

SUMMARY

URGENT PROBLEMS OF ECONOMY

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

Public Catering Company's Market Policy Determinants. P. 5-14.

The paper provides the results of the study of public catering company's market policy determinants, which influence the processes of its formation and implementation. Determinants' influence substantiation is provided from the positions of functional approach, in correspondence with which they are distributed by basic functions of a public catering company: production of culinary products (own production); realization of own production products and purchased goods; organization of out-of-home foodstuffs consumption.

Keywords: market policy; public catering company; market policy determinants.

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Internet Technologies Usage Advantages in Higher Schools Marketing Activity. P. 15-28.

The paper demonstrates the advantages of the Internet technologies application in higher schools marketing activity; shows the dynamics of the Internet users in Russia and abroad as well as the directions and problems of the Internet technologies application in the said activity.

Keywords: Internet technologies; marketing activity; Internet marketing.

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Organizations' Marketing Communications Policy Implementation Directions. P. 29-36.

The paper studies the essence of the marketing communications policy; suggests the model of the realization of the said policy by the organizations, which sell transport means; provides the algorithm of the marketing communications program development; dwells on the directions of the said policy realization.

Keywords: marketing communications; marketing communications policy; marketing communications program.

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

Study of the Organizational Factors of a Trading Company's Competitiveness Formation. P. 37-42.

The paper provides the author's definition of a trading company's competitiveness; substantiates the author's vision of the composition of the factors, which provide for the said company competitiveness; singles out the indicators of commercial, economic, organizational

factors assessment of the competitiveness formation; suggests sociological study methods of consumer and social organizational factors of a trading company competitiveness formation.

Keywords: trading company competitiveness; organizational factors of a trading company formation; consumer; functional fields of a trading company activity.

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

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

Consulting Services market Subjects Activity Efficiency Assessment Mechanism in the Sphere of State and Municipal Purchases. P. 43-52.

The paper dwells on the improvement of the consulting services market participants' activity efficiency assessment mechanism in the sphere of the state and municipal purchases with the application of the recommended methodological approach, at the basis of which is the grouping of the market participants from the position of their targeting, which makes it possible to develop the system of indicators characterizing the results of the achievement of the goals set.

Keywords: consulting services market in the sphere of state and municipal purchases; market subjects; activity efficiency; indicators of the consulting services market participants activity efficiency assessment in the sphere of state and municipal purchases.

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

Presentation of Marketing Culture as a Fundamental Resource for Territory's Innovative Development. P. 53-63.

To study marketing culture as a socio-economic phenomenon marketing in the paper is presented as the most important system forming element of the modern organizational factor. The paper shows the essence and content characteristics of marketing culture; reflects the necessity of its manifestation in the practical activity of a company and innovative development of the territory; reveals the factors influencing the formation of the marketing culture; shows the importance of the territories' branding usage as the element of the marketing culture; studies the situation on the marketing services market in the Belgorod Oblast.

Keywords: culture, organizational culture, innovative adaptability culture, innovative culture, marketing culture, marketing behavioral culture, creative organizational culture, marketing thinking, creativity, creative sustainability.

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Component "Personnel Potential" in Organization's Market Potential Assessment System. P. 64-70.

The paper studies disputable questions on the definition of the organization's market potential structure and its assessment with the focus on the potential personnel component; defines the main components of the organization's personnel potential and approaches to its qualitative and quantitative assessment.

Keywords: market potential; personnel potential; goodwill; quantitative and qualitative assessment.

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

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

International Company's Marketing Activity and Goods Flow Channels Selection Substantiation. P. 71-82.

As a result of the research the paper suggests a conceptual scheme of companies' marketing activity; provides the algorithm of the goods flow channels formation in the international system of distribution; gives the characteristics of market penetration ways and the characteristics of intermediaries and systemizes the factors, which influence distribution channels selection.

Keywords: international marketing; international system of distribution marketing activity; distribution channels.

