

## SUMMARY

### URGENT PROBLEMS OF ECONOMY

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

#### **Theoretical Substantiation of Consumer Loyalty Development Model Values to Public Catering Company. P. 5-20.**

Consumer loyalty is one of the basic characteristics of a consumer attitude to a company and its products. Due to strict individual nature of relations factors formation and their different influence on the opinion of each individual client consumer loyalty is personified in its manifestation and unstable in time. That is why consumer loyalty demands from a company timely realization of adequate actions on its support and development in order to maintain and increase the target consumer segment. At the basis of the consumer loyalty formation to public catering company there lies the satisfaction of a consumer by the products, services and the activity of a company in general. This well-known circumstance serves as a hypothesis for the development of the consumer loyalty value model development to a public catering unit. The paper provides the main concepts of the author's model and gives its theoretical substantiation.

Keywords: consumer loyalty, company's value offer, public catering company market policy.

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

*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*

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

#### **Improvement of Methodical Approaches to Organizations' PR Activity Assessment as an Important Factor of Regional Businesses' Competitiveness Improvement. P. 21-33.**

The paper defines communicative and economic goals of organizations' PR activity in the Internet; provides the levels of awareness and the tasks to be solved for its achievement; suggests the algorithms of PR activity communicative efficiency assessment on the basis of the observation method and the algorithm of businesses' PR activity content analysis conducting in the Internet; describes the process of a business' PR activity communicative efficiency assessment with the application of the Internet information resource citing index and gives the content analysis of the PR activity of the group of companies "Agro-Belgorie" in the Internet.

Keywords: PR activity; site authority indicators – tITs, Alexa Rank and Page Rank, Internet media loyalty coefficient.

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

*Khristova M.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

#### **External Environment Factors Study, Influencing Organizations' Market Sustainability. P. 34-45.**

The paper studies the external environment factors, which influence organizations' market sustainability; provides their analysis concerning consumer cooperative organizations of the Belgorod Oblast.

Keywords: external environment factors, market sustainability, consumer cooperative organizations.

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

*Afanasieva L.V., Ph.D. in Economics, Associate Professor, Chair of Theory and History of Cooperative Movement, Belgorod University of Cooperation, Economics and Law*

**Study of the Indicators of Decent Work and Their Dynamics Trends. P. 46-55.**

The paper provides the results of the study of decent work indicators according to the methodology of the International Labor Organization. The authors single out the main and additional indicators and parameters, which characterize socio-economic context of decent work.

Keywords: decent work, decent work indicators, International Labor Organization, population's employment in the economy.

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

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

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

**Organizations' Activity Efficiency in the Sphere of State and Municipal Purchases. P. 56-64.**

The paper dwells on the directions of consulting services market subjects activity improvement, which were formulated proceeding from the main goal of consulting companies connected with the satisfaction of the needs of the main sides of the signed deal, which predetermines the sources of the efficiency improvement.

Keywords: efficiency, consulting services, consulting services market, consulting companies, principles on signing a contract on purchase of goods (work, services) for the needs of state and municipal clients, analysis of the market.

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

*Zholobov N.M., Senior Lecturer, Chair of Non-Food Stuff's Expertise and Customs Expertise, Belgorod University of Cooperation, Economics and Law*

*Lysova I.I., Ph.D. in Pedagogics, Associate Professor, Chair of Foreign Languages, Belgorod University of Cooperation, Economics and Law*

**Assessment of Economic Losses Due to Work Traumatism of Consumer Cooperation Organizations' Employees. P. 65-69.**

The paper discloses the problems of the work traumatism of employees in consumer cooperation organizations; provides the indicators, which characterize the situation with work traumatism in the business, calculates their importance on the basis of the results of the random study, which makes it possible to assess the economic losses from work traumatism and accidents.

Keywords: economic losses, work traumatism, working time losses, professional risk, labor conditions, correlation connection, economic burden of traumatism.

