

SUMMARY

URGENT PROBLEMS OF ECONOMY

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Role of Agro-industrial Complex Companies' PR Activity in Realization of Marketing Communications Strategy. P. 9-19.

The paper shows the hierarchy of the agro-industrial complex company strategy development, suggests the algorithm of the development and realization of marketing communications strategy at agro-industrial complex companies; aimed at the creation of stable and positive image; substantiates the necessity of the development of the positive image program and the said companies reputation management; provides the characteristics of the selected stages of the singles out the main stages of PR activity implementation; the algorithm of corporate PR program development and shows its instruments.

Keywords: PR activity; marketing communications strategy, strategy and program of PR activity, corporate PR, reputational PR.

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Small Businesses in Russia: Trends, Problems and Support Directions. P. 20-32.

The paper provides economic assessment of the situation with domestic small businesses and dynamics of their development in modern conditions; studies and formulates the problems of small businesses in the Russian Federation; discloses the opportunities for the development of the said businesses, determined by the economic sanctions introduced against Russia as well as the directions of their support.

Keywords: PR activity, development stages of the strategy and program of PR activity, corporate PR.

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Marketing Technologies and Intentions of Company's Products Promotion. P. 33-44.

(The paper is done according to the results of the research topic "Application of marketing technologies for goods promotion" (Registration #114121850058))

The paper shows the essence and contextual characteristics of promotion marketing technologies, reflects the necessity of their usage in practical activities of companies; stresses the importance of the promotion process, represented in the form of interactive dialogue between producers and consumers, which starts at the stage of goods preparation for sales and ends at the

stage of its disposal; defines the factors determining the selection of goods promotion technology on the market.

Keywords: corporate technologies, marketing technologies, promotion, marketing process of promotion, advertising, sales stimulation, intentions, PR discourse, motivation matrix.

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Ensuring Competitiveness of Company's Personnel Strategic Management. P. 45-50.

The paper studies the strategic management of company's personnel according to the following directions: study of the information and communication assurance of personnel strategic management, diagnostics of strategic management process, assessment of personnel strategic management quality; and defines the subsystems of personnel strategic management on the basis of marketing.

Keywords: personnel strategic management, personnel strategic management comprehensive system, personnel strategic management on the basis of marketing.

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Main Aspects of Research and Development Investment Organization and Directions of Their Usage. P. 51-58.

The paper dwells on the control over investments in research and development and technological innovations coming from different sources of financing; provides recommendations on the organization of detailed control of spending on the said developments with the view of obtaining transparent information on the directions of the usage of means.

Keywords: research and development, technological innovations, recording, financing, spending.

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Development of Hotel and Restaurant Sector of Roadside Services in the Context of Trans Boarder Cooperation of Russian and Belarus: Trends, Goals, Factors and Prospects. P. 59-65.

The paper studies the goals of trans boarder cooperation, influence of sanctions policy on the development of the countries' economy; classifies the services provided by roadside units and reveals the trends in the development of hotel and restaurant sector. The authors define the factors and prospects of the development of hotel and restaurant sector of the roadside services in the context of trans boarder cooperation between Russia and Belarus.

Keywords: hotel and restaurant sector, roadside services, trans boarder cooperation, public catering, trends, factors, prospects.

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Retail Trade Companies' Potential in the Solution of Import Substitution Problem in Modern Conditions of Russian Economy Development. P. 66-73.

The paper studies the main trends in the structural transformation of the sources of commodity resources formation in the context of sanctions introduction and their influence on the development of retail trade and suggests the functional scheme of the prevention of external environment threats to the retail trade companies as well as the strategy of import substitution, developed with taking into account theoretical substantiation of the said process and a set of measures on its practical implementation.

Keywords: retail trade companies, commodity structure, sanctions, embargo, external environment threats prevention, resourcing unbalance coefficient, import substitution index, import substitution strategy.

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

Personnel Marketing Concept as a Factor of Trading Organizations' Activity Efficiency Improvement. P. 74-80.