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

Labor Market Study Methodological Support with the View of its Segmentation. P. 83-90.

The paper provides the methodology of the regional labor market dynamics analysis for the formation of the informational basis of segmentation by the elements of its structure: goods supply (labor force), goods demand (labor force), goods price (labor force), which envisages the revealing of problem spheres of the labor market functioning through the assessment alternatives, determined by the direction of the indicators changes.

Keywords: labor market; segmentation; labor force; regional labor market analysis indicators.

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

Korolev A.V., Ph.D. in Economics, Senior Lecturer, Chair of Services and Tourism, Belgorod University of Cooperation, Economics and Law

Public Catering Services Market Genesis in Russia. P. 91-97.

The paper studies the genesis of the public catering companies in Russia; provides the historic stages of their emergence and development with key factors, which influence the quality of services provision to consumers.

Keywords: public catering; public catering company; public catering services; quality of services to population; services process in public catering; factors.

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

Income Management Conceptual Directions of Consumer Cooperation Organizations. P. 98-104.

The paper on the basis of the strategic analysis categories hierarchy study formulates a conceptual model of consumer cooperation organizations' income management; distinguishes between the ways of the achievement of cooperative organizations goals on the basis of the application of economic, accounting and taxation concepts of income; substantiates the content of the income simulating modeling with the view of searching the growth reserves, which formalized by the cognitive model of the income formation processes.

Keywords: income; income concepts; income planning; consumer cooperation.

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Lysenko V.V., Post-Graduate Student, Chair of Services and Tourism, Belgorod University of Cooperation, Economics and Law

Management of Organizations' Client Loyalty Providing Tourist Services on the Basis of CRM Concept. P. 105-111.

The paper studies the CRM system as a program of clientele database handling and systemizes its main functions; the authors suggest the model, which determines the value of the tourist services clients database handling.

Keywords: tourist services; tourist company; tourist services consumers; CRM system; interrelations marketing; loyalty; database.

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

Peculiarities of Gender Segregation on the Domestic Labor Market in the Conditions of Modern Realities of the Society Development. P. 112-120.

The paper provides the results of the gender segregation monitoring on Russian labor market; studies the professional and branch aspects of gender segregation; substantiates the conclusions on the concentration and growth of the employed population in the non-material branches of the economy and reveals asymmetric distribution of males and females by trades and branches.

Keywords: gender; gender segregation; labor market; population employment; branch segregation; professional segregation.

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Peculiarities of Innovative Products Marketing Support with the View of Initiating Permanent Changes of Consumers' Demand. P. 121-135.

The paper shows the essence and the content characteristics of innovative products, reflects the necessity of their usage in the practical activities of companies; stresses the importance of innovative products marketing, which is presented from the point of view of two aspects: modernized innovative product and revolutionary innovative products.

Keywords: innovation; innovative product; innovative products marketing.

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

Marketing Aspects of Business Process “Stocks Regulation” Improvement in Consumer Cooperation Organizations’ Retail Trade. P. 136-142.

The paper studies the main marketing directions of the business process “Stocks regulation” improvement; provides the scheme of the said stocks regulation in retail trade; gives recommendations on the study of goods demand and building of the demand functions while regulating the stocks; substantiates the application of ABC and XYZ analysis during the said process.

Keywords: business processes; stocks regulation; retail trade organizations; demand study; marketing research; stocks analysis.

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

Innovative Competence of Modern Economic System Personnel. P. 143-148.

The paper states the necessity of the innovative thinking personnel formation for development of modern economic system; reveals the concept “innovative competence”; studies technological, organizational, production, scientific, marketing and partnership competences, which are supposed to ensure competitiveness of businesses.

Keywords: innovative competence; innovation, professional competences; modern economic system.

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Consumer Cooperation Organizations’ Activity Directions on the Attraction of Buyers. P. 149-154.

The paper provides the characteristics of marketing communications, which are used to attract buyers; gives the data on their application by the consumer cooperation organizations.