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

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

**Personnel Competence Innovative Phenomenon Actualization as Interbranch Problem in the Conditions of Permanent Changes. P. 70-77.**

The paper dwells on such a qualitatively new integrated characteristics of personnel as innovative competence, discloses the essence of the main categories accompanying the innovative competence of personnel, i.e. competence approach, model of competences, innovative compe-

tence development tools. The authors logically structured and substantiated a compositional structure of the personnel innovative competence phenomenon and revealed its characterological features with a special attention given to the organizational changes, the level of readiness to which serves as a key component of the personnel innovative competence.

Keywords: competence, competence approach, model of competences, innovative competence, readiness to changes, target orientation on innovations.

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

*Chursina E.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law*

**Analysis of Demand for Public Catering Products and Services. P. 78-84.**

The paper substantiates the necessity of the study of demand for public catering units' products and services for strategic planning and operational management; analyzes the dynamics of quantity and structure of public catering chain, the dynamics of their turnover in the Russian Federation and states the interconnection between the changes of the demand for products and services with the increase of prices and the level of the income of the population.

Keywords: demand; public catering; public catering companies' turnover; consumer prices.

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

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

**Methodological Aspects of Transaction Costs Assessment in Organizations' Activity. P. 85-90.**

The paper dwells on the problems of transaction costs assessment in the activity of organizations on the basis of the ordinal and cardinal approaches. Taking consumer cooperative organizations as a case study the authors stress the positive and negative character of transaction costs manifestation in comparison with other institutional forms of economic activity and provide the directions of quantitative assessment of transaction costs volume.

Keywords: transaction costs, institutions, consumer cooperation, methodological individualism.

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

*Baibardina T.N., Ph.D. in Economics, Associate Professor, Head of the Chair of Marketing, Byelorussian Consumer Cooperation University of Trade and Economics*

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

**Loyalty Programs as Marketing Tool for Ensuring Organizations' Long-Term Competitiveness in the Conditions of Economy Globalization. P. 91-98.**

The paper provides consumer study goals, studies the problems, the solution of which directly depends on the study of the said process; gives the authors' interpretation of the concept of loyalty and defines the elements, which determine its essence. According to the research done the authors suggest the stages of the development of the efficient loyalty program and the model for improving organization's clients loyalty; work out the program for employees' loyalty improvement and their bonus program.

Keywords: consumer, consumer study, loyalty, loyalty formation strategy, loyalty program.

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

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

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

**Application of Outsourcing with Marketing Oriented Projects Management. P. 99-103.**

The paper studies the problem of marketing oriented management of projects; dwells on the application of outsourcing with the said management; studies the pros and cons of the marketing outsourcing and explains who can be the client of outsourcing functions of marketing oriented management of projects.

Keywords: outsourcing, marketing oriented management, outsourcing scheme, management functions, efficiency, outsourcer, project.

*Troshikhin V.V., Ph.D. Professor, Head of the Chair of Humanities and Socio-Economic Sciences, Belgorod University of Cooperation, Economics and Law*

*Gukov D.A., Ph.D. in Sociology, Associate Professor, Chair of Humanities and Socio-Economic Sciences, Belgorod University of Cooperation, Economics and Law*

*Filenko L.P. Ph.D., Associate Professor, Chair of Humanities and Socio-Economic Sciences, Belgorod University of Cooperation, Economics and Law*

**Norms and Values of Scientific Community in the System of Socio-Economic Relations. P. 104-114.**

The paper discloses the dialectics of interconnection and interaction of the normative and value system of scientific communities with the norms and values of the society in economic, socio-cultural and political spheres of activities.

Keywords: norms, values, social responsibility, professionalization of science, value neutrality, material and symbolic resources.

*Matuzenko E.V, Ph.D.in Economics, Professor, Chair of Commercial Activities and Advertising, Belgorod University of Cooperation, Economics and Law*

*Gorelova I.E., Ph.D. in Economics, Associate Professor, Chair of Goods Expertise and Technological Studies, Lipetsk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Modern Trends in the Development of Retail Chains in the Russian Federation. P. 115-120.**

The paper studies the main indicators of the activity of large retail chains in the Russian Federation; provides their distribution in the regions of Russia, describes the trends of their development and suggests the directions of the retail chains development in this country.

