

## SUMMARY

### URGENT PROBLEMS OF ECONOMY

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

*Sadovnikova N.V., Scientific Degree Applicant, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law*

#### **On the Problem of the Trading Organization's Market Policy Theoretical Foundations Development. P. 5-12.**

The paper provides the authors' point of view of the theoretical foundations of the organization's market policy, its essence, content and the peculiarities of its formation with interconnection to typical models of market behavior of organizations, determining the main priorities of their market policy.

Keywords: organization's market policy, organization's market behavior, market behavior models.

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

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

#### **Businesses' PR Activity Models. P. 13-20.**

The paper suggests a conceptual model of PR activity and in the frameworks of the said model defines the aspects of the said activity; singles out the main directions of businesses' PR activity, which suppose the application of different models or their combinations as well as the algorithms of a business PR activity.

Keywords: PR activity, PR activity model, PR activity algorithm in collaboration with real consumers, PR activity algorithm for attraction of new clients.

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

*Tarasov A.S., Manager*

#### **Advertising Usage Efficiency Assessment by Companies Selling Vehicles. P. 21-27.**

The paper dwells on advertising as the main means of marketing communications; analyzes the efficiency of advertising usage by the companies selling vehicles; evaluates the advertising efficiency from two sides: economic and communication ones; and provides the main directions of its further development.

Keywords: marketing communications, advertising, advertising efficiency, advertising efficiency assessment by economic and communication components.

*Beletskaya N.M., Ph.D. in Science, Professor, Vice-Rector for Further Vocational Training, Belgorod University of Cooperation, Economics and Law*

*Skripchenko P.V., Ph.D. in Economics, Associate Professor, Vice-Rector for Education Quality, Belgorod University of Cooperation, Economics and Law*

#### **Student Consumer Society – School for Young Cooperator. P. 28-32.**

The paper studies the experience of the emergence of student cooperatives in Russia and creation of student consumer societies today taking student consumer society "Sodruzhestvo" of the Belgorod University of Cooperation, Economics and Law as a case study.

Keywords: student consumer society, student cooperative, higher school graduates practical training.

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

*Banchuk G.G., Senior Lecturer, Chair of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law*

**Infrastructural Factors of a Higher School Competitiveness Assurance. P. 33-40.**

The paper dwells on the questions of a higher school activity infrastructural assurance from the position of the infrastructural complex influence on the solution of strategic tasks, connected with the development and assurance of competitive advantages of the said school on the educational services market. A special attention is given to the determination of the role of higher schools in the development of knowledge infrastructure.

Keywords: infrastructure, competitive advantages, higher schools, development strategy.

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

**Methodological Approaches to Organization's Employees Competency Assessment. P. 41-47.**

The paper studies the essence of the concepts "competency" and "competence"; carries out the grouping of organization's competencies and determines the list of their indicators; suggests the approbated methodological approach to the employee's competence level assessment.

Key words: competency, competence, types of competencies, employee's competence level, indicators.

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

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

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

**Development of Target Benchmarks of Non-Commercial Companies Functioning. P. 48-56.**

The paper defines the concept and importance of target benchmarks in the activities of non-commercial companies using cooperative organizations of the Belgorod Oblast as a case study; develops the strategic map of the organization's goals. A special attention is paid to the development of the district consumer society target tree.

Key words: target, target benchmark, cooperative organization's target benchmarks, strategic target map, target tree, global target benchmarks of the district consumer society functioning.

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

**Peculiarities of Marketing Environment Study While Entering International Markets. P. 57-65.**

The paper discloses the peculiarities of marketing environment study while organizing business on international markets, which would make it possible for the companies to evaluate the situation of the international competitive environment in the scales of the world space and by separate countries.

Keywords: marketing environment, macro environment, micro environment, factors of international marketing environment, political environment, economic environment, legal environment, socio-cultural environment.

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

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

**Demographic Aspects of Regional Labor Resources Formation. P. 66-73.**

The paper provides the main results of the study of demographic processes in the Stavropol Krai during 2005-2012, which directly influence the formation of labor resources at the regional level with the main attention paid to the changes in the natural and migration increment of the Stavropol Krai population in comparison with the North-Caucasian Federal Territory and the Russian Federation as a whole; substantiates the necessity of regular monitoring of demographic situation with the view of the efficient managing of the regional labor potential.

Key words: demographic situation, population, labor resources, labor market, natural increment, migration increment.

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

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

**Trends in the Development of Retail Trade of the Belgorod Oblast Consumer Cooperation. P. 74-82.**

The paper studies the main trends in the development of retail trade of the Belgorod Oblast consumer cooperation.

Keywords: retail trade, consumer cooperation, services, retail trade turnover, shareholders, population receiving services.

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

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

*Piankova V.G., Senior Lecturer, Chair of Economic Analysis and Statistics, Belgorod University of Cooperation, Economics and Law*

**Theoretical and Methodological Foundations of Consumer Cooperation Organizations' Strategic Potential Study. P. 83-88.**

The paper studies gnoceological questions of organization's strategic potential and directions of its assessment in consumer cooperation organizations on the basis of the balanced indicators system methodology.