Keywords: buyers; buyers’ attraction; shareholders; consumer cooperation organizations.

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

Labor Resources Efficiency Usage Indicators in Organization’s Financial Sustainability Assessment. P. 155-166.

Sustainability is a factor of the socio-economic system development. Financial sustainability is a component of organization’s market sustainability. The indicators, which determine the type of the organization’s economic development and its financial sustainability according to the resource due to this we think it reasonable to add the system of coefficients, which are used for the analysis of financial sustainability with labor resources profitability.

Keywords: labor resources; organization's labor resources profitability; organization's market sustainability and labor factor; organization's business activity economic and financial results and its personnel; versatility of the concept "financial sustainability" of organization.

Meshcheryakova L.A., Ph.D. in Economics, Deputy Director for Research, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Budget Possibilities of Municipalities Powers Realization: Own Revenues and State Support. P. 167-174.

The paper studies the problems of expenditure powers realization by the municipalities in the conditions of the limited financial and economic basis of the local self-governance; the possibilities of its strengthening through the efficient usage of the existing economic potential and the tools of the state support in the frameworks of inter budgetary relations and tax regulation.

Keywords: local budgets revenues; local budget expenditure assignment; financial resources and local government reform; taxes and tax regulation; state support of local self-governance; inter budgetary cooperation; budget system mechanism; local budget spending directions; municipal budgets revenue increase sources.

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

Grineva N.A., Ph.D. in Economics, Foreign Economic Activity Management, JSC "Normark"

Methodological Approaches to Region's Competitiveness Assessment and the Necessity of Their Development Taking into Account Labor Resources. P. 175-181.

The paper studies labor resources as the source of region's competitive advantages; stresses the interconnection between labor resources and innovative, investment, foreign economic, information and infrastructural potential of the region; analyzes modern techniques of the region's competitiveness assessment; suggests labor potential indicators, the inclusion of which is recommended while developing the methodology of regional competitive assessment.

Keywords: region, region's competitiveness; competitive advantages; competitiveness sources; labor resources; labor potential; regional competitiveness assessment.

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Labor Remuneration Organization as a Condition of Efficient Business Activity. P. 182-188.

The paper studies the main problems in the sphere of labor relations in Russia including labor remuneration in modern conditions and the influence of wages on the efficient activity of companies.

Keywords: labor efficiency; wages and salaries; wages functions; labor remuneration organization.

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Ulbasheva F.D., Ph.D. in Economics, Associate Professor, Nalchik Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

On the Entrepreneurship Management Mechanism in Tourist and Recreational Cluster. P. 189-194.

The paper studies the principles and factors of the entrepreneurial activity effective management in recreational sphere; suggests the model of the entrepreneurship management in tourist and recreational cluster, which includes the system of methods, functions, goals, resource support of the managerial actions development and realization process.

Keywords: mechanism, entrepreneurial activity; management, system; tourist and recreational cluster.

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Rural Areas Development Potential Formation and Usage Specificity. P. 195-202.

The paper studies the problems of the formation and usage of rural territories development potential in terms of the natural factors potential, economic good production potential, production subsystem development potential and social development potential.

Keywords: multifunctionality of agriculture; territorial development; rural areas; spatial development principles; development potential.

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Mono Town Economic and Social Potential Determination Algorithm. P. 203-207.

(The work is done in the frameworks of the RGNF grant. Project #14-32-01280)

The paper provides the authors' algorithm of a mono town economic and social potential determination. The said algorithm has been worked out taking into account the multipurpose economy with approbation carried out in the mono towns of the Central Black Soil Region.

Key words: mono town; algorithm; economic potential; social potential.

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Grigorieva V.V., Ph.D. in Economics, Associate Professor, Chair of Economic Security and Financial Monitoring, Belgorod State University of Engineering Technologies

Motivational Constituent in Labor Behavior Regulation and Labor Efficiency Management Processes. P. 208-218.