The paper studies the importance and goals of personnel marketing in trading organizations; reveals the goals and principles of the said marketing; suggest the scheme of personnel marketing formation in the trading organization management system; singles out the main instruments for successful personnel marketing development; substantiates the necessity of the information database development and active positioning of trading organization as an employer for personnel marketing implementation.

Keywords: personnel marketing, personnel marketing goals, trading organizations, personnel marketing development scheme, personnel marketing instruments.

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Socio-Economic Peculiarities of Credit Cooperation Shareholders' Anti-Inflation Protection. P. 81-85.

Credit cooperation is an important component of consumer structure and it is of great demand among the people with low income. The paper studies the peculiarities of socio-economic and legal regulation of crediting in the conditions of monetary inflation.

Keywords: credit cooperation, legal protection, monetary inflation, social tension, legal regulation.

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Problems of Economics Students' Training in Information Technologies. P. 86-90.

The paper studies general problems of economics students' training in information technologies; shows that the said problems demand further deep analysis and suggests recommendations of general character on the correction of study process.

Keywords: informatization of society, information technologies, information culture, Federal State Education Standard.

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Initiation of Innovative Changes in the Process of Social Tourism Development in the System of the State and Municipal Governance of the Belgorod Oblast. P. 91-101.

(The paper was written with the financial support of the Department of the Internal and personnel Policy of the Belgorod Oblast. The grant "Development of the program stimulating social tourism in rural areas in the system of the state and municipal governance of the Belgorod Oblast", #2014.05.12)

The paper studies theoretical foundations of social tourism at the modern stage of the development of the economy; provides the characteristics of tourism as a branch of the market economy; stresses its social importance and the growing role in the spiritual and physical development of a person; identifies methodological foundations of social tourism and outlines the system of management and directions of development of social tourism.

Keywords: tourism, social tourism, social and business tourism, social and educational tourism.

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Prospects of the Development of Mutual Trade between the Russian Federation and the Republic of Serbia: Regional Aspect. P. 102-109.

The paper analyzes quantitative indicators of exports and imports in the mutual trade between the Russian Federation and the Republic of Serbia. A special attention is given to the comparative characteristics of the goods structure of the mutual trade between the Republic of Serbia and the Belgorod Oblast on the basis of the results of the analysis of the qualitative and quantitative indicators of the mutual trade and suggests the prospects of its development between the said subjects.

Keywords: commodity foreign trade, goods exports, goods imports, goods mutual trade.

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Prospects and Problems of Recreation Services Development in the Stavropol Territory and Caucasian Mineral Waters Region (CMW). P. 110-118.

The paper studies the dependence of recreation and tourist complex development on the general socio-economic situation in the region, conditions of infrastructure, growth of the entrepreneurial segment share as economic mechanism of the services sphere revenue growth.

Keywords: recreation resources, tourist zones, sanatorium-resort complex, tourist product promotion, tourist attractiveness, economic development.

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Socially Responsible Business and Relation Management on the Basis of Participative Economy. P. 119-124.

The paper reveals the notion of business social responsibility, the necessity of relations management in the companies of all organizational and legal forms with all groups of participants in the creation and sales of goods, work and services on the basis of the participative economy; suggest the indicators of the effect and efficiency assessment of participation for a company and separately for its participants.

Keywords: social responsibility of business, participative economy, forma of participation, motivation, effect and efficiency for the economy subjects groups.

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Organizations' Investment Attractiveness Improvement Ways. P. 125-132.

The paper studies the factors influencing the organization's investment attractiveness, similarity and difference between PR and IR technologies and suggest the measures directed at the improvement of organization's investment attractiveness.

Keywords: investments, investors, organization's investment attractiveness, PR technologies, IR technologies, IR service.

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Labor Resources Market Development Prospects Assessment as Subjects of Professional Activity. P. 133-137.

The paper provides the results of the prognosis of the labor market development with the application of the comprehensive indicators of its assessment.

Keywords: human capital, labor market, labor resources index, wage index.

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Trends and Peculiarities of Public Catering Development in the Republic of Dagestan. P. 138-142.

The paper studies the main trends and peculiarities of public catering in the Republic of Dagestan and provides the dynamics of the main indicators of catering companies activity.

