

## SUMMARY

### URGENT PROBLEMS OF ECONOMY

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

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

*Ukolova L.V., Ph.D. in Economics, Associate Professor, Dean of the Second Higher Education Department, Belgorod University of Cooperation, Economics and Law*

**Study of Foreign Experience of Entrepreneurs' Cooperatives Functioning: Theory, Practice, Advantages. P. 9–21.**

The paper provides the results of foreign experience study of creation and functioning of entrepreneurs' cooperatives; shows their advantages from the positions of economic theory and practice of functioning in the developed countries; systemizes social and economic advantages of the said cooperatives and their role in crisis settlement, recovery of economy and social sphere in the developing countries.

Keywords: entrepreneurs' cooperatives, cooperatives' social and economic advantages.

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

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

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

**Stochastic Model of Profit Formation and Distribution as Analytical Tool of Competitive Advantages Sources Assessment of Consumer Cooperation Organizations. P. 22–28.**

The paper studies the approaches to the improvement of profit management in consumer cooperation organizations with the help of stochastic modeling of the processes of its formation and distribution on the basis of interconnection between economic and taxation concepts, which embrace simulative modeling of economic activity results by the production factors and taxation parameters on the basis of the application of production functions.

Keywords: profit, production function, profit taxation concept, simulative modeling, Laffer's curve.

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

*Kuzminova Yu.V., Senior Lecturer, Chair of Information Systems and Technologies, Belgorod University of Cooperation, Economics and Law*

**Dynamic and Innovative Character of Marketing Research: Modern Trends and Methods. P. 29–36.**

The paper notes the application of marketing research by the subjects of market activity on the consumer market. Due to the fact that goods categories depend on the preferences of a concrete chain consumers it is necessary to ensure competitive advantages where quality market research should prevail. The paper also studies the innovative methods of market research, which are connected both with the development of innovative technologies and the system of communication interaction in organizations.

Keywords: marketing research, innovative marketing research, innovative products, communications.

*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., Ph.D. in Economics, Assistant, Chair of Services and Tourism, Belgorod University of Cooperation, Economics and Law*

**Formation of Strategy of Social Tourism Services Market Positioning. P. 37–44.**

(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 the formation of social tourism clients’ loyalty; provides characteristics of the importance of social tourism as a branch of the market economy; suggests the programs for the improvement of social clients’ loyalty; provides the rating of the importance of employees’ work parameters for organizations’ clients and calculates the coefficient of clients’ satisfaction with social tourism services.

Keywords: tourism, social tourism, clients’ loyalty, tourist organization, personnel motivation.

*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, Head of the Chair of Marketing, Byelorussian National Technical University*

*Kharitonovich S.A., Senior Lecturer, Chair of Marketing, Byelorussian National Technical University*

**Innovations Implementation Efficiency Calculation in Tourist Business. P. 45–51.**

The paper studies the effectiveness of the existing approaches to the implementation of innovations in tourist branch, their commercialization, promotion and accompanying of innovative projects and calculation of realization economic efficiency.

Keywords: innovations, tourist business, project commercialization, efficiency.

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

*Chuzhikova Yu.A., Post-Graduate Student, Chair of Economics, Belgorod University of Cooperation, Economics and Law*

**Market Potential Importance in Company’s Strategic Management. P. 52–58.**

The paper studies market and resource approaches to company’s strategic management, the influence of external environment on managerial decisions making; concretizes the notions “production potential”, “resource capacities”, “resource potential”; singles out the stages of analytical assurance of the company’s adjustment to the requirements of its external environment functioning and provides functional components of company’s market potential.

Keywords: market potential, external environment, market approach, resource approach, strategic management, functional components.

*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*

**Public Catering Companies’ Activity Marketing Analysis. P. 59–67.**

The paper states the goals and targets of marketing analysis conducting of public catering and provides the results of the Belgorod Oblast public catering units activity marketing analysis. The paper dwells on the demand for public catering services, price policy, competition, stimulation methods of sales; reveals strong and weak points, opportunities and threats of public catering development in the Belgorod Oblast.

