relations Organization in Retail Trade Chain of "Magnit" plc. P. 55-59.

The paper studies the essence of trade socialization and its functional components; provides the characteristics of the trade chain "Magnit" plc. Activity and singles out the main elements of socio-labor relations organization in the said company.

Key words: trade socialization, social partnership, labor peculiarities, socio-labor relations organization.

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Economic and Socio-Cultural Function of Rural Tourism. P. 60-66.

Taking the Belgorod Oblast as a case study the paper dwells on the problems of rural tourism development in Russia and the objectives of the development of the efficient system of its management with the view of overcoming social tension in Russian regions and sustainable development of rural territories.

Key words: rural tourism, guest houses, tourist services, social process, tourist infrastructure, external factors, economic problems, rural economy.

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

Interconnection Between Professional Education Market and Human Resources Quality in the Services Sphere. P. 67-72.

The paper reveals the importance of the branch specialization “Services sphere” in the conditions of the prospective model of the economy; provides statistical analysis of the employed structure in the economy by the categories of the workers; reveals the motives of the continuous professional education of the working young people with the main attention paid to the growing requirements of the employers to the quality of labor force in the labor market.

Key words: professional education, human resources, labor market, services sphere.

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Personnel Usage Assessment Technologization of Consumer Cooperation Organizations. P. 73-79.

The paper states that the personnel usage assessment as a systemic managerial procedure is not characteristic of the existing practice of consumer cooperation organization’s management, first of all, due to the incompleteness of the technological aspect assessment development. The given fact made it possible for the authors to develop the corresponding technology for personnel assessment with the view of improving the whole system of consumer cooperation organization’s personnel management.

Key words: personnel, assessment, assessment technology, consumer cooperation.

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Rural Consumers’ Behavior Peculiarities Served by Consumer Cooperation Organizations. P. 8085.

The paper studies the peculiar features of consumers’ behavior who live in the countryside and who are served by the consumer cooperation system shops; their differences from the behavior of town population; dwells on the results of the rural people survey by factors, which influence consumers’ behavior while choosing the place of purchase and the goods.

Key words: consumers’ behavior, consumer cooperation, factors, influencing consumers’ behavior, rural population, goods choice, selection of the purchase place, survey.

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

Development of Municipal Services in the Education Sphere. P. 86-91.

The paper pays attention to the assurance of the single educational environment, extension of the activities of educational institutions of all levels, creation of the conditions and trends for further development of educational services market.

Key words: educational services market, municipal services, pre-school services, comprehensive development of educational sphere, organization of children’s recreation.

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

Prokusheva A.P., Ph.D. in Economics, Professor, Chair of Information Protection Organization and Technology, Belgorod University of Cooperation, Economics and Law

Distance Employment as a Factor of Labor Resources Development. P. 92-97.

The paper studies distance employment as one of the sources of labor resources replenishment using correlation and regression analysis for the assessment of the situation with labor potent population in Russia in the near future.

Key words: labor resources, globalization of economy, distance communication, distance employment, distance employee, distance labor, virtual labor market.

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Cost Accounting: Historic Aspects and its Role in Modern System of Businesses' Management. P. 98-105.

The paper studies the evolution of cost accounting in Russia. The essence of cost accounting is in the system of economic methods and forms of production relations organization connected with the economic separation of production links.

Key words: cost accounting relations, internal cost accounting, cost accounting principles, cost accounting models, costs management, motivation, material stimulation.

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Study of the Main Indicators of the Belgorod Oblast Retail Trade Situation and Development. P. 106-113.

The paper determines the role of retail trade in the development of the regional market of consumer goods, studies the main indicators of the situation and development of retail trade in the Belgorod Oblast; provides the analysis of the retail trade turnover dynamics, structure of the goods sold to the populations; determines the ration of retail trade volumes growth in the Belgorod Oblast compared with other Oblasts of the Central Black Soil Region.

Key words: retail trade, consumer market, regional market of consumer commodities, retail trade turnover, markets and fairs, consumer cooperation system, cash income of the population.

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Organizational Behavior as a Factor of Employees' Labor Activity Management. P. 114-120.

The paper discloses morphological foundations of the term "organizational behavior" and provides main provisions of theories, which provided for its embodiment in scientific usage; gives the authors' interpretations of organizational behavior and management of organizational behavior, classifies its types by a number of properties.

Key words: organizational behavior, employees' labor activity, organizational behavior management.