Keywords: retail trade, retail chains, retail regions.

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

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

**Exhibition as the Way of Goods Market Promotion. P. 121-125.**

Exhibition is one of the most efficient forms of the presentation and promotion of achievements in social, economic, research and managerial activities of states, regions and companies. The paper studies such category of marketing communications as “exhibition”, defines the goals of exhibition attendance and provides their classification.

Keywords: exhibitions, classification of exhibitions holding, goals of holding exhibitions.

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

*Yatsevich N.V., Ph.D. in Economics, Associate Professor, Chair of World and National Economy, Byelorussian Consumer Cooperation University of Trade and Economics*

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

**Retail Trade Organizations' Competitive Potential and Technique of Its Assessment as a Tool of Competitive Strategy Development. P. 126-134.**

The paper studies one of the stages of organization's competitive strategy development and suggests the technique of competitive potential assessment, which binds three components: organization's resources, organization's position on the market and organization's needs.

Keywords: competition, competitive potential, competitive strategy, organization's resources, trade chain capacity, organization's market position.

*Zherukova A.B., Ph.D. in Economics, Professor, Nalchik Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Tourist Destination Branding as a Strategic Development Tool. P. 135-139.**

The paper studies the problem of the formation and promotion of tourist destinations branding, reveals the specificity, regularity and interconnections of the basic concepts of tourist territories branding.

Keywords: brand, destinations branding, toll, development, regularities.

*Sukhova L.F., Ph.D. in Economics, Professor, Chair of Finance and Credit, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Velichko L.N., Ph.D. in Economics, Associate Professor, Chair of Finance and Credit, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Lyubenkova E.P., Ph.D. in Economics, Associate Professor, Chair of Economics and Accounting, (Affiliate), Moscow State University of Instrument Engineering and Computing*

**Economic and Statistical Methods of Analysis and Assessment of Consumer Cooperation Organizations' Social Input in the Development of Regional Economy. P. 140-145.**

The paper suggests the technique of the analysis and assessment of territorial and economic regions' organizations social input in the development of the regional economy with the Stavropol Territory consumer cooperation system organizations taken as a case study. At the basis of the said technique there lie economic and statistical methods of territorial economic system analysis: differentiation and localization coefficients. The said technique is important for managerial decision making connected with the settlement of social tension in separate regions of the Territory, successful implementation of the social mission of consumer cooperation. It can be also used by the local organs of self-governance with the view of developing different normative and legislative acts and measures on the settlement of social tension in the Territory.

Keywords: business' social input, social input level, regional social tension level, economic system localization coefficient, coefficient of the economic system territorial differentiation by the social input level.

*Nagovitsina L.P., Ph.D. in Economics, Professor, Chair of Economics, Sibirsky University of Consumer Cooperatives*

*Aletdinova A.A., Ph.D. in Science, Associate Professor, Chair of Statistics and Mathematics, Sibirsky University of Consumer Cooperatives*

**Organizational Culture and Adaptability Potentials. P. 146-152.**

The paper studies the concepts of organizational culture and adaptability and the approaches to the formation of its potentials. The authors managed to differentiate their components and show the difference.

Keywords: organizational culture, approaches to the formation, model, adaptability, potential.

*Kryachkova L.I., Ph.D. in Economics, Professor, Chair of Economics and Management, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Kryachkov I.T., Ph.D. in Economics, Professor, Chair of Economics and Management, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Petrachkova Yu.L., Ph.D. in Economics, Associate Professor, Chair of Economics and Management, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Characteristics of Factors Hampering the Development of Mortgage Financing in Russia. P. 153-155.**

The paper studies the hampering factors, which influence the mortgage financing market in Russia. A special attention is given to such factors as psychological, technical, economic, and organizational. The authors suggest their own classification of the said factors.

Keywords: mortgage financing of homes; real property agencies; financial and institutional infrastructure; psychological, administrative and legal, and organizational factors.