Keywords: marketing analysis, public catering, demand, sales stimulation, public catering units' turnover, price policy, competitors.

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

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

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

**Analytical Study of Honey Production, Marketing and Market in Russia and Belgorod Oblast. P. 68–74.**

The paper studies the importance of beekeeping as one of the prospectus branches of national economy, provides the dynamics of honey production in Russia, reveals the main regions producers of honey in Russia. The paper also reveals the structure of honey production by the enlarged groups of producers; studies the average prices for natural honey by the regions of Russia; studies the peculiarities of honey production and marketing in the Belgorod Oblast and makes the conclusion on the necessity of transition from mainly spontaneous to regulated market of both production and marketing of honey and beekeeping products.

Keywords: honey, beekeeping products, beekeeping market, honey market study, honey production, dynamics and structure of honey production, honey marketing, honey marketing problems.

*Semenenko G.A., Ph.D. in Economics, Associate Professor, Head of the Chair of Theory and History of Cooperative Movement, Belgorod University of Cooperation, Economics and Law*

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

**Importance of Historical Experience of production Cooperatives' Development for Active Development of Cooperative Movement in Modern Russia. P. 75–82.**

The paper analyzes historical experience of the emergence and development of production cooperatives in Russia as a competitive form of enterprise, which carries out socio-economic activities, at the basis of which there are fundamental cooperative values and principles.

Keywords: production artels, production cooperatives, cooperative ideologists, cooperative values and principles, cooperative laws.

*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, 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*

**AIC Companies PR Activity Management Improvement on the Basis of Interaction Algorithm with Target Audiences. P. 83–90.**

The paper systemizes PR activity goals on the improvement of public relations and internal corporate PR management; defines the factors of the AIC companies positive image formation in the course of PR activities; provides the algorithm of AIC companies interaction with target

audiences in the framework of the said activity and describes the system of AIC companies PR activity management.

Keywords: PR activity, PR level, internal corporate PR, image, PR activity management.

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

*Solovieva V.I., Assistant, Chair of World Economy, Belgorod State National Research University*

**Theoretical Aspects of Regional Market of Educational Services. P. 91–102.**

The questions on the educational policy are becoming ever more important in modern Russian society. The development of educational services market is a transform of civilization processes in modern Russia. The interaction of educational services regional market subjects is determined by the mechanism of its functioning. The paper studies the definitions of “services”, “educational services”, “educational services market” and makes the conclusion that geopolitical position of the region influences the structure and character of the labor market and reflects regional demands of educational services market consumers.

Keywords: education, services, educational services, educational services market, educational services regional market, labor market.

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

**Economic Sustainability Strategy of Consumer Cooperation Organizations’ Functioning. P. 103–113.**

The paper suggests variants of marketing strategies (localization of market activity segments, adjustment to real needs of consumers’ target segment, development of potential needs of consumer target segment) with the provision of characteristics of their contents and conditions for realization in order to ensure economic sustainability of organization’ functioning.

Keywords: economic sustainability strategy, marketing strategy, economic mechanism, functioning, consumer cooperation.

*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*

**Coaching Importance in Company’s Personnel Development. P. 114–119.**

The paper substantiates that coaching is an efficient example of interaction between a manager and an employee, the purpose of which is rational solution of problems facing them; proves that coaching makes it possible for the company’s employees to maximally quickly adapt to changes in production environment and achieve better self-realization; suggests that coaching should be described as the newest effective approach to optimize company’s personnel capacity.

Keywords: business process, corporate governance, corporation, coaching, organization, personnel, efficiency.

*Pasechko L.A., Ph.D. in Economics, Assistant Professor, Director, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

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

**Strategy of Buyers’ Attraction to Consumer Cooperation Shops. P. 120–124.**

The paper studies the main directions, provides their characteristics and substantiates their application in consumer cooperation organizations.