Keywords: potential, economic potential, strategic potential, consumer cooperation.

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

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

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

**Rural Tourism as a Prospective Direction of Social Entrepreneurship in Consumer Cooperation Organizations. P. 89-92.**

The paper prepared with the financial support of the Belgorod Oblast Department of Internal and Personnel Policy, Agreement No Г-10 as of November 10, 2013, reveals that rural tourism is one of the prospective directions of social entrepreneurship, which makes it possible

to successfully combine social and economic objectives of consumer cooperation organizations' multifunctional activity.

Keywords: rural tourism, consumer cooperation organizations, social entrepreneurship.

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

*Podzolkova I.S., Head of the Sector for the Development of Tourism and Craftsmanship, Consumer Market Office, Department of Economic Development of the Belgorod City Administration*

*Kaplunova I.V., Ph.D. in Economics, Associate Professor, Chair of Services and Tourism, Belgorod University of Cooperation, Economics and Law*

**Monitoring of the Domestic and Incoming Tourism Efficiency Development in Belgorod. P. 93-97.**

The paper analyzes the realization of the measures envisaged in the city target program "Assistance to the development of the incoming and domestic tourism in Belgorod during 2011-2013" and the indicators of the tourism development in the region.

Keywords: monitoring, domestic tourism, incoming tourism.

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

*Likhonin K.V., Senior Lecturer, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law*

**Development and Implementation of Innovative Marketing Decisions as a Factor Increasing Innovations' Commercialization Processes Efficiency at a Company. P. 98-105.**

The paper provides comprehensive definition of innovative marketing decisions; works out a multi factor model of development, making and implementing of the said decisions; assesses their efficiency and suggests the conceptual scheme of the formation and management of the needs in the innovative product or service.

Key words: innovative marketing decisions, decisions development model, efficiency assessment, formation of the need.

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

**Substantiation of the Supplier Selection Methodology while Marketing Decisions Making Consumer Cooperation Organizations' Retail Trade. P. 106-112.**

The paper suggests the methodology for the supplier selection in retail trade of the consumer cooperation organizations with the view of costs minimizing based on the corresponding algorithms of the supplier selection; provides the comparative characteristics of the supplier selection methods of retail trade units.

Key words: business processes, supplier selection algorithm, supplier selection methodology, supplier quality indicators, costs minimizing model, marketing decisions.

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

*Prokushev Ya.E., Ph.D. in Economics, Associate Professor, Chair of Information Protection Organization and Technology, Belgorod University of Cooperation, Economics and Law*

**On Russian Population Quality of Life Assessment. P. 113-119.**

The paper dwells on the questions of the life quality essence interpretation; studies the main methodics of its assessment and suggests that integral approach be used to assess the quality of life.

Keywords: quality of life, standard of living, quality of life assessment criteria, integral indicator of life quality.

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

*Zhosan V.Ya, Post-Graduate Student, Kherson National Technical University*

*Bashkatova V.Ya, Post-Graduate Student, Kherson National Technical University*

**Enterprise's Social Responsibility Assessment: Criteria and Indicators. P. 120-126.**

The paper provides the results of the calculation of the aggregate and complex indicators of the enterprise's social responsibility on the basis of the general indicators of economic, ecological, socio-labor, normative and legal components. The paper proved the correlation between the level of the said indicators and the level of the company's social responsibility.

*Glagolev S.N., Ph.D. in Economics, Professor, Rector, V.G. Shukhov Belgorod State Technological University*

*Doroshenko Yu.A. Ph.D. in Economics, Professor, V.G. Shukhov Belgorod State Technological University*

*Manin A.V., Dragan Raevich, Post-Graduate Student, Institute of Economics and Management, V.G. Shukhov Belgorod State Technological University*

**Regional Investment and Innovative Potential: Essence, Impact Factors and Improvement Ways. P. 127-131.**

The paper studies the approaches to the determination of the investment and innovative potential of the region; develops the concept "investment and innovative potential" of the region and substantiates its importance; studies the factors determining its condition and development.

Keywords: innovative development, innovative potential, investment and innovative activity, region, development technology, development models.

*Bunejeva R.I., Ph.D. in Economics, Professor, Director, Lipetsk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Toropov V.V., Ph.D. in Economics, Senior Lecturer, Lipetsk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Distribution Costs Structure and Dynamics Assessment of Consumer Cooperation Retail Trade Organizations. P. 132-139.**

The increase in the market dynamics and competition growth brought about the increase of the costs factor influence on the possibility of maintaining and strengthening of consumer cooperation organizations' competitive positions. In the given circumstances the management has to implement the tools and methods capable of the influencing in advance the dynamics and structure of distribution costs ensuring their decrease.

Keywords: distribution costs, consumer cooperation, retail trade.