*Bogomolova I.P., Ph.D. in Economics, Professor, Chair of Management, Production Organization and Branch Economy, Voronezh State University of Engineering Technologies*

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

**Comparative Analysis of the Existing Methods of Manufacturing Companies' Innovative Activity Assessment. P. 156-161.**

The paper studies the existing methods of manufacturing companies' innovative activity assessment and provides their comparative analysis.

Keywords: innovative activity, competitiveness, reporting, innovations, goodwill, research, development and technological work.

*Parshin N.M., Ph.D. in Economics, Professor, Chair of Personnel Management, Voronezh State Technical University*

*Kalistru N.A., Post-Graduate Student, Voronezh State Technical University*

**Development of Employees' Innovative Potential in Industry and Trade through the Adaptation of CDIO World Initiative. P. 162-169.**

The paper studies the problems connected with the development of employees' potential, the role of the personnel training quality and the importance of this phenomenon in the improvement of the companies' business activities.

Keywords: human potential, innovative potential, personnel potential, potential development management.

*Korableva O.N., Ph.D. in Economics, Professor, Head of the International Research Laboratory "Management, Systemic Modeling and Information Technologies in Economy", St. Petersburg National Research University of Information Technologies, Mechanics and Optics, Director of the Management Department, National Research University "Higher School of Economy", St. Petersburg*

*Guseva M.I., Post-Graduate Student, St. Petersburg State University of Economics*

**Problem Oriented Approach to Innovative Transformation Management in Banks. P. 170-177.**

The paper studies the innovative changes as a means of solving different problems, faced by the banks. The results of the research became the recommendations for the development of the innovative strategy of Russian banks.

Keywords: banking innovations, innovation laboratories, opportunities, problems, clients identification technologies, electronic banking, work with consumer experience.

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

*Mamedov R.A., Business Incubator Director, Russian University of Economics named after G.V. Plekhanov*

**On the problem of Small Innovative Entrepreneurship Development: Factors, Scenarios, and Tools. P. 178-185.**

The paper provides the authors' viewpoint on the prospects of the small innovative entrepreneurship development, at the basis of which is the differentiation of the most important factors of influence and its directivity on the process of development according to pessimistic, realistic and optimistic scenarios.

Keywords: innovative entrepreneurship, small entrepreneurship subjects, small business, innovative development scenarios.

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

**Regional Export Oriented Tourist Center as a Factor of the Regional Economy Competitiveness Improvement. P. 186-191.**

The paper provides the comparative analysis of trends in the development of tourist services, provided in the Belgorod Oblast and in the Russian Federation from the positions of the national economy competitiveness improvement in the conditions of its globalization, and provides the assessment of the fecundity of the regional tourist space development.

Keywords: tourist services export, regional economy competitiveness, regional tourist center.

*Kotelnikov A.P., Ph.D. in Science, Associate Professor, Head of the Chair of Organization and Technology of Information Protection, Belgorod University of Cooperation, Economics and Law*

*Likhachev V.A., Ph.D. in Science, Associate Professor, Head of the Group of Suspicious Operations Monitoring, JSC "Moscow Industrial Bank"*

**Main Methods of Fraudulent Operations Prevention with Bank Cards. P. 192-197.**

The paper studies real threats connected with the fraudulent operations with bank cards and their details; suggest the ways of prevention of the said threats and the minimization of losses and describes their specific peculiarities.

Keywords: bank card; security management; banking risks.

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

**Marketing Audit in the Methodology of Organizations' Socio-Ethical Marketing. P. 198-203.**

The paper dwells on the urgency of the application of socio-ethical management in organization's management; points out the necessity of the application of marketing audit as a tool of

socio-ethical marketing; dwells on the elements of marketing audit ; defines the principles of the said audit and suggests the algorithm of marketing audit.

Keywords: socio-ethical marketing, marketing audit, marketing audit principles, marketing audit algorithm, socio-ethical marketing principles.

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

**Theoretical Approaches to the Solution of the Population Social Protection Problems. P. 204-208.**

The paper dwells on the questions of the population social protection problems, the tools, which ensure the work of the social protection system and the measures of the state or municipal social policy.

Keywords: population social protection, social state, social target and comprehensive programs.