Keywords: buyers, buyers’ attraction, shareholders, consumer cooperation organizations, strategy, shop location, goods mark, price policy, assortment policy, sales stimulation, sellers’ loyal attitude.

*Bautin V.M., Ph.D. in Economics, Professor, Chair of Management, Production Organization and Branch Economy, Voronezh State University of Engineering Technologies, Merited Worker of the Russian Federation Higher School, Academician of the Academy of Labor and Employment*

*Filatova M.V., Ph.D. in Economics, Associate Professor, Chair of Management, Production Organization and Branch Economy, Voronezh State University of Engineering Technologies*

*Zanin A.N., Ph.D. in Economics, Professor, Chair of Economics, Goods Expertise and Trade, Voronezh State University of Engineering Technologies*

**Investment Processes in the Conditions of Russian Federation Economy Transformation. P. 125–128.**

The paper studies the peculiarities of innovative processes in Russian economy at modern stage; singles out the factors, which influence the formation of the state and businesses investment policy in the conditions of Russia's transfer to market relations.

Keywords: investment process, company's investment policy, state investment policy, capital forming investments, financial investments.

*Beletskaya N.M., Ph.D. in Science, Professor, Vice-Rector for Further Professional Education, Belgorod University of Cooperation, Economics and Law, Udalova L.P., Ph.D. in Science, Associate Professor, Chair of Foodstuffs and Customs Expertise, Belgorod University of Cooperation, Economics and Law*

**Relevancy and Organization of HACCP System Introduction at Foodstuffs Industry Companies. P. 129–135.**

The paper substantiates the relevancy of the HACCP system introduction at domestic foodstuffs industry companies; studies the principles of the HACCP system and step-by-step realization of the said principles while introducing the HACCP system in the companies with special attention paid to the organization of measures at organizations and foodstuffs industry companies on the introduction of the HACCP system.

Key words: HACCP system, dangerous factor, risk, initial information, critical control points.

*Danko T.M., Ph.D. in Economics, Professor, Merited Employee of Higher School, Russian University of Economics named after G.V. Plekhanov*

**Regions' Development Potentials Assessment and Architecture of Their Competitiveness (the Republic of Sakha, the Primorsky Territory and the Khabarovsk Territory as a case study). P. 136–151.**

In the conditions of Russian economy advancing to the world market the development of the Russian regions' competitive positioning assessment is becoming a key factor. This determines the need in the improvement of the existing system of statistical accounting and recording, the development of the new system of the regions' competitive positioning assessments. The paper studies the said problems applied to concrete regions.

Keywords: regions' competitiveness, assessment indicators.

*Dikinov A.Kh., Ph.D. in Economics, Professor, Senior Researcher, Division of Prognosis and Sustainable Regional Development, Institute of Informatics and Regional Governance Problems, Nalchik*

*Elejeva D.O., Post-Graduate Student, Chair of Statistics, Institute of Economics, Kabardino-Balkarsky State Agrarian University named after V.M. Kokov*

*Zakaeva D.O., Post-Graduate Student, Chair of Statistics, Institute of Economics, Kabardino-Balkarsky State Agrarian University named after V.M. Kokov*

**Development of Agricultural Cooperatives in the process of Agro-Industrial Transformation in Modern Conditions and Realities. P. 152–156.**

In the conditions of increased competition and economic sanctions the challenges of increasing commodity resources and rural population trade services improvement are becoming ever more urgent. The said challenges can be met by the modernized and qualitatively improved consumer cooperatives on the basis of the creation of specialized seed, incubator, breeding and other cooperatives, wholesale and retail trade in fertilizers, animal feed and other resources according to the recipes and orders of agricultural producers.

Keywords: agricultural cooperatives, agro-industrial integration, agricultural production, demand and supply regulation, food security.