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HR Branding in the Russian Education Market: Problems and Prospects. P. 121-126.

The paper discloses the problems of human resources development at domestic higher schools in the conditions of the growing role of the humanistic approach in ensuring their competitiveness and defines perspective directions in the application of HR branding technologies in order to solve the said problems.

Key words: personnel management, development problems, education market, higher school, HR brand technologies.

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Rural Tourism as a Factor of Consumer Cooperation Organizations' Socio-Economic Activity Diversification. P. 127-130.

The paper shows that rural tourism is one of the factors of the diversification of consumer cooperation organizations' socio-economic activity, which allows to successfully combining social and economic objectives of their multifunctional activities.

Key words: rural tourism, consumer cooperation organizations, diversification, rural tourism development program as a new direction in the activity of consumer cooperation organizations.

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Interconnection Between Social Capital, Services Sphere and Life Quality of the Population. P. 131-142.

The paper studies the essence and structure of the society's social capital as well as the possibilities of its usage as a factor of the economic development of the country, interconnection between social capital and services sphere and their influence on the quality of life of the population.

Key words: social capital, services sphere, standard of living, life quality of the population.

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

Evolutionary Approach to Trading Organization's Competitive Potential Study. P. 143-153.

The paper provides the author's methodological substantiation of the evolutionary approach to the study of trading organization's competitive potential. The provisions of the said approach are disclosed in the interconnection with the essence characteristics of the potential: systemic structure, high speed of change, high dependence on the resource base and its dynamics vector; objective availability of reserves; availability of conditions for development and the basis condition for competitiveness development.

Key words: methodology of study, evolutionary approach, competitive potential, trading organization.

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Land Resources as Specific Object of Management. P. 154-162.

The paper defines the peculiar features of land as the object of management; studies the viewpoints of researchers on the specific peculiarities of land resources; singles out the main differences of land resources manifesting in the course of business activities.

Key words: land resources, agricultural lands, rent, reproduction of land resources, fertility, planning.

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Processing Production Costs Assessment in Their Labor Primordial. P. 163-169.

The article proves an approach of measurement of production expenses in their economic fundamental principle, using the corresponding tool measuring instrument; describes the formalized borders of the ratio expressing technological interrelations between separate or cumulative factors of production; proves the need of the accounting of expenses and expenses for the temporary measuring instrument reflecting the fate of live and last work; offers the formula of definition of production costs.

Keywords: production costs; labor measurement; business processes; milk-processing production; information model of expenses

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Comprehensive Assessment of Consumer Cooperation Organizations' Labor Potential in the Central Federal Region. P. 170-178.

The paper suggests methodological approach to the comprehensive assessment of organization's labor potential; provides the assessment of main components of each stage of assessment taking cooperative organizations of the Belgorod, Kursk and Lipetsk Oblasts as a case study.

Key words: potential, organization's labor potential, labor potential assessment, quantitative and qualitative component, consumer cooperation organizations.

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Logical Scheme of Company's Financial Strategy Development in the Conditions of Risk. P. 179-184.

The paper studies the questions of the revealing of financial strategy place in the company's general strategy; the problems of the determining of the main target elements, the efficiency of the development of which predetermines the success of the company's financial activity.

Key words: company's financial strategy, strategy implementation goal, financial risks, management system efficiency, development and assessment of financial strategy.

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Theoretical Substantiation of Trading Organization's Competitive Potential Structure. P. 185-199.

The paper provides the results of the review of theoretical views on the structure of trading organization's competitive potential and substantiates the necessity of adding it with technological, commercial, communicational, consumer and image potentials; concretizes the elements making these types of potentials, classifies the types of competitive potential by stages of its need and the level of its application in the economic activity, economic reasonability of the existence of the unrealized potential and the nature of origin in accordance with the systemic feature of its structure representation.

Key words: organization's competitive potential, potential's structure, potential's component.

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Strategic Planning of Agroindustrial Complex Companies' PR Activity. P. 200-206.

The paper analyzes and substantiates the necessity of PR activity application in the strategic management of the agroindustrial complex companies; recommends to adapt the scheme of PR activity strategic planning for the said companies.

Key words: PR activity, marketing strategies, PR strategies.

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Application of "Input-Output" Analysis for Clusters Identification in the Economy. P. 207-215.