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

**Practical Solutions Directions of Small Businesses' Problems in the Belgorod Oblast. P. 209-218.**

The paper discloses the characteristics of small business subjects, studies the directions of the development and support of small and medium size companies on the territory of the Belgorod Oblast.

Keywords: small business subjects; small business development problems, support to small businesses, small businesses development prospects.

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

*Baibardina T.N., Ph.D. in Economics, Associate Professor, Head of the Chair of Marketing, Byelorussian Consumer Cooperation University of Trade and Economics*

**Methodological Aspects of Trade Strategies Development in Operational Marketing System. P. 219-224.**

The paper defines the notion of operational, and strategic marketing; suggests the algorithm of the trade strategy development and provides the characteristics of its components.

Keywords: operational marketing, strategic marketing, trade strategy, trade strategy development, trade strategy selection, trade strategy components.

*Alekhina E.S., Ph.D. in Economics, Associate Professor, Chair of Finance and Customs Revenues, Belgorod University of Cooperation, Economics and Law*

*Yablonskaya A.E., Ph.D. in Economics, Senior Lecturer, Chair of Finance and Customs Revenues, Belgorod University of Cooperation, Economics and Law*

**Study of Factors Influencing the Development of Long-Term Bank Crediting in Russia. P. 225-229.**

The paper structures the factors, which influence the trends and the scope of development of long-term bank crediting in Russia and provides the assessment of their importance with the application of correlation and regression analysis.

Keywords: banking sector of economy, long-term bank crediting, real sector of economy.

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

*Pridvorova E.S., Senior Lecturer, Chair of Information Management, Belgorod State National Research University*



**Organization's Marketing Activity Assessment with the Application of Computer System "Reshenie". P. 230-238.**

The paper studies the problems of cooperative organizations' marketing activity assessment; defines the criteria and shows the opportunities for the hierarchy analysis method application in order to assess the marketing activity; and provides the assessment of marketing activity of the Belgorod Oblast cooperative organizations with the help of the computer system "Reshenie".

Keywords: organization's marketing activity, hierarchy analysis method, decision making support systems, assessment criteria, criteria comparison.

*Tinitskaya O.V., Ph.D. in Economics, Associate Professor, Chair of Customs Operations and Customs Control, Belgorod University of Cooperation, Economics and Law*

*Makarova G.V., Ph.D. in Economics, Associate Professor, Chair of Customs Operations and Customs Control, Belgorod University of Cooperation, Economics and Law*

**Urgent problems of Tariff Preferences Provision on the United Customs Territory of the Customs Union. P. 239-245.**

The paper discloses the role and importance of tariff preferences as a factor of the economy innovative development in modern conditions; provides the authors' definition of the concept "customs preference", which is suggested instead of the concept "tariff preference"; analyzes the structure and existing procedure of tariff preferences provision and dwells on the problem questions in the said sphere.

Keywords: Customs Union, Customs Union member states, goods, state regulation of foreign trade activity, tariff preferences, imported goods safety.

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

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

*Dyachkova E.N., Ph.D. in Economics, Senior Lecturer, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law*

**Sustainable Financial Situation as the Basis of Organizations' Stable Development in Modern Conditions. P. 246-251.**

The paper studies the essence of organization's financial sustainability and its types.

Keywords: financial situation, financial sustainability, organization's activity profitability.

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

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

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

**Representation of Integrated Training of State and Customs Organs Officers in the Context of Electronic Declaring Introduction. P. 252-258.**

The paper substantiates the urgency of personnel training problems study; suggests the main approaches to the definition of integrated training with a special attention given to the question of integrated training of customs organs officers as the representatives of the state structures, which are actively engaged in the solution of modern foreign economic and foreign political problems.

Keywords: personnel training, integrated training, state officers, customs organs officers, electronic declaring, state management system.