*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*

*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*

*Kashina T.L., Senior Lecturer, Chair of Foreign Languages, Belgorod University of Cooperation, Economics and Law*

**Commodity Foreign Trade Revenues Improvement on the Basis of the Reasonable Choice of the Basic Price of the International Commercial Deal Item. P. 157–165.**

The paper provides a comparative analysis of the commodity foreign trade turnover development, goods exports and imports, customs payments, reasons of debts before customs organs of the agents of foreign trade activities on the payment of customs payments; shows the multiplicity of exports and import prices as one of the factors, which makes it possible for customs organs to assume that the declared customs value of goods could be false.

Keywords: commodity foreign trade revenues, customs payments, basic price of international commercial deal, multiplicity of foreign trade prices.

*Semenenko G.A., Ph.D. in Economics, Associate Professor, Head of the Chair of Theory and History of Cooperative Movement, Belgorod University of Cooperation, Economics and Law*

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

*Dzyuba V.V., Associate Professor, Chair of Theory and History of Cooperative Movement, Belgorod University of Cooperation, Economics and Law*

**Stable Sales Market as a Factor of Consumer Cooperation Development. P. 166–170.**

The paper throws light on historical aspects of the development of procurement activity of Russian consumer cooperation; shows long experience of consumer cooperative activities on the procurement of agricultural produce and raw materials, the realization of which in modern conditions could ensure stable sales market for rural population of regions.

Keywords: consumer cooperation, purchases of agricultural produce, procurement activities.

*Shekhovtsov V.V., Ph.D. in Economics, Associate Professor, Head of the Chair of Finance and Customs Revenues, Belgorod University of Cooperation, Economics and Law*

*Ponkratov I.N., Ph.D. in Economics, Associate Professor, Chair of Finance and Customs Revenues, Belgorod University of Cooperation, Economics and Law*

*Vasiliev K.A., Ph.D. in Economics, Associate Professor, Head of the Chair of Finance and Credit, Kemerovo State Agricultural University*

**Social Investments Economic Efficiency Determination Methodical Aspects. P. 171–175.**

The paper studies social investments and mechanism of their influence on the efficiency of national economy functioning.

Keywords: investments, social investments, investments efficiency, economic growth.

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

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

**Company's Economic Potential Management to Improve the Efficiency of its Usage. P. 176–180.**

The paper studies the essence of economic potential, its structure, management of its components and directions for the improvement of the said potential usage.

Keywords: economic potential, usage efficiency, management.

*Dorokhova Yu.V., Ph.D. Economics, Associate Professor, Chair of Economic, Belgorod University of Cooperation, Economics and Law*

**On the Question of the Theory, Mission and Practice of Russian Consumer Cooperation Activities. P. 181–192.**

The business practice of the recent years shows that simultaneous carrying out of economic and social functions for the consumer cooperation is impossible without considerable state support of its social activities. Alongside with this the policy of social functions carrying out of consumer cooperation should be obligatory linked with the financial results of the activity and build it only on their basis. It's high time for the revision of the foundations of the consumer cooperation theory and the corresponding laws, otherwise already in the near future due to economic reasons there will be no one to carry out consumer cooperation mission.

Keywords: state support measures, mission, income, losses, aggregate capital, profitability, insolvency, consumer cooperation system, business practices, social functions.

*Dotsenko A.N., Ph.D. Economics, Associate Professor, Chair of Economic, Belgorod University of Cooperation, Economics and Law*

**Modern Situation in the Belgorod Oblast Consumer Cooperation Trade and Prospects of its Development. P. 193–200.**

The paper studies the importance and modern situation of the Belgorod Oblast consumer cooperation trade branch, advantages and specificity of cooperative trade, reserves for the growth of trade volumes and directions of the development of retail trade in consumer cooperatives of the Belgorod Oblast.

Keywords: trade, consumer cooperation, retail trade turnover, sales volume, commodity stock, efficiency, competitiveness, profitability.

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

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

**Actuality of Cross-Referencing of Accounting Balance Indicators with Other Forms of Reporting. P. 201–204.**

The paper reflects one of the most urgent questions connected with the cross-referencing of accounting balance indicators with other forms of reporting.