The paper clarifies the concept of "cluster" in the economy, studies the stage of clusters identification as one of the main stages of the cluster policy; analyzes the most used methods of clusters identification and provides detailed description of their identification methods based on the analysis of the tables "input-output" as well as innovative interaction matrix.

Key words: identification of clusters in the economy, input-output balance, maximum method, factor analysis, innovative interaction matrix.

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Architectural Approach Application with IT Portfolio Development. P. 216-219.

The paper studies the questions on IT projects portfolio development, which would be able of ensuring the implementation of a company's business goal.

Key words: company's architecture, IT infrastructure, IT portfolio, IT project.

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Zimakova L.A., Ph.D. in Economics, Professor, Chair of Accounting, Belgorod University of Cooperation, Economics and Law

Specification of Costs Recording on Research and Development Work. P. 220-228.

Activation of research and development work brings to life many questions on the organizations of cost recording on the said work. The paper provides recommendations on the organization of the detailed costs recording aimed at improving the informational assurance of management and control.

Key words: research activity, research and development work, costs recording, specification of accounting.

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

Sales Strategy: Essence and Structure. P. 229-233.

The paper studies the essence of the concepts “sales system”, “sales strategy” and provides their authors’ interpretation, the role and place of sales strategy in increasing the competitiveness of a manufacturing company; aspects of its development and building as one of the conditions to improve the competitiveness of the market subject.

Key words: sales strategy, sales strategy structure.

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

Role of Distribution Centers in Goods Supply to Shops. P. 234-238.

The paper shows the key role of the distribution centers, which allow to timely and qualitatively supply goods to retail chains thus satisfying the needs of buyers in high quality goods and in necessary quantity.

Key words: distribution centers, retail chains, logistics, logistic process.

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Zakharchenko N.G., Ph.D. in Economics, Associate Professor, Head of Computer Technologies Center, Belgorod University of Cooperation, Economics and Law

Peculiarities of PR Communications Organization in the Internet and Their Efficiency Assessment. P. 239-244.

The paper studies the questions on PR communications organizations in the Internet as well as the models of the presentation in Internet and the efficiency of PR communications.

Key words: PR communications, communication means, models of presentation.

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

Modeling of Social Processes in the Population Social Protection System. P. 245-251.

The paper dwells on the construction of social processes and phenomena models, forms of social processes and phenomena;, approaches to the construction of their models; criteria of systemizing of mathematical models of social processes.

Key words: social processes, modeling, social processes models, computer modeling technology, social unity, social cohesion.

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

On the Question of Property Management in Cooperatives. P. 252-256.

There is an opinion that cooperative business cannot be efficient and has no prospects in future. But cooperative economy plays a considerable role in the economy of the developed countries. The explanation to this is hidden in the very opportunity of reducing total self-cost of goods and services in the frameworks of commodity exchange among the members of a cooperative to such extent, that its effect will exceed all disadvantages, arising from the described in the paper nature of a cooperative property.

Key words: cooperative business, efficiency, mobility, owners' control, liquidation, restructuring, reduction of total self-cost, commodity exchange, nature of cooperative property.

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Personnel Decision Making Study on the Basis of Informational Modeling of Organizational Structure. P. 257-260.

The paper studies the problem of personnel decisions making support; substantiates the reasonability of taking into account organizational structure when assessing and selecting personnel; provides informational models of organizational structure aimed at the solution of personnel problems and personnel selection model.

Key words: organizational structure, decision making support, informational modeling, personnel decisions.

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

Consumer Cooperation Organizations' Activity Financial Results Management Improvement Directions. P. 261-266.

The financial results of consumer cooperation organizations' activity are characterized by the total sum of profit of loss and the level of profitability. The more the profit and the higher the level of profitability the more efficiently is functioning a cooperative organization, the stable is its financial position. The important role of profit in the development of a company and assurance of the interests of the leadership and personnel determine the necessity of its continuous and efficient management.

Key words: consumer cooperation, financial result, profit, loss, profitability, income, prognosis, management, efficiency, competitiveness.

Fatneva E.A., Ph.D. in Geography, Associate Professor, Chair of Natural Sciences, Belgorod University of Cooperation, Economics and Law

Socio-Economic Importance of Tourist and Recreational Potential in the Belgorod Oblast Development. P. 267-271.

(the paper is written in the frameworks of the research project No 14-12-31001 supported by RGNF)

The paper studies natural, recreational, cultural, historic and socio-economic resources of the Belgorod Oblast with a special attention paid to the assessment of the tourist and recreational potential and its importance in the development of the region.

