

SUMMARY

URGENT PROBLEMS OF ECONOMY

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, Head of the Department of Finance and Economics, 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

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.

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

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

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.

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

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

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

Isaenko L.A., Ph.D. in Economics, Post-Graduate Student, Chair of Marketing and Management, Belgorod University of Cooperation, Economics and Law

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.

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

***Khraban G.S.**, Ph.D. in Science, Associate Professor, Head of the Chair of Marketing, Byelorussian National Technical University*

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.

***Chernysheva Z.D.**, Ph.D. in Economics, Associate Professor, Head of the Chair of Accounting, Belgorod University of Cooperation, Economics and Law*

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

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.

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

***Latskevich N.V.**, Ph.D. in Economics, Associate Professor, Head of the Chair of Agro-Industrial Complex Economy, Sphere of Services and Statistics, Byelorussian Consumer Cooperation University of Trade and Economics*

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

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

Development of 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.

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

Kadatskaya D.V., Ph.D. in Economics, Senior Lecturer, Chair of Customs Management, Statistics and Economic Analysis, 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

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.

Solovieva L.V., Ph.D. in Economics, Professor, Chair of Humanities and Socio-Economic Sciences, Belgorod University of Cooperation, Economics and Law

Nevlev V.V., Ph.D. in Law, Senior Lecturer, Chair of Constitutional and International Law, Belgorod University of Cooperation, Economics and Law

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.

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

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

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

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.

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

Makrinova E.I., Ph.D. in Economics, Professor, Head of the Chair of Services and Tourism, 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

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

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.

Glagoleva N.N., Ph.D. in Economics, Associate Professor, Head of the Chair of Customs Management, Statistics and Economic Analysis, Belgorod University of Cooperation, Economics and Law

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

Radoslavlevich M., Dr., Professor, Dean of the Faculty of Strategic and Operational Management, University "Union – Nicola Tesla", Belgrade, Serbia

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.

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

Izmailova T.V., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

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.

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

Shiryaeva T.Yu., Ph.D. in Economics, Associate Professor, Sibirsky University of Consumer Cooperatives, Sibirsky State University of Geosystems and Technologies

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.

Savchenko T.V., Ph.D. in Economics, Associate Professor, Director, Aleksejevka Affiliate, Belgorod National Research University

Naumova A.E., Ph.D. in Economics, Associate Professor, Chair of Economics, Accounting, Finance and Management, Aleksejevka Affiliate, Belgorod National Research University

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.

Khasanova A.Sh., Ph.D. in Economics, Professor, Head of the Chair of Economic Theory, Kazan National Research Technical University named after A.N. Tupolev

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

Mukhametzyanova F.G., Ph.D. in Pedagogics, Professor, Vice-Rector for Research, University of Management, TISBI

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.

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

Ichakaev N.B., Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

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.

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

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

Methodical Approach to Customs Payment Analysis Administrated by Customs Organs. P. 143-150.

The paper studies the existing methods and the perspective directions of customs payments analysis from the position of both different levels of analysis and various information base of its existence; suggests the ways of analysis and prognosis of customs payments in absolute and relative manifestation of the participants of foreign trade activities, which are reasonable to use as the factors with macro-economic regulation of tax rates.

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

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

Clients' Profitability Index Integration with CRM Systems. P. 151-155.

Systems managing relations with clients are supposed to ensure for the organization a satisfied and profitable client. Client orientation is justified as it is the client rather than product and services, who, to a great extent, influences the obtaining of profit. So it is very important to use the criteria of consumer profitability and aggregate revenue from a client during the whole period of his/her interaction with organization.

Keywords: CRM system, client's value, clients' segmentation.

Mastikhina O.Yu., Ph.D. in Economics, Senior Lecturer, Chair of Finance and Customs Revenues, Belgorod University of Cooperation, Economics and Law

Main Directions of the Russian Federation Tax Policy at Modern Stage. P. 156-160.

Successful realization of tax policy, which is one of the components of economic policy in general, can be achieved through taking into account the interests of all participants in tax legal interrelations and its adjustment to the existing conditions in the economy. That is why tax policy can't stay unchanged during a long period of time. The paper dwells on the main directions of the Russian Federation tax policy for 2015–2017 and the planned changes in tax law for the midterm prospects.

Keywords: taxes, tax policy.