*Larin E.M., Ph.D., Associate Professor, Chair of Humanities and Socio-Economic Sciences, Belgorod University of Cooperation, Economics and Law*

**Totalitarianism as a Socio-Economic Phenomenon. P. 259-266.**

In the middle of the 20<sup>th</sup> century the leadership of the USSR challenged the capitalist world with the statement that socialism possessed the decisive advantages in the development of scientific and technological progress and in the growth of population well-being. Planned economic system was regarded as one of the advantages, which Soviet ideologists opposed to the capitalist market economy. The competition between the two systems was not in favor of the Soviet economy. It lost to the western market system by almost all indicators, which served one of the main reasons for the country's rejection of communist ideas and transition to radical socio-economic reforms.

Keywords: totalitarianism, state property, market economy, planned and administrative system.

*Polishchuk O.N., Ph.D. in Geography, Associate Professor, Chair of Natural Sciences, Belgorod University of Cooperation, Economics and Law*

**Ecosystem Exploitation Management. P. 267-274.**

The paper studies the goals, objectives and methods of ecosystem exploitation management.

Keywords: ecosystem exploitation, management, state ecological policy, administrative methods of management, ecosystem exploitation economic mechanism, ecological management, ecological audit.

*Kadatskaya D.V., Ph.D. in Economics, Senior Lecturer, Chair of Commercial Activity and Advertising, Belgorod University of Cooperation, Economics and Law*

*Glazunova O.A., Ph.D. in Economics, Associate Professor, Chair of Commercial Activity and Advertising, Belgorod University of Cooperation, Economics and Law*

*Chernysheva S.N., Ph.D. in Economics, Associate Professor, Dean of the Department of Economics, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Russian Retail Trade Development Problems at the Modern Stage of the Economy Development. P. 275-281.**

The paper studies urgent problems of the development of retail trade in Russia and provides the analysis of the main trends on the retail market of the country.

Keywords: retail trade; economic, monetary and political course; sanctions; buying activity; retail trade turnover structure, retail chains, goods quality.

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

**Service Organization's Personnel Development Procedure Technologization on the Basis of Comprehensive Approach. P. 282-287.**

The paper dwells on the category of "personnel selection" from the positions of Russian and foreign researchers; suggests the author's definition of the said category; systemizes the methods of the service organization's personnel selection and defines the main principles, the adherence to which would make it possible to carry out a thorough personnel selection. The author has worked out the model of the comprehensive approach to service organization's personnel selection, which reflects the goals, methods and procedures of the said selection and which represents the basis for the creation of the efficient management system, integrated in all subsystems of organization's personnel management.

Keywords: personnel selection, human resources, selection methods.

*Voronova M.A., Senior Lecturer, Chair of Accounting, Audit and Finance, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

*Lakhina L.F., Senior Lecturer, Chair of Accounting, Audit and Finance, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

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

**Problems of Human Capital Information Reflection in Financial Statements. P. 288-298.**

The paper dwells on the compilation of the financial statement on the level of employees' human capital reimbursement; provides the methods of individual human capital volume assessment methods and determining the equivalent payment on its basis.

Keywords: human capital, economic constant, main salary, bonus, financial statement.

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

*Drizhd N.A., Ph.D. in Science, Associate Professor, Chair of Marketing and Management, Stavropol Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Retail Trade Management in View of Merchandising. P. 299-306.**

The paper provides the main aspects of merchandising, its goals and objectives, principles and the necessity of their application in the practice of Russian trade organizations; reflects the technology of merchandising and the main trends in view of innovative development.

Keywords: merchandising, trade activity, retail trade, management.

*Kalabekov A.M., Ph.D. in Economics, Head Aidee, Department of the Federal Tax Service in the Kabardino-Balkar Republic*

*Kalabekova L.I., Ph.D. in Economics, Associate Professor, Chair of Economics and Management, Nalchik Institute of Cooperation, (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Real Estate Tax as an Element of Entrepreneurial Structures Support. P. 307-311.**

Modern taxation possesses the following peculiar feature, when newly commissioned real estate objects of juridical persons bear bigger tax burden compared with the objects, which had been commissioned earlier. Moreover, physical persons' property is taxed considerably less, than that of the juridical persons. In this connection it is necessary to note that real property taxation provides for the growth of investments in dwellings, which is factor of distortion in the demand for real estate. That is why introduction of the real estate tax is a factor, which provides for the growth of business activity in Russia.