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

*Bulankina NN., Senior Lecturer, Chair of Economics, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Personality Psychological Structure Influence on Organization's Personnel Labor Activity Motivation. P. 140-147.**

The paper studies the socio-psychological, organizational and economic nature of personnel labor activity motivation in modern conditions; the influence of the motive and incentive on the internal activity of an employee, directed at reaching the objectives of a business activity.

Keywords: motive and incentive, motivation, personality psychology structure, organization's personnel, wages and salaries function, labor activity, production efficiency, labor result.

*Nagovitsina L.P., Ph.D. in Economics, Professor, Chair of the Consumer Cooperation Economy, Novosibirsky Consumer Cooperative University*

*Shnorr Zh.P., Ph.D. in Economics, Associate Professor, Chair of Accounting and Auditing, Chita Institute, Baikal State University of Economics and Law*

**Territorial Wholesale Trade Transformation Directions in the Conditions of Globalization. P. 148-157.**

The paper studies the directions of the wholesale trade transformation in the consumer market of the territory corresponding to the conditions of the chain retail development; defines the concept 'format of wholesale trade' on the basis of the formulated functions, principles and attributes.

Keywords: wholesale trade, territory, globalization, integration, wholesale trade formats.

*Nagapetiants N.A., Ph.D. in Economics, Professor, Chair of Marketing, Moscow Academy of Entrepreneurship with the Government of Moscow*

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

**International Market Entering Strategy. P. 158-165.**

The paper dwells on the main directions of the international market entering strategy; shows the main channels of commodities flow and reveals the forms of international trade organization.

Keywords: international marketing, international market entering strategies, licensing, patent, direct and indirect exports.

*Chizhova E.N., Ph.D. in Economics, Professor, Head of the Chair of Theory and Methodology of Science, V.G. Shukhov Belgorod State Technological University*

*Dragan Raevich, Director of the Faculty of Research, Business and Law, Belgrade, Serbia*

*Stolyarova Z.V., Ph.D. in Economics, Associate Professor, Chair of Theory and Methodology of Science, V.G. Shukhov Belgorod State Technological University*

**Electronic Commerce as a Form of Trade. P. 166-175.**

At present foreign trade operations are closely connected with communications systems as never before. Today in the conditions of globalization an important role belongs to the development of modern means of communications, especially electronic ones, which have qualitatively changed the existing relations in the conditions of the global market. The modern business witnesses the transition from mechanical actions in the frameworks of the business activities to electronic manipulations, which is most vividly reflected in such sphere as trade. Electronic shops receive ever more development, which, on the one hand, plays a positive role for consumers, and, on the other hand, give birth to some risks and challenges, mainly connected with the transfer of payments of deal making. Deals via the Internet are becoming more and more frequent, and the development of computer technologies makes it possible to automate sales in different institutions with the use of electronic trading points.

Keywords: foreign trade, electronic business, electronic commerce, Internet banking.

*Kuzmenko R.V., Ph.D. in Mathematics, Associate Professor, Professor, Chair of Accounting, Audit and Finance, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Kolesnikova S.G., Senior Lecturer, Chair of Accounting, Audit and Finance, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Cherevatova T.F., Ph.D. in Economics, Associate Professor, Chair of Accounting, Audit and Finance, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Negative Aspects of Informatization Influence on Socio-Cultural Image of a Modern Student. P. 176-182.**

The paper makes an attempt to analyze the negative aspects of informatization influence on the socio-cultural image of a student on the basis of the survey among the students of the Voronezh Institute of Cooperation (Affiliate) of the Belgorod University of Cooperation, Economics and Law.

Key words: society informatization, information technologies, socio-cultural aspects, information culture.

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

*Trukhacheva E.V., Senior Lecturer, Chair of Management and Marketing, Kherson National Technical University*

*Bashkatova V.Ya, Post-Graduate Student, Kherson national Technical University*

**Balanced Productivity Assurance in Company's Business Activity Management. P. 183-192.**

The paper formulates the principles of productivity in accordance with the general principles of operation and management; dwells on the management principles proceeding from the systemic, situational and process approaches; provides the definition of balance and defines the principle of balance as a synthetic one and on the basis of the balance principle suggests a complex of elements in ensuring balanced productivity in the company's business activity.

Keywords: balance, productivity, coherence, principles of functioning and management, systemic, situational and process approaches.

*Danko T.P., Ph.D. in Economics, Professor, Chair of Marketing, Deputy Director, Education and Research Center for Further Training of Higher School Staff, G.V. Plekhanov Russian University of Economics*

**Region's Competitive Positioning Assessment. Structural and Dynamic Analysis. P. 193-200.**

The development of the competitive positioning and indication of the Russian Federation regions assessment becomes the key factor in the conditions of the Russian economy movement to the world market. This fact substantiates the need in the improvement of the existing system of statistical accounting and reporting, development of the new system to assess competitive positioning of the regions. The paper studies the said problems concerning concrete regions.

Keywords: regions' competitiveness, assessment indicators.