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

Usage of Marketing Aspects in Broadening of Preventive Potential of Pharmaceutical Assistance on the Basis of Favorable Atmosphere Creation at a Pharmacy. P. 161-168.

The paper dwells on the main approaches to the optimization of a pharmacy atmosphere in the context of the usage of the marketing aspects of pharmaceutical activity with the view of broadening the preventive potential of pharmaceutical assistance.

Keywords: marketing aspects of pharmaceutical activity, pharmaceutical preventive means, broadening of preventive potential of a pharmacy, pharmacy atmosphere.

Zabolotnaya N.V., Ph.D. in Economics, Associate Professor, Chair of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law

The Necessity of Automated Data Processing Systems for Company's Business Processes Management. P. 169-173.

The paper shows the role of the automated data processing systems for company's business processes optimization, shows the necessity of their usage in the company's management;

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.

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

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

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.

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

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

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.

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

Vasilchenko T.Z., Senior Lecturer, Chair of Social Work and Psychology, Belgorod University of Cooperation, Economics and Law

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.

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

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

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.

Maly Yu.V., Ph.D. in Economics, Associate Professor, Chair of Organization and Technology of Information Protection, Belgorod University of Cooperation, Economics and Law
Aleksandrov V.V., Ph.D. in Economics, Associate Professor, Chair of Organization and Technology of Information Protection, Belgorod University of Cooperation, Economics and Law

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.

Dyachkova E.N., Ph.D. in Economics, Senior Lecturer, 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

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

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.

Grishchenko N.V., Ph.D. in Economics, Associate Professor, Head of the Chair of Economics, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Kulikova E.V., Ph.D. in Economics, Associate Professor, Chair of Economics, Voronezh Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

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.

Bulavina E.V., Ph.D. in Economics, Associate Professor, 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

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.

Goncharova S.N., Ph.D. in Economics, Associate Professor, Chair of Economics, Accounting and Analysis, Rostov Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Gudenitsa O.V., Ph.D. in Economics, Associate Professor, Chair of Economics, Accounting and Analysis, Rostov Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Maslennikova L.P., Ph.D. in Economics, Associate Professor, Chair of Economics and Management, Moscow Academy of Entrepreneurship with the Government of Moscow, Rostov Affiliate

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.

Dzakhmischeva Z.A., Ph.D. in Economics, Associate Professor, Deputy Director for Research and Further Professional Education, Nalchik Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

Kambachokova M.N., Ph.D. in Economics, Associate Professor, Dean of the Department of Economics, Nalchik Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law

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.

Medvedeva O.V., Ph.D. in Economics, Associate Professor, Chair of Accounting and Statistic Disciplines, Rostov Institute (Affiliate), Russian University of Economics named after G.V. Plekhanov

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.

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

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.

Ryzhkova S.M., Ph.D. in Economics, Head of the Department of Agrarian Marketing, All-Russian Research Institute of the Economy of Agriculture

Kruchinina V.M., Ph.D. in Economics, leading Researcher, Department of Marketing and Development of Food Markets, All-Russian Research Institute of the Economy of Agriculture

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.

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

Lapitskaya N.P., Ph.D. in Science, Associate Professor, Chair of Non-Food Goods Expertise, Byelorussian Consumer Cooperation University of Trade and Economics

Grishchenko I.I., Senior Lecturer, Chair of Marketing, Byelorussian Consumer Cooperation University of Trade and Economics

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.

Gerasimov V.G., Ph.D. in Economics, Professor, Chair of Finance and Credit, Belgorod State National Research University

Bychikhina I.V., Master's Program Student, Chair of Finance and Credit, Belgorod State National Research University

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.

Prosyannikova Yu.A., Senior Lecturer, Chair of Economics, Accounting, Finance and Management, Alekseyevka Affiliate, Belgorod National Research University

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.

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

Kolos N.V., Ph.D. in Economics, Associate Professor, Head of the Chair of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law

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

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.

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

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.

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

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.

Unarova Ya.N., Senior Lecturer, Chair of Special Disciplines, Yakutsk Affiliate, Sibirsky University of Consumer Cooperatives

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.

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

Boesche B., Ph.D. in Economics, Board of Directors Member, Heinrich Kaufmann Foundation

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

Vocatch-Boldyrev I., M.A., ILO Cooperative Branch Specialist, Geneva, Switzerland

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.