The paper examines management processes of labor behavior regulation with the view of minimizing production costs; assesses value orientations of the efficient labor activities; provides the pyramid of interrelations between values and motives of the labor efficiency of the dairy companies' employees of the Voronezh Oblast; reveals the opportunities for cost optimization inherent in the adequate motivation of the efficient work; substantiates the possibility of production costs decrease in business processes on the basis of the application of labor motivation regulators.

Keywords: management process; labor efficiency; values and motives; motivation regulators; production costs.

Kamzabaeva M.S., Ph.D. in Economics, Associate Professor, Professor, Chair of Management, Novosibirsk State University of Economics and Management

Quality Management Tools in the Assessment of Investment Project Business Plan Efficiency. P. 219-222.

The paper studies the possibility of quality management tools application in the investment projects efficiency assessment. The paper shows that the projects efficiency assessment can be regarded as a project quality assessment.

Keywords: investment project; stake holders; quality management; Ishikawa's diagram; cooperation with stake holders.

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

Budgetary Policy in the Solution of the State Social Tasks. P. 223-229.

The paper makes an attempt to analyze some problems in the social sphere financing in one of the regions of Russia and attract one's attention at the necessity of the application of budgetary policy tools for the solution of the social tasks of the state.

Keywords: labor resources; organization's labor resources profitability; organization's market sustainability and labor factor; organization's business activity economic and financial results and its personnel; versatility of the concept "financial sustainability" of organization.

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

Internet Services Usage on International Markets. P. 230-234.

The paper briefly studies the question connected with the usage of the Internet services and their influence on the international trade dynamics, which makes it possible for small businesses to compete on the world markets with transnational companies on equal terms.

Keywords: Internet services market; Internet services market participants; Internet services market classification indicators; web site functions in the Internet; 'electronic markets'; international market.

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

Development of Customs Union Countries' Mutual Goods Trade as a Factor of National Economies Competitiveness Improvement. P. 235-244.

The paper provides the comparative analysis of trends and goods structure of mutual trade between the states members of the customs unions, which functions in the frameworks of a single customs territory of the Republic of Belarus, the Republic of Kazakhstan and the Russian Federation. The paper suggests the directions of development of mutual goods trade between the countries of the Eurasian Economic Union, which envisage the improvement of the competitiveness of national economies.

Keywords: mutual goods trade; goods competitive position; national economies competitiveness; import customs duties; customs union, economic union.

Sorokina I.E., Ph.D. in Economics, Professor, Chair of Goods Expertise, Commerce and Marketing, Vologda Institute of Business

Cooperative Industry in Rural Population Foodstuffs Systemic Supply. P. 245-248.

In the paper the author proves that cooperative industry is the source of the guaranteed and sustainable supply of the rural population with safe and quality foodstuffs and suggests the directions of the modernization of manufacturing companies, which would improve their competitiveness and strengthen socio-economic position of consumer cooperatives.

Keywords: food security; consumer cooperation; cooperative industry; companies' competitiveness.

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

Theoretical Foundations for Innovative Activity Financial and Credit Assurance. P. 249-257.

The main functional goal of innovative activity financing through the provision of credits is the maximal promotion of the innovative projects implementation as well as the growth of business through credit financing of the different stages of its development. Alongside with this there should be observed the principles, which ensure equal rights and protect the interests of economic subjects of the financial and banking spheres as well as the real sector, which belong to the common innovative environment provided that they have equal responsibility in the period of financing of joint innovative programs and projects.

Keywords: financial and credit assurance; innovative activity; investment process; development.

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

Urgent Problems of IFRS Application by Small Businesses. P. 258-263.

The problem of the development of the special financial reporting standards for Russian small and medium businesses is among the urgent tasks. The paper studies the "simplified" standards of the IFRS application by small businesses.

Keywords: accounting and reporting, small and medium businesses, International Financial Reporting Standards (IFRS).

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Population Living Standards Improvement on the Basis of the Foodstuffs Internal Market State Customs Services Development of Customs Union Countries. P. 264-272.