*Shkurupiy O.V., Ph.D. in Economics, Professor, Head of the Chair of International Economy, Poltava University of Economics and Trade*

*Deineka T.A., Ph.D. in Economics, Assistant Professor, Chair of International Economy, Poltava University of Economics and Trade*

**Modern Economic Contradictions Reflection in the Global Management Institutionalization Processes. P. 201-206.**

The paper studies the modern problems of the society's post-crisis development; analyzes the possibilities of global management and the limitations of its application.

Keywords: contradictions, institutions, global management, global managing elite, global economy.

*Menshikova M.A., Ph.D. in Economics, Professor, Chair of Marketing and Personnel Management, Kursk State University*

*Abbas Anmar Badr Abbas, Post-Graduate Student, Kursk State University*

**Labor Force Development Problems at Manufacturing Company “KEAZ”. P. 207-215.**

The paper reveals and analytically proves the problems in the labor force development at a manufacturing company; singles out the main problem directions of the labor force development at JSC “KEAZ” and suggests the variants of their solution through new managerial and methodological tools.

Keywords: manufacturing company, labor force, labor resources, development problem.

*Lyubimova M.A., Leading Specialist, Department of Additional Education, Voronezh Institute of High Technologies*

*Parshin N.M., Ph.D. in Economics, Professor, Voronezh Institute of High Technologies*

*Smirnova O.A., Ph.D. in Economics, Associate Professor, Chair of Humanities and Socio-Economic Studies, Air Academy named after Zhukovsky and Gagarin*

**Distance Education Goals for Handicapped People. P. 216-224.**

The paper discloses the problems connected with the education of handicapped people, especially children and provides recommendations for the organization of distance education for the said people.

Keywords: distance education, handicapped children, technology, model.

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

**Trade Organization’s Competitive Advantages Benchmarking Model and Results of its Approbation. P. 225-237.**

The developing competitive relations in all spheres, sectors and branches of the domestic economy, no doubt, lead to the enrichment of the instrumental base, which ensures the functioning of organizations in the competitive environment. The paper provides the author’s model of the trading organization’s competitive advantages benchmarking: clarifies theoretical and methodological provisions of benchmarking and proves its applicability for the development of the model.

Keywords: benchmarking, competitive advantages, organization’s competitive potential, trade organization.

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

**Methodical Approaches to Customs Payments Administration Assessment. P. 238-246.**

The paper studies the role of customs organs in the formation of the federal budget income; provides the author’s interpretation of the main customs payments: “import customs duties”, “export customs duties”, “value added tax”, “excises” and “customs payments”; suggests the system of indicators of customs payment administration assessment.

Keywords: customs payments, import customs duties, export customs duties, value added tax, excises, customs payments.

*Sobolev A.V., Ph.D. in Art Criticism, Associate Professor, Dean of the Design Faculty, Kharkov State Academy of Design and Arts*

*Shilenko S.I., Ph.D. in Economics, Associate Professor, head of the Chair of Commerce Activity and Advertising, Belgorod University of Cooperation, Economics and Law*

**Color Decisions Semantics in Advertising Product Production. P. 247-251.**

The paper studies the use of colors and different shades with advertising product production, which is a stable semantic structure, related to the emotional and personal peculiarities of a man.



Keywords: advertising product, color decisions semantics, outdoor advertising, target audience.

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

**Client Aimed Management Technologies and Key Criteria of CRM System Selection. P. 252-257.**

Client aimed approach, which has become a standard in the developed countries, is used by the ever more Russian companies in their activities. Besides functional opportunities in traditional for CRM fields – automation of sales, marketing and provision of services – today we witness the demand of the CRM integration with the main communication channels with clients and automation of internal business processes.

Keywords: client aimed technologies, CRM system, business processes restructuring.

*Zemlyachenko V.V., Ph.D. in Science, Associate Professor, Chair of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law*

**Company's Automated Management Systems Development Efficiency Assessment taking into Account the Information on Pre-failure Conditions of Highly Reliable Electronic Devices. P. 258-261.**

The paper presents the project of economic risks minimization strategy in the business activities of companies on the basis of the information on the current state of degradation processes in micro heterogeneous structures of electronic products.

Keywords: hardware of the production management automated systems, micro heterogeneous structures of microelectronic devices, radio electronic means reliability, failures physics.

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

*Belousova M.B., Director General, PLC "Ortobel", Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

**Population Social Protection Essence and its Role in Market Economy. P. 262-268.**

The paper discloses the content of the concepts "social policy", "social protection of the population" and "social support", proves the subordination of the categories under study and shows the role of the population social support in the market economy.

Keywords: social police, population social protection, population social support, objects and subjects of the population social support.