Keywords: public catering, catering industry, the Republic of Dagestan.

underlines the importance of the of the said systems, which is presented from the point of view of two aspects: informational and managerial with the main attention paid to the systems of business processes management of material stocks.

Keywords: business processes management, material resources stocks management, automated data processing systems.

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Modern Approaches to Reflection of Hopeless Receivables and Payables in Budget Accounting and Reporting. P. 174-178.

The paper reflects one of the most problematic areas of accounting: the procedure of reflection in budget accounting and reporting of unreal for recovery receivables and overdue payables, the analysis of which should be given particular attention.

Keywords: receivables and payables, budget accounting, budget reporting.

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Electronic Signature Application Peculiarities in Accounting Services Provision. P. 179-182.

The paper studies the characteristics of electronic signature application in the provision of services of accounting outsourcing in consumer cooperation organizations in the settlement operations and provides recommendations for the adjustment of federal standards of the said category to a particular industry.

Keywords: outsourcing, electronic signature, payment transactions.

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Influence of Internet Trade Marketing Study Technologies on the Development of Retail Company's Sales Growth Opportunities. P. 183-188.

The paper substantiates the urgency of the marketing study methods development in the sphere of the Internet trade; provides the dynamics of the Internet trade of Russian retail companies and its regional distribution and determines the prospects of the marketing study technologies development and their influence on the growth of sales through Internet shops.

Keywords: marketing study, marketing study methods, Internet trade, retail trade, online marketing.

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BTL Projects as the Way of Goods Market Promotion. P. 189-194.

The paper dwells on the main BTL measures as the way of goods market promotion; reflects the ways on BTL measures consumer influence and shows the main advantages of the BTL format selection.

Keywords: marketing, BTL, event action, sampling, leafleting, merchandising, POSM, direct marketing, secret buyer, promo action.

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Recommendations on Carrying out Analysis and Assessment of Information Safety Violation Risks in Banking Sphere. P. 195-198.

The paper provides the main recommendations on carrying out the analysis and assessment of information safety violation risks in banking sphere, the practical application of which would make it possible to ensure more reliable revealing of real threats in the bank's automated system.

Keywords: banking system, information threat, risk in banking system, information safety.

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Territorial Branding as Element of Territories' Sustainable Innovative Development in Modern Conditions: Problems and Contradictions. P. 199-206.

The paper studies the questions on the territorial branding development and aspects of territorial branding technology for the identification and promotion of the region; studies the problem of territorial branding creation and its influence on the regional development, growth of its competitiveness and attraction of resources; reveals the growing interest on the part of the regional organs of executive power to the application of territorial branding as one of the modern methods of the region's competitiveness improvement and shows the positive sides of the territorial branding promotion for the regions with key prospective directions of the study and promotion of the said phenomenon.

Keywords: territorial branding, region's branding, territories' marketing, region's brand and image, territories' innovative development.

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On the Consequences of Economic Sanctions on Company's Business. P. 207-211.

The authors study the influence of economic sanctions against the Russian Federation on company's business activities; single out business risks arising in the said conditions and suggest practical recommendations on decreasing the said risks.

Keywords: business risk, transnationalization, key indicators system, Pareto's analysis.

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Theoretical Aspects of Commercial Banks Resource Base Economic Essence Study. P. 212-219.

The paper studies and summarizes modern interpretations of economic essence of commercial banks resource base; provides the authors' understanding of the category "bank's

resource base” and analyzes the importance of the banking institution resource base concerning its influence on the development of banking system and the national economy in general.

Keywords: banks, resource base, banking resources, bank’s resource potential.

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Single Automated Financial Management System of the Rostov Oblast. P. 220-224.

The paper studies the main step-by-step mechanism of the creation and implementation of the single automated management system of the Rostov Oblast public finance; indicates the problems of the former similar system; studies and suggest new opportunities for the said system and summarizes the results of the creation and introduction of the new system in the Rostov Oblast.

Keywords: budget reforms, electronic budget, public finance management, electronic document turnover.

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

On Innovative development of Cooperative Education System. P. 225-231.