The paper defines the role and importance of the mutual foodstuffs trade between the customs union countries the Republic of Belarus, the Republic of Kazakhstan and the Russian Federation in the population living standards improvement; studies: foodstuffs consumption according to the recommended rational norms of their consumption, the main sources of the foodstuffs inflow in households and the formation of commodities supply on the foodstuffs market of the countries members of the customs union.

Keywords: population living standards; level of supply of the main foodstuffs to the population; mutual goods trade; single internal foodstuffs market of the customs union member states.

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

Advertising Market Study: Theoretical and Practical Aspects. P. 273-284.

The paper defines the prerequisites for the formation of the advertising market in Russia; develops the mechanism of the said market functioning; systemizes classification indicators; provides the characteristics of the advertising market and advertising services market.

Keywords: advertising market; advertising services; advertising market subjects.

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

Applied Subsystems of Marketing Information System. P. 285-290.

The paper studies the main elements and the goals of the marketing information system and suggests the subsystems, which provide for the efficient exchange of information and data.

Keywords: marketing information system; competitors' study; marketing activity; sales marketing; goods and services promotion.

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Public Catering Company Brand Influence on Consumers' Satisfaction and Loyalty in the Context of the Theory "Client's Values". P. 291-297.

The paper substantiates the public catering company's brand influence on consumers' satisfaction and loyalty in the context of the theory "clients' loyalty"; dwells on the main provisions of the said theory and formulates recommendations on the maintenance of consumer loyalty for the categories of consumers by the variations of the combination "values for client" and "values from client".

Keywords: public catering company brand; consumers' satisfaction and loyalty; theory "client's values".

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Russian Organization's Economic Spending Financial Sustainability Assessment. P. 298-302.

The aim of the article is to reveal the existing trends while distributing economic spending of organizations for information and communication technologies. In particular, of interest are such items of spending as education of employees and payments for the services of outside organizations and specialists connected with the development and usage of information and communication technologies (besides the services of communication and education).

Keywords: information and communication technologies (ICT); the least square method while assessing polynomial parameters; spending for employees' education; spending for payments of services of outside organizations and specialists in the sphere of ICT.

Ivleva N.V., Ph.D. in Economics, Associate Professor, Chair of Economics and Finance, Orel Affiliate, Russian Academy of National Economy and State Service with the President of the Russian Federation

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Simulation Modeling Application in the Process of a Municipality Financial and Investment Resources Management. P. 303-310.

The paper provides a prognosis of the level of the financial and investment resources of a municipality on the basis of the simulation model construction in the program AnyLogic.

Keywords: financial and investment resources; municipality; transfers; human capital; financial and investment flow; simulation modeling.

Klevtsov S.M., Senior Lecturer, Chair of Accounting, Finance and Taxation, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Region's Material Assets Reproduction Level Diagnostics Using Latent Variables Methods. P. 311-320.

The paper assesses region's tangible assets replacement level with the application of RUMM 2020 software, based on the usage of latent variables set; ranges the regional municipal units on the bases of the final value of the regional tangible assets replacement development level.

Keywords: tangible assets; region; latent variables; reproduction; Rasch model.

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

Tourist Cluster Regional Model and Belgorod Oblast Tourism Potential Comprehensive Assessment. P. 321-328.

The paper presents the author's regional tourism cluster model and provides the results of the Belgorod Oblast tourism potential comprehensive assessment. The assessment of natural, cultural, historic and socio-economic resources of the region made it possible to identify the areas with high potential, on the basis of which it would be possible to develop tourism clusters.

Keywords: tourism cluster; tourist and recreational potential; tourist and recreational resources.

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Zhukova A.Yu., Assistant, Chair of Accounting, Audit and Finance, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Fraud Facts Revealing in Financial Statements. P. 329-333.

The paper dwells on the forms of fraud in financial statements and the methods of fighting them.

Keywords: financial statement; fraud; mistake; manipulation; audit; analysis; information; control.