*Vinogradov A.I., Ph.D. in Economics, Director of the Department for Big Corporate Clients Work, JSC "MDM Bank"*

**Development of the Banking Sector Sustainable Development Mechanisms Assurance. P. 269-279.**

Sustainable development of the banking sector is closely connected with the system of the credit risk diagnostics: analysis of the qualitative characteristics of the loan and organization of the intra bank control over the credit management procedures carrying out, which accompany the given stage. The creation of the single mechanism of the credit operations and risks profitability regulation envisages the integration of different methodics, approaches and regulations of crediting in the single financial analytical model, which makes it possible to carry out prognoses and the optimal selection of the ratio "risk-profitability" both for the whole credit portfolio and for a separate credit operation.

Key words: sustainable development, banking sector, investments, innovations, profitability regulation, intra bank control.

*Zakharchenko N.P., Ph.D. in Economics, Associate Professor, Chair of Commerce Activity and Advertising, Belgorod University of Cooperation, Economics and Law*

*Kolesnikova E.V., Ph.D. in Economics, Associate Professor, Chair of Commerce Activity and Advertising, Belgorod University of Cooperation, Economics and Law*

**Theoretical and Organizational Foundations of the Advertising Activity System Formation in the Conditions of Commerce Relations Development. P. 280-285.**

The advertising activity has no systemic character until now and, hence, its efficiency remains low. Such trend is especially characteristic of the retail trade units. The paper provides theoretical and organizational foundations for the formation of the advertising activity system in the conditions of commerce relations development; defines the composition of the advertising activity system elements, the integrated usage of which would lead to the improvement of its efficiency.

Keywords: advertising, advertising activity, advertising activity system, advertising process participants, advertising activity elements.

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

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

**Impact of Services Provision and Consumption on the Organization of Accounting. P. 286-290.**

The paper studies the specific peculiarities of the services sphere, which directly influence the process of accounting in the businesses, with special attention paid to the introduction of managerial accounting and problems, connected with the normative regulation of accounting at companies providing services.

Keywords: services sphere, accounting, financial reporting, managerial reporting, normative regulation of accounting.

*Ledovskaya I.I., Ph.D. in Economics, Associate Professor, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law*

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

**Personnel Policy Social Role Strengthening in State Governance System. P. 291-298.**

The paper discloses the importance of the personnel policy in the development of the organization's qualified personnel potential; dwells on the social aspects of interaction between the state service of population employment and employers.

Keywords: labor market, personnel policy, personnel potential, state service of population employment, employment policy, socially vulnerable layers of population, self-employment, distance learning.

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

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

**Marketing Information Systems Designing. P. 299-302.**

The paper studies trends and peculiarities of marketing information designing. In this connection it dwells on the concepts of marketing information system designing; provides characteristics of its main components and suggests the subsystems, which provide for the exchange and joint usage of information and data.

Keywords: marketing information system, marketing information systems designing, marketing activity.

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

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

**Consumer Cooperation Organizations' Diagnostics with the View of Anti-Crisis Sustainability Detecting. P. 303-310.**

The paper provides the diagnostics of the Belgorod Regional Consumer Union organizations' bankruptcy likelihood. To assess the risk of bankruptcy the authors used the models of such domestic economists researchers as O. Zaitseva, V. Kovalev as well as six-factor model of bankruptcy likelihood prognosis, four-factor model of the Irkutsk State Economic Academy and Saifulina-Kadykova's five-factor model.

Keywords: bankruptcy, diagnostics, prognosis, insolvency, anti-crisis sustainability.

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

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

**Packing Market as Manufacturing Company Sales System Element. P. 311-316.**

The paper dwells on the packing market as an element of the manufacturing company sales system and one of the segments of Russian packing market; factors, which predetermine the growth of the said market; determines the role of the foodstuff and processing industries in the development of the packing market.

Keywords: packing market, packing means, sales system.

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

**Consumer Cooperation Organizations' Marketing Communications Planning. P. 317-325.**

The paper determines the factors, which influence the selection of marketing communications, suggests the algorithm of formation and implementation of the marketing communications complex by consumer cooperation organizations and determines the factors, which is necessary to take into account at its development; suggest the structure and content of marketing communications plan of consumer cooperation organizations.

Keywords: marketing communications, consumer cooperation organizations, marketing communications planning.

*Brezhneva V.M., Ph.D. in Economics, Associate Professor, Chair of Goods Expertise and Technological Disciplines, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Dolgikh O.S., Ph.D. in Agriculture, Senior Lecturer, Chair of Goods Expertise and Technological Disciplines, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Retail Trade Services Mass-Scale Customization. P. 326-332.**

The paper studies the customization of goods and services as one of the trends in the development of retail trade; analyzes the prerequisites for the development of mass-scale customization and the fields of its application; characterizes its strategic potential and success factors on the consumer market.

Keywords: hyper competition, mass-scale customization, prerequisites and factors of mass-scale customization in business model B2C.

*Morkovkina I.A., Ph.D. in Science, Associate Professor, Chair of Goods Expertise and Technological Disciplines, Management and Marketing, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Kirilakha G.V., Senior Lecturer, Chair of Goods Expertise and Technological Disciplines, Management and Marketing, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Modern Situation in the Public Catering Units of the City of Voronezh. P. 333-337.**

The paper dwells on the trends in the development of the public catering units market; analyzes the territorial structure of the public catering units.