The paper dwells on the influence of global transformational processes on the development of cooperative education system and substantiates the features and indicators of innovative educational organization.

Keywords: globalization, cooperative model of business, innovative development, educational organization.

Shupilo O.M., Ph.D. in Economics, Associate Professor, Chair of Business Processes and Economic Safety, Academy of Marketing and Socio-Information Technologies - IMSIT

On the Development of Theoretical Foundations of Organizational Behavior. P. 232-238.

The paper discloses morphological foundations of the term “organizational behavior” and provides the main concepts of the theories, which promoted its rooting in scientific discourse; formulates the author’s interpretation of organizational behavior and its management and classifies its types according to a number of systematization attributes.

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Outsourcer’s Selection Technique as a Tool Allowing to Efficiently Redistribute Company’s Internal and External Resources. P. 239-244.

The paper discloses the concepts of outsourcing and outstaffing; studies outsourcing as the way to decrease the costs of the main production maintenance – transport services; develops the approach to the organization of outsourcing in a transport company, which allows to suggest the

algorithm taking into account breakeven holding of the outsourced work and its efficiency while using outsourcing.

Keywords: outsourcing, outstaffing, company's internal and external resources, efficiency.

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Organization of Internal Audit of Quality Management System (Specialized Engineering Company JSC "Atomtekhenergo" as a case study). P. 245-250.

The paper studies the role of internal audit in the improvement of production process and provides the results for the improvement of the quality management system.

Keywords: quality management system, internal quality audit, internal audit holding procedure, documentation's random control, documentation's processing and analysis, analysis of agreement of the information received in different ways, holding of interviews with personnel, observation of processes and systems, confirmation.

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Regional Real Investments Financing: Analysis of Budgetary Sources of Financing (the Republic of Tatarstan as a case study). P. 251-256.

The paper provides the analysis of the budgetary sources dynamics of the regional real investments financing with the Tatarstan Republic as a case study.

Keywords: socio-economic development, rating, budgetary revenues and expenses, real investments.

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Role of Consumer Cooperation in Modern Development of Horticultural Products Market. P. 257-264.

The paper studies the role of consumer cooperatives in the development of the market of fresh fruits and vegetables and the products of their processing and supply of the population with them.

Keywords: horticultural products market, production of fruits and vegetables, rational norms of food consumption, consumer cooperation.

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Modern Aspects of the Republic of Belarus Higher School Development in the Conditions of the Innovative Model of Economy Formation. P. 265-273.

Modern Belarus state policy regards education as a special driving force of socio-economic development and as a leader on the road of the innovative revival. The paper studies modern aspects of the situation and trends in the development of higher school in the conditions of innovative development and defines the main priorities of the innovative trend in the higher education of the Republic of Belarus.

Keywords: innovative development, innovative approach, higher education, integration, modernization, diversification, reforms, specialists' training, national education system.

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Reasons and Factors of Population's Non-Payments Influencing the Formation of Receivables at Energy Selling Companies. P. 274-279.

The paper studies the reasons and factors of the population's non-payments as reasons for the formation of receivables at energy selling companies; ranking of clients according to the reasons of non-payments; development of the energy selling company strategy individually for each group of non-payers.

Keywords: non-payment reasons, housing and communal services, energy selling company, non-payer, debt, ranking, psychological financing.

Goloborodko A.I., Senior Lecturer, Chair of Theory and History of Cooperative Movement, Belgorod University of Cooperation, Economics and Law

The Ways to Improve the Efficiency of a Consumer Society's Working Capital Usage. P. 280-285.

The paper discloses the measures on the improvement of all elements of the working capital efficiency usage and the measures on the acceleration of working assets turnover; provides the model of the attraction of the population's borrowings, which ensures the growth of the working capital necessary for the profitable activity of a consumer society.

Keywords: working capital, the ways to improve the efficiency of the working capital usage, current assets turnover acceleration.

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Resource Aspects of the Belgorod Oblast Agrarian Potential Formation and Realization. P. 286-296.

The paper studies the questions of the resource supply of agricultural producers in the Belgorod oblast, the results of the resources usage and prospect directions of the regional agrarian potential growth.