Key words: tourist industry, tourist and recreational potential, tourist resources.

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Essence and Process of Higher Schools Graduates' Economic Culture Development. P. 272-278.

The paper studies the problems of economic culture of higher schools graduates taking the Belgorod University of Cooperation, Economics and Law as a case study, their solution in the educational process of at a higher school in accordance with the requirements of the State Educational Standard in new socio-economic conditions.

Key words: culture, economic culture, professional culture, system of higher professional education, graduates of economic higher schools.

Vinogradov A.I., Ph.D. in Economics, Vice-President, PLC "MDM Bank"

State Policy of Innovation Oriented Companies Crediting Regulation. P. 279-287.

The main functional objective of the state while realizing the policy of innovation oriented companies crediting regulation is the maximum provision for the implementation of innovative projects and growth of businesses through credit financing of different phases of their development. Alongside with this it is necessary to follow the principles ensuring equal rights and protecting the interests of economic subjects of financial and banking spheres as well as the real sector, which are included in the common innovative space provided that equal responsibility is observed during financing of joint innovative programs and projects.

Key words: state policy, regulation, crediting, innovative companies, investments, development.

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

Essential Characteristics of Capital as Economic and Accounting Category. P. 288-294.

The paper dwells on the range of questions dedicated to the study of the definition of capital; analyzes the similarities and differences of the notion "capital" interpretation; describes the composition of equity in the organizations of different organizational and legal forms.

Key words: capital, own capital, charter capital, account, equity of a consumer society.

Sklyarenko I.A., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law

Bolotova A.V., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Academy of Marketing and Socio-Informational Technologies

Consumer Cooperation Organizations' Investment Policy Modernization with a View of Innovative Development Improvement. P. 295-298.

The paper studies consumer cooperation organizations' investment policy modernization; examines the terms of the said organizations competitiveness accompanied by the efficient methods of investment activity management; provides the main directions of investment policy at a company.

Key words: investment policy, innovative policy, innovative activity, consumer cooperation organizations.

Chorba P.M., Ph.D. in Economics, Professor, Chair of Finance and Credit, Belgorod University of Cooperation, Economics and Law

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Banking Innovations as an Element of Successful Banking Sector Competitive Development. P. 299-304.

The paper studies different approaches to the interpretation of the essence of innovations; marks the role and importance of innovations in the successful functioning of the country's banking sector; dwells on the viewpoints of separate authors concerning the essence and peculiarities of banking innovations; provides classification and short characteristics of banking innovations.

Key words: innovations, banking products and services, Internet services, interface, ideas bourse.

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Marketing Assurance of Information System Introduction and Application Process. P. 305-309.

The paper dwells on the requirements of modern business to marketing information systems and the stages of their development. Due to this the paper studies the concept of marketing information system, provides the characteristics of its main components and presents marketing barriers while introducing and applying information systems by organizations.

Key words: marketing information system, marketing barriers, marketing decisions, marketing activity.

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Development of Personnel Compensation Calculations Recording. P. 310-315.

The paper reflects the necessity of the improvement of personnel labor reimbursement recording due to the development of the corresponding draft provision on accounting; provides recommendations on the development of the efficient motivation system.

Key words: personnel compensation, personnel compensation recording, key indicator of accomplishment, labor, bonus.

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Necessity and Goals of Economic Efficiency Management of Socio-Cultural Real Estate Objects Development at Municipal Level. P. 316-320.

The paper studies the necessity, management goals of economic efficiency of socio-cultural real estate development at municipal level; describes the correlation of approaches and types of the said objects management; suggests the algorithm of the realization of measures of the said management.

Key words: real property management, real estate, fixed capital, fixed assets.

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Concept of Brand and its Influence on Company's Innovative Activity. P. 321-326.

The paper studies the main features of brand, branding, trade mark, social aspects of the society's life as the sources for the emergence and development of brands in modern world; discloses the peculiarities, difficulties and prospects of branding development in the conditions of modern economy.

Key words: marketing, brand, branding, trade mark, brand management, brand promotion, innovation.

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Development of Theoretical and Methodological Foundations of Marketing Communications. P. 327-335.

The paper defines the conditions for the development of the efficient set of marketing communications; studies the essence of communication process; reveals the factors of communication and studies the models, which made the largest input in the development of marketing communications methodology.