Keywords: public catering units, restaurant business, territorial structure, development, factors.

*Evsin M.Yu., Ph.D. in Economics, Senior Lecturer, Lipetsk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Shulgina I.V., Ph.D. in Economics, Senior Lecturer, Lipetsk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Khryuchkina E.A., Ph.D. in Economics, Associate Professor, Lipetsk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**The Lipetsk Oblast Economy, Its Specialization, Investment Attractiveness and Development Prospects. P. 338-343.**

One of the major problems faced by the Lipetsk Oblast Administration is the assurance of economic growth on the basis of the cardinal structural restructuring of the economy. To solve strategic tasks of the economy restructuring the Lipetsk Oblast needs the mobilization of the substantial economic resources.

Keywords: the Lipetsk Oblast, diversification of the economy, JSC “NLMK”, major economic problems, regional specialization, investment attractiveness, gross regional product, Program for the development of the regional industry for 2013-2020.

*Vinogradov A.I., Ph.D. in Economics, Director of the Department for Big Corporate Clients Work, JSC “MDM Bank”*

**Cooperation of Credit Institutions and Businesses in Financial Assurance of the Innovative Modernization of Russian Economy. P. 344-352.**

The innovative potential of a banking institution to a great extent depends on the capability to predict risks and changes, ability to formulate and set new tasks, which correspond to the goals of strategic development and find the optimal ways for their solution. In the conditions of constantly growing competition the personnel innovative potential comes to the foreground of the general competitive potential of a banking institution. The said potential includes the efficient development of the qualitative personnel composition, the development of the philosophy and concept of the innovative development; the ability to apply innovations for the formation of the added value in future.

Keywords: cooperation, credit institutions, business, innovations, financial assurance, modernization, investment process.

*Ostroumov V.V., Ph.D. in Economics, Associate Professor, Chair of Economic History and History of Economic Theories, Financial University with the Government of the Russian Federation*

**I.T. Pososhkov's Economic Doctrine Assessment in the Soviet Period Economic Literature. P. 353-358.**

The paper devoted to I.T. Pososhkov, the prominent Russian scientist and economist of the early 18<sup>th</sup> century, reflects the well-spread in the Soviet period economic literature assessed judgments connected with the place and role of his economic doctrine for the destiny of the domestic economic science and economic life.

Keywords: I.T. Pososhkov, economic science, mercantilism and protectionism, classical political economy, the Soviet period economic literature, trade and money, agriculture, merchants, class and formational approach.

*Kirejenko N.V., Ph.D. in Economics, Associate Professor, Head of the Marketing Group, Institute of Systemic Research, Byelorussian National Academy*

**Customs Union Countries' Agricultural Produce Competitiveness: Assessment and Directions of its Improvement. P. 359-368.**

The paper studies the main directions of the modern development of agriculture in the Customs Union countries; assesses and substantiates the factors, which influence the competitiveness of agricultural raw materials and produce on the territory of the Single Economic Space while exporting to third countries; determines common countries' positions and differences by the structure of costs for production, profitability level taking into account the state support; suggests a set of prospective directions to improve the competitiveness of agricultural produce in the countries members of the Customs Union.

Keywords: competitiveness of products, agricultural raw materials and foodstuffs, agriculture, profitability of products, state support, Customs Union, Single Economic Space.

*Tinkova E.V., Ph.D. in Economics, Senior Lecturer, Chair of Economics and Management, Taxation, South-Western State University*

*Tinkov S.A., Ph.D. in Economics, Associate Professor, Chair of Economics and Management, Taxation, South-Western State University*

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

**Indicator Assessment of the Production Potential and the Population Living Standard. P. 369-377.**

The paper studies the influence of the production potential development level on the regional socio-economic development; reveals the indicators reflecting the development of the separate elements of the production potential and provides the ranking of the regions of the Central Federal Territory by the selected indicators.

Keywords: region, production potential, socio-economic development level, indicators, regions' ranking, factor analysis, factor's importance, ranking.

*Komarova G.B., Ph.D. in Economics, Associate Professor, Chair of Economics and Entrepreneurship, Institute of Economics and Trade, Tajik State University of Commerce*

*Yakubova N.Ya., Post-Graduate Student, Institute of Economics and Trade, Tajik State University of Commerce*

**Emergence and Development of the Regional Foodstuffs Market. P. 378-381.**

The situation in the foodstuffs market and questions of supplying the population with high quality foodstuffs are of paramount importance for any state and region. Guaranteed access of the population to foodstuffs in necessary quantity and assortment should be assured by the foodstuffs market, which develops ties between the goods producers and their consumers.

Keywords: consumption, consumption standards, needs, market, foodstuffs market.