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

Formation of International Financial Center in Russia as a Condition of Financial Assurance of the Economy Innovative Sector. P. 334-341.

Moscow, being the financial center of Russia, is the objective component of the global currency and financial system and at present they discuss the problem of its entering the team of the leading world financial centers. The essential contradictions between the place of Moscow in the world financial centers rating and the potential of the domestic economy prove low efficiency of the state management of the financial system, lack of economic mechanism, which would provide for capital concentration as well as its further efficient usage for the development of the national economy.

Keywords: formation of the international financial center; financial assurance; innovative development; investment process; development.

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Personnel Assessment as Company's Sustainability Management Tool. P. 342-346.

The paper on the basis of the situational approach analyzes the process of the company's organizational development management with personnel as a case study. The author comes to the conclusion that the main criterion of the decision making is the entropy of the company's external environment. In the suggested methodology the personnel is classified by the level of the development of professional and personal qualities, the optimization of the usage of which is suggested depending on the type of the company's external environment.

Keywords: company's sustainable development; entropy; professional knowledge and skills; company's strategy; company's internal environment.

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Krasilnikova T.V., Ph.D. in Economics, Associate Professor, Chair of Marketing and Advertising, Sibirsky Consumer Cooperative University

Strategic Approach to Low-Rise Building Objects Promotion Management. P. 347-354.

The paper provides the results of the study directed at the improvement of the promotion on the low-rise construction market; the findings can be used by building companies and developers to efficiently manage their communication activities.

Keywords: management; promotion; promotion strategy; value; consumer; low-rise construction; housing; residential property.

Pankov A.V., Ph.D. in Pedagogics, Senior Lecturer, Institute of Economics, Management and Law

Investment Policy Budget Financing Improvement Prospects in the Republic of Tatarstan. P. 355-359.

The paper dwells on the development of the spending financing model for investments in the Republic of Tatarstan. To create the economy based on knowledge and adjusted to sustainable and all-round long-term growth is impossible without the development of the financing system of the investment policy of the said republic.

Keywords: investments; financing; budget means; innovative economy.

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

Retail Trade Organization Efficiency Assessment Procedure. P. 360-364.

The paper suggests the methodology of trade efficiency assessment; defines the main elements of the assessment process and the methods of trade efficiency assessment.

Keywords: efficiency; retail trade; assessment; methodology; indicators; principles; methods.

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Vorobiev A.F., Post-Graduate Student, Far-Eastern Federal University

Banking Institutions' Organizational Culture Improvement Ways. P. 365-373.

The paper provides the main results of the author's study on the determination of the ways on the improvement of banking institutions' organizational culture. The empirical study of the organizational culture of typical territorially remote banking institutions of Russia revealed their similarity and made it possible to state the key problem in the personnel management: employees' resistance to changes. The authors worked the methodology of the development and improvement of organizational culture and they provide practical measures on the prevention and overcoming of resistance to changes.

Keywords: organizational culture; bank; study; personnel; personnel management; resistance to changes.

Kostina N.A., Assistant, Belgorod College of Industry

Study of Labor Conditions Influence on Organization's Employees Life Quality. P. 374-380.

The paper reveals the essence of the concept "labor conditions"; provides the normative documents, which regulate labor conditions at Russian companies; analyses modern labor conditions at Russian companies engaged in different economic activities; reveals the structure of expenses for compensation and labor protection means and suggests recommendations on the improvement of the work in the sphere of labor conditions improvement.

Keywords: labor conditions; International Labor Organization; labor protection; labor conditions assessment methodology; life quality; decent labor; safe labor.

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

Consumer Cooperation Organization's Market Share Changes Influence on Their Competitiveness Growth. P. 381-391.

The paper studies the concept of the market share and consumer cooperation organizations' market share in Russia and the Belgorod oblast according to different assessments and shows its influence on the organizations' competitiveness.

Keywords: market share; retail trade; retail trade turnover; retail trade units; consumer cooperation; shareholders.