Key words: communications, marketing communications, communication process, persuasion models, communication theories.

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Innovative Component of Consumer Cooperation Organizations' Competitiveness Growth. P. 336-339.

The paper is dedicated to the study of the importance of consumer cooperation organizations' competitive activity assurance, with the innovative factor at its basis. The paper determines the principles of assuring high enough competitiveness of retail trade organizations; substantiates the necessity of introducing innovative factor in the activities of the said organizations with the view of their sustainable functioning in the market.

Key words: retail trade, retail unit, competitive environment, competitiveness, competitive advantages, competition, innovations, strategy, potential.

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Agrarian Cluster as Innovative Direction of Integration in Agroindustrial Complex of Customs Union and United Economic Space Countries. P. 340-346.

The paper reveals the concepts "cluster" and "agrarian cluster", studies their elements, substantiates the necessity of applying the innovative direction in the integration of the agroindustrial complex of the customs union and united economic space countries; defines the main prerequisites for the development of agrarian clusters between the customs union countries and reveals the main reasons hampering the development of agrarian clusters in the said union and space.

Key words: cluster, agrarian cluster, industrial cluster, interstate inter-cluster cooperation, innovative development, integration, customs union.

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Certain Aspects of Personnel Socio-Technological Management Model in Municipal Governance System. P. 347-352.

The paper dwells on the problems of municipal personnel efficient management applying the whole set of modern personnel technologies and substantiates the necessity of further

personnel potential development of municipal employees on the basis of socio-technological approach to the personnel management in the system of municipal services.

Key words: municipal services personnel, personnel potential, personnel supply, personnel technologies, socio-technological model.

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Higher School Intellectual Potential: Measurement Technique. P. 353-358.

The paper studies the indicators, which make it possible to assess the abilities of a higher school, characterize its flexibility and analyze the efficiency of its activity with a special attention given to the assessment of the higher school employees' labor. On the basis of the studied approaches the author provides the technique of the intellectual potential measurement, which includes categories and indicators, allowing of assessing the intellectual potential of a higher school and the intellectual potential of its personnel.

Key words: intellectual potential, intellectual research potential, personnel intellectual potential, intellectual potential integral index, scientometrics.

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Shares and Corporate Bonds Market in the Implementation of Economic Reforms in Russia. P. 359-365.

Economic development is closely connected with securities market as it makes it possible for the companies to accumulate free money means to extend production. At present due to Russia's joining the WTO and the necessity of ensuring competitiveness of productions there is a sharp need in the attraction of investment resources, due to which shares and corporate bonds market should ensure necessary financial flows for the implementation of modernization measures.

Key words: shares market, corporate bonds, economic reforms, innovations, investments, development.

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Practical Aspects of Comprehensive Approach Improvement to Control over the Quality Situation with Receivables. P. 366-373.

The paper studies the logical scheme of stage-by-stage accomplishment of comprehensive approach to the quality situation with receivables, which a tool to regulate payment discipline of a company and to prevent receivables write-off with limitation expiry.

Key words: debtor, receivables, quality of receivables, payment discipline.

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Diversification Tools of Meat Industry Integration Mechanism. P. 374-381.

The article studies the diversification of production used with the purpose of increasing the

efficiency of meat processing industry enterprises, economic benefits and avoiding bankruptcy; analyzes the diversification of production of meat-processing complex; researches the market relations in the domestic economic environment.

Keywords: diversification of production, economic efficiency, innovation-oriented management, vertically-integrated complex, meat industry.

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Consumer Cooperation Retail Trade Chain Situation and Development Assessment with the View of Improving the Outcome of Marketing Activities. P. 382-389.

The paper studies the peculiarities of marketing in retail trade; analyzes the retail trade of the Belgorod Oblast consumer cooperation retail trade chain with the view of improving the outcome of the organizations' marketing activities.

Key words: marketing, retail trade, consumer cooperation, retail trade chain, competitive advantages, retail trade companies.

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Modern State of the Regional Market of Ice Cream in the City of Voronezh and the Voronezh Oblast. P. 390-394.

The paper studies the modern state of the regional market of ice cream in the city of Voronezh and the Voronezh Oblast and trends in its development.

Key words: Voronezh, the Voronezh Oblast, competitiveness, ice cream, consumers, industry, regional market, price.

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Conceptual Foundations of Further Professional Education Competitiveness Assurance. P. 395-400.