*Klevtsova S.M., Assistant, Chair of Accounting, Finance and Taxation, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Korevina L.A., Senior Lecturer, Chair of Accounting, Finance and Taxation, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Klevtsova M.G., Ph.D. in Economics, Associate Professor, Chair of Regional Economy and Management, South-Western State University*

**Branch Market marketing Study Applied Aspects in the Conditions of Highly Competitive Environment. P. 382-388.**

The paper provides diagnostics of the branch market development peculiarities on the basis of the strategic analysis methods application. On the basis of the development algorithm of the company's goods policy selection the authors suggest the application of three goods strategies while carrying out marketing study: goods differentiation, diversification or integration.

Keywords: competition, food industry, marketing goods strategies.

*Tsyrenov D.D., Ph.D. in Economics, Deputy Director, Institute of Economics and Management, Buryat State University*

**Economic Essence and Nature of Knowledge in the Knowledge Economy. P. 389-397.**

The paper presents the evolution of theoretical approaches to the definition of the concept "knowledge"; notes that there are two principal approaches to the study of the knowledge economy: usage of knowledge and distribution of knowledge; substantiates the necessity of studying other phases: reproduction and storage; singles out the properties, which explain the essence and conditions of the knowledge economy development.

Keywords: knowledge, knowledge economy, knowledge properties.

*Bezugly E.A., Ph.D. in Economics, Assistant, Chair of Humanities and Scio-Economic Disciplines, Belgorod Law Institute, Ministry of Interior of Russia*

**Economic Security Assurance System as the Basis of Business Entity Sustainable Development. P. 398-403.**

The paper discloses the content and suggests the algorithm of business entity economic security assurance system development. The circle of objectives, which the said entities face, is reasonable to group according to seven functional units: toll unit, informational assurance unit, planning process organization unit, control unit, decision making unit, risk management unit and incentives provision unit.

Keywords: economic security, threats to economic security, economic security system.

*Belik V.D., Ph.D. in Economics, Senior Lecturer, Chair of Finance and Credit, Crimean Humanitarian University*

**Personnel Strategic Management at Energy Sphere Companies. P. 404-407.**

The paper suggests the ways for the improvement of the personnel strategic management comprehensive system as well as scientific, methodological and practical recommendations on the improvement of the personnel strategic management of the energy sphere company.

Keywords: strategy, management, personnel, company, energy sphere, competitiveness, efficiency.

*Bazavluk N.G., Assistant, Chair of International Economy, Poltava University of Economics and Trade*

**Economy Innovative Development State Management: Ukrainian and Foreign Experience. P. 408-414.**

The paper studies the role of the state in the innovative development management in the Ukraine; analyzes the main trends in the country's innovative activities; dwells on the priority directions of the Ukrainian economy development, oriented at the transition from export and raw materials to investment and innovative type of economic development.

Keywords: innovative development management, national competitiveness, innovative policy, innovations.

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

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

**Marketing Assessment of Situational Factors Influence on Consumer Behavior Served by Consumer Cooperatives. P. 415-419.**

The paper provides the characteristics of situational factors, which influence consumer behavior; assesses their influence on consumer cooperation organization's client behavior.

Key words: consumer behavior, situational factors, consumer cooperation organizations.

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

**Costs Management Improvement as the Direction for Retail Trade Small Businesses Competitiveness Enhancement. P. 420-425.**

The paper analyzes the situation in retail trade at modern stage; studies the costs management as a direction to enhance the competitiveness of small businesses in trade; discloses their essence and describes their elements.

Key words: retail trade, costs management, small business subjects.

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

**On the Development of Economic Management Methodology of Medical Services Sphere Units Activities. P. 426-435.**

The ongoing commercialization of the medical services sphere leads to the necessity of applying new economic tools in the management of its units. The broadening of the nomenclature of medical services, emergence of their expensive and hi-tech types, which are not included in the program of obligatory medical insurance require the development of the economic management methodology of the medical services sphere units.

Key words: economic management methodology, criteria, principles and methods of the assessment of economic management results, medical services sphere unit activities.

*Kotsareva E.N., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

**Results of the Monitoring of Russian Economy Cultural and Recreational Sector Development. P. 436-440.**

Growth of the population demand in cultural and recreational services requires monitoring of the infrastructural assurance of their development. The paper provides the results of the analysis of the domestic cultural and recreational services market as a whole and by separate directions; substantiates socio-economic importance of the said sector of the economy.

Key words: services sphere, cultural and recreational sector, cultural needs of the population.

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

**Virus Marketing Application in the Process of the Internet Projects Marketing Management. P. 441-445.**

The paper studies the problem of the virus marketing application in the process of the internet projects marketing management. The virus marketing is regarded as one of the methods of advertising dissemination. The paper states the existence of several types of the virus marketing, which are used to obtain different results; reveals lack of the virus marketing application in Russia; provides the examples of such marketing method application by some owners of the Internet projects.

Keywords: marketing management, virus marketing, project start up, Internet, virus marketing types, IT start up.