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

PR Activity Development on IT Technologies Basis. P. 392-398.

The paper suggests the classification of PR technologies types, which is of practical importance for PR activity organization in the Internet; studies the peculiarities and advantages of PR activity on the basis of IT technologies and defines the directions of the said activity in the Internet.

Keywords: PR activity; PR technologies types; information PR (media relations); PR support technologies.

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Health Care Company Economic Management Tools. P. 399-412.

The paper reveals the branch problems, which determine the necessity of the development of economic management of health care companies; clarifies the comparative characteristics of health care and production services sphere; singles out the peculiarities of economic management and substantiates the tools, which ensure their recording in the managerial practice.

Keywords: economic management; economic management tools; health care companies.

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Sales Management on the Basis of Integral Approach. P. 413-420.

The paper defines the concept and importance of sales marketing in the activity of organizations; develops the factors of macro environment of organization's sales marketing; provides the definition of the concept "sales marketing" and shows the interconnection between market environment, marketing and sales management system; formulates the main tasks of the said marketing with the main attention paid to the definition of the role of marketing planning in the process of sales.

Keywords: sales, sales management, sales marketing; trade management; trade marketing; sales marketing environment; macro environment factors; micro environment factors.

Sadovnikova N.V., Scientific Degree Applicant, Belgorod University of Cooperation, Economics and Law

On the Development of Instrumental and Methodological Assurance of a Public Catering Company Market Policy. P. 421-428.

The development and implementation of a public catering company market policy is carried out through the usage of the specific set of instruments. The paper provides theoretical substantiation of the new instrument of the market policy - diagnostics of the marketing fecundity of a business and entrepreneurial risks assessment – and singles out the methods, which ensure their practical implementation.

Keywords: marketing instruments; market policy; public catering company; business fecundity; entrepreneurial risks.

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

Territories' Competitiveness Formation on the Basis of Innovative Component. P. 429-438.

On the basis of the analysis of the existing theoretical approaches to the creation of the territory's competitive advantages the paper clarifies the role of the innovative development as a factor of the region's competitiveness improvement; suggests methodological principles of the territory's competitiveness formation on the basis of the innovative element.

Keywords: innovative development; competitiveness; competitive advantages; innovations; competitiveness factors.

Shokhireva E.G., Post-Graduate Student, Omsk State Transport University

Category Management as a Strategic Direction in the Epoch of Values. P. 439-443.

The author dwells on the necessity of the introduction of category management at a company as an alternative strategic direction, which is important in the modern age; analyses the trends in the evolution of consumer behavior directly influencing the results of a retail trade company work and shows the advantages of the category management introduction at a company.

Keywords: category management, strategic planning, epoch of values, marketing, consumer behavior, buyer's profile, category, categories' management.

Lilyov N.N., Post-Graduate Student, Moscow Institute of Economics, Politics and Law

Problem of Choice and Customers' Satisfaction – Key to Company's Competitiveness. P. 444-448.

The paper describes the principles, which guide clients when making purchasing decisions and companies' principles, which influence strategic decisions making on the development of their business. Further the paper describes the main parameters influencing companies' competitiveness and provides the models of consumer behavior, marketing concept development and quality gap model.

Keywords: competitiveness; competition; thermotechnology; heating; contact points theory; market; marketing; quality gap model.

Bolotova I.S., Assistant, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law

Meaningful Context and Prospects of Exhibition Marketing Development as a Tool for Company's marketing Policy Formation. P. 449-453.

The paper shows the essence and the meaningful characteristics of the exhibition, which carries out communicative, pricing, selling and commodity policy of the company; reflects the necessity of exhibition marketing usage in the companies' practical activity; points out separate major problems of the said marketing; underlines the importance of the exhibition, which have found their firm place in the complex of the company's marketing communications. The paper pays attention to virtual exhibitions, which in modern conditions are gaining ever more attention. Keywords: exhibition; exhibition marketing; exhibition management, exhibition business; virtual exhibitions.