Keywords: real estate market, real estate price, real estate tax.

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

**Conceptual Approaches to the Development of New Credit and Monetary Policy in Modern Russia. P. 312-318.**

The paper analyzes conceptual approaches to the development of new credit and monetary policy in modern Russia with the main attention given to two categories, which are the key ones for innovative modernization of the economy of Russia and which lack much attention: innovations and investments.

Keywords: new credit and monetary policy, innovative technologies, innovative economy, human capital, institutional economic theory, "strong money".

*Sanginov N.S., Ph.D. in Economics, Associate Professor, Rector's Counselor, Tajik State University of Commerce*

*Kadyrova Z.Kh., Ph.D. in Economics, Associate Professor, Vice-Rector for International Ties, Tajik State University of Commerce*

**Competence Approach – Main Factor of Enhancing the Efficiency of Interaction Between Universities and Labor Market Subjects. P. 319-325.**

The paper focuses on the issues of strengthening practical orientation of higher professional economic education through the transition to competence based approach when developing educational standards and curricula. The main idea is to improve the interaction of higher schools and labor market subjects on the basis of the suggested conceptual model of the development of higher schools' graduates.

Keywords: higher schools, labor market subjects, interaction, competence, professionalism, learning outcomes, education quality, conceptual model.

*Bunejeva M.V., Senior Lecturer, Chair of Economics and Management, Lipetsk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Analytical Assessment of Goods and Services Consumption Structure and Dynamics on the Population Living Standards. P. 326-334.**

Consumption of goods and services is developing and improving with the development of the society and economy. Its basis is the needs of the population, which determine the direction of the socio-economic strategy of the society. The level of consumption is the fundamental criterion of the socio-economic development in general and the main characteristics of the population living standards, in particular. The structure of consumption predetermines the development of public reproduction, its dynamics and fecundity from the point of view of the realized consumer demand.

The paper provides the results of the analytical assessment of the dynamics and structure of goods and services consumption on the living standards of the population.

Keywords: consumption, consumption structure, goods and services consumption, living standards of the population.

*Sharopov F.R., Ph.D. in Economics, Associate Professor, Dean of the Department of International Economic Relations and Law, Tajik State University of Commerce*

**Retail Trade Companies' Innovative Development. P. 335-339.**

The paper studies the main directions of the innovative development of retailers in modern conditions; substantiates the ideas on the development and implementation of retailers' innovative development model with the emphasis on the study of the goals, objectives and classification of innovations in retail trade.

Keywords: innovations, retail trade, retailers, innovations in retail trade, innovative development, innovative policy, classification of innovations.

*Alijanov D.A., Ph.D. in Economics, Associate Professor, Institute of Economy and Trade, Dean of the Department of Finance and Accounting, Tajik State University of Commerce*

**Model of Import Substituting Economic Growth of Transitional Economy. P. 340-346.**

The paper provides the simulation model of import substitution in the transitional economy of the Republic of Tajikistan and in view of foreign experience suggest a set of measures for the implementation of the import substitution strategy in the said republic.

Keywords: import substitution, import substituting growth, import decrease, state economic policy.

*Solomatina A.N., Ph.D. in Economics, Professor, Chair of Commerce and International Business, St. Petersburg State University of Economics and Trade*

*Kharitonova E.V., Ph.D. in Economics, Associate Professor, Chair of Organization's Economy and Pricing, St. Petersburg State University of Economics and Trade*

**Food Industry Companies Activity Efficiency Assessment: Approaches and Alternatives. P. 347-354.**

The paper discusses different approaches to the comprehensive assessment of food industry companies economic potential; substantiates the questions of the reasonability of the inclusion of different economic indicators in the matrix model of the activity efficiency assessment; suggests approaches to the selection of the assessment method taking into account the specificity of the production and trade process of the food industry companies.

Keywords: food industry, economic potential, assessment methods, costs, resources, results, matrix model.