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

*Svyataya E.O., Assistant, Chair of Services and Tourism, Belgorod University of Cooperation, Economics and Law*

**Development of Rural Tourism on the Territories of the Belgorod Oblast Municipal District from the Position of the Program and Target Approach. P. 446-452.**

The paper provides the main objective and goals for the development of the program on the organization of rural tourism on the territory of the Borisovka District of the Belgorod Oblast; reveals the directions of the interregional and international cooperation in the sphere of tourism with the view of creating regional tourist and recreational cluster.

Key words: rural tourism, tourist product, tourist services market, tour, tourist and recreational cluster.

*Sukhraj Rovin Adrian, Post-Graduate Student, V.G. Shukhov Belgorod State Technological University*

**Russian Industry in International Labor Division. P. 453-457.**

The paper studies the historic stages of Russian industry development: starting with the second half of the 18<sup>th</sup> century and until the emergence of the USSR; provides modern indicators of the industry share in the GDP. The author suggests new variants of the development of industry and improvement of its efficiency and shows the necessity of its perfection and restructuring.

Keywords: manufacturing, foreign manufacturing companies, empires of industry, food industry, joint ventures, international labor division.

*Chmaro A.V., Post-Graduate Student, Bryansk State University named after Academician I. Petrovsky*

**Economic Content, Composition and Classification of Innovative Infrastructure. P. 458-463.**

The paper considers the economic content of the concept of innovative infrastructure from the position of the existing viewpoints in the scientific community; suggests the author's definition of the innovative infrastructure taking into account the scales of the application at the regional level; develops a component model of the innovative infrastructure with the characteristics of each of its elements.

Keywords: innovative infrastructure, innovative infrastructure components.

*Mikhin P.O., Post-Graduate Student, Krasnoyarsk State Agrarian University*

**History, Prerequisites and Possibilities of Gabriel Kron's Tensor Analysis Application. P. 464-468.**

The necessity of the analysis of the ever more complicated systems is an urgent problem at the moment. It is believed that one of the methods, which allows to undertake such analysis is Gabriel Kron's tensor methodology. The paper studies the prerequisites for the emergence of the method, its present situation and the fields of application in different branches of the science; suggests possible directions of the further development and application of the tensor methodology.

Key words: tensor method, business processes, complicated systems, innovations, reliability.

*Fedyk O.V., Post-Graduate Student, Lvov Commercial Academy*

**Development of Agricultural Produce Distribution Channels of the Population Auxiliary Facilities. P. 469-474.**

The paper provides the results of the theoretical analysis of the essence of the category "agricultural produce distribution" and reveals the aspects of its interpretation; gives the author's definition of the population auxiliary facilities agricultural produce distribution and suggests the technique for the selection of the said distribution channels.



Keywords: population auxiliary facilities, agricultural produce, distribution, distribution channels, distribution channels selection technique.

*Tereshchenko N.V., Post-Graduate Student, Institute of Applied Economics and Management, Baltic State Academy of Fishing Fleet*

**Integration of Budget Planning in the System of Region and Municipal Units Socio-Economic Development Management. P. 475-485.**

The goal of the paper is to define the essence and place of strategic planning in municipal economy, interconnection between budget and socio-economic planning. As a result of the analysis the author suggests the definition of the development of the municipal socio-economic systems directions with the usage of the budgetary tools.

Keywords: socio-economic development management, budget policy, budget planning, socio-economic planning, financial and budgetary safety.

*Naplyokova Yu.A., Ph.D. in Economics, Associate Professor, Chair of Commerce Activity and Advertising, Belgorod University of Cooperation, Economics and Law*

**Foresight Procedure Application in Companies' Commerce Activities. P. 486-489.**

Crisis phenomena taking place at present in the world economy have complicated the process of the assessment of different factors influence on the development of companies' commerce activities. The paper studies the approaches to the development of competitiveness of a modern company with the help of foresight.

Keywords: foresight, planning, prognosis, foresight methodology, foresight models, commerce activity.

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

**Study of the Essence and Structure of the Marketing Information System. P. 490-495.**

The paper shows the main tasks of the informational assurance of businesses' marketing activity; provides characteristics of the marketing information system subsystems; determines priority tasks of the marketing research; shows the sources of the marketing activity informational assurance.

Keywords: marketing informational system, marketing research, expert system.

## **FOREIGN EXPERIENCE**

*Hagen Henry, Director of Research, Doctor of Law, Adjunct-Professor, Ruralia Institute, University of Helsinki, Finland*

**Human Rights Concretely: Sustainable Development Enhancing Cooperative Law. P. 496-504.**

This article is based on a paper entitled "Cooperative Law and Sustainable Development. Match or Mismatch?" presented to the "Conference on Potential and Limits of Social and Solidarity Economy" organized by the United Nations Research Institute for Social Development (UNRISD) and the International Labour Organization, in collaboration with NGLS, 6-8 May, 2013 at Geneva.

The article discloses the problems of cooperative legislation sustainable development in the context of human rights realization.

Keywords: human rights, cooperative law, sustainable development.