The paper studies the indicators, which characterize the competitiveness of further professional education; competitiveness criteria of the said education programs and the conditions for their assurance.

Key words: further professional education, andragogic model of education, educational services marketing, education market segmentation.

Tsaturyan A.G., Assistant, Chair of International Economics and Foreign Economic Activity, Voronezh State University

Higher Education Market Demand Analysis. Key Factors of Choice. P. 401-409.

The paper provides the results of the research the aim of which was to study the demand in the higher professional education market and reveal the key factors of choice.

Key words: demand analysis, higher professional education market, key factors of choice, consumer needs.

Kuzminova Yu.V., Assistant, Chair of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law

Marketing Communications Personalization Application as the Main Principle of CRM Concept Development. P. 410-418.

The paper provides characteristics of the integrated perception on the CRM concept, formulated the main goals and objectives of the CRM systems. The term “personalization” of communications is also marked as the way of increasing the efficiency of promotion. The paper also reflects the conditions for the application of personal marketing communications, presents the key factors of interaction influencing the quality of personal marketing communications.

Key words: personalization, CRM systems, marketing communications, personalized marketing communications, CRM concept.

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

Company’s Marketing Activity Informational Assurance Organization. P. 419-422.

The paper studies market necessity of the marketing activity informational assurance, due to which it provides detailed characteristics of marketing information market sectors.

Key words: informational assurance, marketing information market, marketing activity.

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

Regional Labor Force Mobility Factors and Their Assessment. P. 423-429.

The paper provides the results of the labor force mobility factors analysis in the North Caucasian Federal Territory; states the dependence between the labor force mobility, living standards in the region and unemployment.

Key words: labor force mobility, mobility factors, unemployment, living standards.

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

Consumer Preferences Assessment in the Tourist Services Sphere as the Basis for Territory’s Marketing Complex Development. P. 430-436.

The paper provides the results of marketing study of consumer preferences in the market of tourist services in the Belgorod Oblast, assess the quality and provides comparative characteristics of the indicators of provided services in the region and the neighboring regions of the Central Federal Region of the Russian Federation.

Key words: tourist services, territory’s marketing, tourist services consumers, tourist services competitiveness.

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

Process Approach to Company’s Activity Management: Advantages and Problems of Practical Application. P. 437-442.

The paper discloses the reasons for growing interests to the process approach in the company’s activity management; shows its advantages and singles out the main problems of its practical application; suggests separate measures in the real managerial practice.

Key words: process approach to management, company’s activity management, functional approach, management by goals.

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State Role in Market Economy Subjects Anti-Crisis Management. P. 443-448.

The paper is dedicated to the problems of crisis phenomena, which are of cyclic character; it dwells on the role of the state in the anti-crisis management; singles out the reasons and directions of the economy state regulation and the ways, using which the state can overcome the crisis situations; defines the norms through which the economy state regulation is implemented in life.

Key words: anti-crisis management, state, economy, state regulation, state functions, economy development process.

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Modern Approaches to Organization's Personnel Management. P. 449-454.

The paper shows the peculiarities of human factor in the process of production as well as the necessity of revealing and application of personal features of the employees; substantiates the reasonability of own personnel management strategy as means of improving economic and social efficiency of organization's activity.

Key words: production factors, style and methods of management, labor motivation, personnel management strategy, employees' interests.

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Human Potential Effective Usage as the Basis of Organizations' Economic Development. P. 455-459.

The paper discloses the main notions of human potential as the basis of economic development; shows that successfully developing economy can't be realized without certain growth of its human potential.

Key words: human potential, human capital, human resources, creative economy.

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

On the Problem Public Catering Units Innovative Development Prospects Determination. P. 460-463.

New state economic policy creates favorable conditions for the innovative development of businesses. But the rates of the said development depend on the objective factors determined by the branch specificity of the companies and organizations' activities. The paper discloses separate problems of the public catering units' innovative development and proves the necessity of its intensifying.

Key words: public catering units, innovative development, entrepreneurial structures.

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Role of Banking Sector in the Innovative Development of the Country. P. 464-466.

The author stresses the importance of investments and credits for the economic growth of the country. The paper notes that today banks possessing huge potential do not pursue the policy directed at the innovative development of the national economy. The author suggests the ways for the development of the banking system for active banks' participation in the innovative development of the country.

Key words: innovations, investments, credits, banking products, strategy 2020.