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

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

**Multi Criteria Regional Growth Branch Poles Analysis on the Basis of Structural Elasticity in the Conditions of Import Substitution Policy Implementation. P. 355-361.**

The paper provides the results of the multi criteria analysis of the regional growth poles in the conditions of import substitution policy activation taking into account conservative and reconstructive components.

Keywords: growth poles, economic nucleus, structural elasticity, economic growth, region.

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

**Russia – CARICOM: Present Situation and Cooperation Prospects. P. 362-365.**

The paper dwells on the mutually beneficial cooperation between the Commonwealth of Caribbean States – CARICOM and Russia. These are fruitful relations for both sides, which give certain positive results. For the Caribbean States this is inflow of Russian investments in local companies. In its turn CARICOM is interested in Russia. Cooperation between CARICOM and Russia could become a powerful drive in the development of both sides and have broad prospects.

Keywords: regional partnerships, tourism, CARICOM, Antigua and Barbuda, Jamaica, Guyana, Surinam, Dominica, St. Kitts and Nevis, St. Lucia and St. Vincent.

*Khlebnikova V.V., Post-Graduate Student, Sevastopol National Technical University*

**Mathematical Model for the Calculation of Economic Effect of Oil Containing Waters Treatment Ship Systems. P. 366-371.**

The paper provides a new mathematical model for the assessment of the economic effect of the ship oil containing waters in view of new technical and economic indicators, which make it possible to minimize the cost of water treatment, calculate the economic effect of different types of systems, their price and capacity and to determine the most optimal parameters of the ship treatment systems.

Keywords: economic effect, mathematical model, treatment system, technical and economic indicators, economic damage.

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

**Economic Analysis Technique of the Efficiency of Feed Base Optimization in Pig Breeding. P. 372-375.**

The paper provides the model of operational income of a pig breeding company and studies the influence of feed base economic optimization on the financial result.

Keywords: optimization, feed, costs, feed cost, operational income, income factorial analysis.

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

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

**Marketing Studies of Goods and Services Consumption by the Population. P. 376-389.**

The paper studies the essence of needs, consumption, population's demand and population's consumption in Russia.

Keywords: needs; demand; consumer behavior; money income; purchasing power; end consumption spending.

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

**Development of Theoretical Aspects of Marketing Study Conduct for Organization's Marketing Information System Formation. P. 390-400.**

The paper systemizes methods and sources of information, which are used during the development of organization's marketing information system; defines the global and main goals of marketing study; provides the characteristics of marketing study objects and defines the stages of their conduct.

Keywords: marketing study; marketing information systems; marketing study objects; initial study; secondary study; algorithm and stages of marketing study conduct.

*Kvon G.M., Ph.D. in Economics, Professor, Chair of Economic Theory, Kazan national Research Technical University named after A.N. Tupolev*

**Main Results of the Socio-Economic Development of the Republic of Tatarstan. P. 401-405.**

The paper provides the main results of the socio-economic development of the Republic of Tatarstan in dynamics, states the specificity of the regional development and its rating among the regions of the Privolzhsky Federal Territory.

Keywords: socio-economic development; gross regional product; rating.

*Gerasimova O.E., Ph.D. in Economics, Associate Professor, Chair of Economics, University of Management TISBI, Kazan City*

*Syurkova S.M., Ph.D. in Economics, Associate Professor, Chair of Finance, University of Management TISBI, Kazan City*

*Faizrakhmanova E.A., Ph.D. in Economics, Associate Professor, Chair of Securities Market and Financial Engineering, University of Management TISBI, Kazan City*

*Mukhametzyznova F.G., Ph.D. in Pedagogics, Professor, Vice-Rector for Research, University of Management TISBI, Kazan City*

**Spatial Economic Structure of the Republic of Tatarstan in the Context of Services and Tourism Sphere Development Opportunities based on Subjective Human Potential. P. 406-411.**

The paper presents the materials on the use of labor resources in the subjects of the Russian Federation, which are connected with their type of settlement as well as the resources and capacities of the Republic in the context of human resources application as the subjects of professional activities. One of the spheres of human resources application is their inclusion in the tourist sphere as the subjects of the said activity.

Keywords: manpower; municipality; subjects of professional activity; spatial development of the region