Keywords: the Belgorod Oblast, agrarian potential, agrarian sector, agricultural resources.

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Higher Schools Integration in Innovative Infrastructure as a Source of Sustainable Competitive Advantages Assurance. P. 297-304.

The paper studies the questions of higher schools integration in innovative infrastructure of different levels socio-economic systems of the national economy in the context of the place of the knowledge economy in managerial theories, which made it possible to substantiate this process as a strategic vision allowing to ensure sustainable competitive advantage in modern conditions.

Keywords: competitive advantage, innovative development, knowledge economy, innovative infrastructure, higher school, education, dynamic abilities.

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Labor Force Mobility and Its Interconnection with Labor Migration. P. 305-312.

The paper provides the author's interpretation of labor force mobility, proves the notion on the identity of territorial labor force mobility and labor migration.

Keywords: labor force mobility, territorial labor force mobility, labor migration, labor migration types.

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Adjustment of Goods Producers to the Requirements of the Belgorod Oblast Packing Industry Market in the Process of Marketing Study Conduct. P. 313-323.

The paper provides the distribution of the number of companies producers of polypropylene sack tare by the Russian Federation regions; analyzes production and sales of sack tare on the territory of the Belgorod Oblast and provides the results of the propylene sacks market segmentation by the spheres of their usage

Keywords: sales, marketing study, segmentation of polypropylene bags market, packing industry market, polypropylene sack tare market, questionnaire survey, Boston consulting group matrix, food portfolio analysis.

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Study of Macro Environment Influence on the Development of Consumer Cooperation in the Republic of Sakha (Yakutia). P. 324-331.

The paper provides the analysis of the influence of macro environment external factors on the development of consumer cooperation enterprises of the Republic of Sakha (Yakutia) and reveals opportunities and threats of their development.

Keywords: macro environment, opportunities, threats, consumer cooperation.

Natalina T.V., Post-Graduate Student, Novosibirsk State University of Economics and Management

Development Strategy Formation on the Basis of Company's Financial Sustainability Analysis. P. 332-336.

The paper is dedicated to the questions of companies' sustainable development assurance and suggests formalized approach to the selection of development strategy taking into account the financial potential of the company based on the integration of strategic management and matrix modeling of financial strategies variants.

Keywords: development strategy, financial stability, financial strategies matrix.

Sitnikova Yu.S., Post-Graduate Student, Povolzhsky State University of Services

Information Analysis on Russian Stock Market. P. 337-341.

The paper provides the technique of the information messages analysis on the stock market with ordinary shares of the JSC "Sberbank of Russia" as a case study. Application of the said technique could improve the exactness of prognosis of equity prices fluctuation at the stock exchange taking into account the peculiarities of Russian stock market and the obtained coefficients could be used by the participants of the auction as correction ones with the further application of the selected method of prognosis and software.

Keywords: stock market, information, information influence, shares price, price prognosis.

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Die Lage der russischen Genossenschaften waehrend des ersten Weltkrieges I. P. 342-353.

The paper dwells on the development of different types of cooperatives during the complicated period of domestic history – World War I – and the factors, influencing strengthening of their legal position and socio-economic activities.

Keywords: consumer societies, credit cooperatives, agricultural cooperatives, butter-making artels, craft cooperatives, processing and sales cooperatives, Moscow Union of Consumer Societies, Central Partnership of Flax Growers, Siberian Union of Butter-Making Artels, law on cooperatives.

Foreign Experience

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Tikhonovich N.V., Associate Professor, Head of the International Office, Belgorod University of Cooperation, Economics and Law

ILO Cooperative History. P. 354-371.

In the course of the whole history of its existence one of the main directions of the activities of the International Labor Organization has been the development of all-round ties and provision of different support to the international cooperative movement, in general, and cooperatives of separate countries, in particular. The paper provides historic overview of the activity of the ILO Cooperative Branch on the broadening of ties and purposeful promotion of the international cooperative movement.

Keywords: cooperation, International Labor Organization, International Cooperative Alliance, self-help, cooperation between cooperatives, Recommendation 127, Recommendation 193.