Keywords: accounting balance, reporting, reporting indicators.

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

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

**Improvement of Foreign Economic Ties of the JSC "Stoilensky GOK". P. 205–209.**

The paper studies the questions concerning the situation with economic ties of the JSC “Stoilensky GOK”, calculation of the export-import operations efficiency and possible ways for the efficiency improvement.

Keywords: foreign economic ties, export, import, export and import efficiency, Ruble revenues, Ruble equivalent, export volume.

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

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

**Methodological Aspects of Organization’s Innovative Behavior Problems. P. 210–216.**

The paper studies innovative “behavior” as a form of the organizational behavior, which is of socio-economic nature. With the help of the behavioral approach the authors define the peculiarities and types of organization’s behavior as a socio-economic system; dwell in detail on the essence, regularities and types of innovative behavior and show the interconnection of elements and strategies of organizations’ innovative behavior and their top management.

Keywords: behavior, types of behavior, innovative behavior of the individual and organization, innovative behavior strategies, behavior of innovative top management.

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

*Ponkratov I.N., Ph.D. in Economics, Associate Professor, Chair of Finance and Customs Revenues, Belgorod University of Cooperation, Economics and Law*

*Ranga O.V., Senior Lecturer, Chair of Finance and Customs Revenues, Belgorod University of Cooperation, Economics and Law*

**Russian Micro Financial Organizations: Market Realities: Trends and Prospects. P. 217–222.**

The paper studies the main trends and prospects of the development of the Russian micro financial organizations’ market in the light of the recent changes in the normative and legal base as well as in the conditions of the changed macro-economic situation in this country.

Keywords: micro financial organizations, micro loan, micro loan portfolio, credit, overdue debt.

*Kachan N.A., Senior Lecturer, Chair of Accounting, Belgorod University of Cooperation, Economics and Law*

*Shumskaya L.I., Ph.D. in Economics, Associate Professor, Chair of Accounting, Belgorod University of Cooperation, Economics and Law*

**Trade Acquiring Operations Recording Peculiarities in Retail Trade Companies. P. 223–225.**

The paper shows the role of acquiring in settlements through plastic cards in trade organizations; reflects the peculiarities of acquiring operations recording by a trade company and substantiates the application of trade acquiring as mutually beneficial activity for trade companies and banks.

Keywords: accounting, trade acquiring, bank acquirer, payment card, retail trade.

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

*Skipchenko T.L., 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*



**Social and Personnel Component Analysis in the System of State and Municipal Governance. P. 226–234.**

The paper studies the essence of the state personnel policy, structure of local self-governance organs and analyzes the activity of the Stary Oskol Town District Administration.

Keywords: state and municipal governance system, state personnel policy.

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

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

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

**Modern Status of Russian Financial Situation Analysis, Problems and Prospects. P. 235–239.**

The paper provides the review of the problems and peculiarities of domestic analytical practice of financial situation assessment and possible ways for analysis development.

Keywords: financial analysis, financial situation analysis, coefficients' standard value.

*Zhukovina O.A., Senior Lecturer, Chair of Accounting, Belgorod University of Cooperation, Economics and Law*

*Kotelnikova O.P., Ph.D. in Economics, Associate Professor, Chair of Accounting, Belgorod University of Cooperation, Economics and Law*

*Shein R.V., Associate Professor, Chair of Accounting, Belgorod University of Cooperation, Economics and Law*

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

**Peculiarities of Recording in Accounting of Operations on Financial Rent (Leasing) Contract. P. 240–250.**

The paper studies a number of problems, dedicated to the recording in accounting of operations on financial lease contract; provides recommendations on entering the corresponding information in tax declaration on profit tax.

Key words: financial lease, lease payments, initial value of lease subject, amortization with the aim of accounting and tax recording, costs, recorded with profit taxation, deferred tax liability.

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

*Podoima L.Yu., Assistant, Chair of Tactical and Special Training, Belgorod Law Institute, Russian Federation Ministry of Interior*

**Integral Approach to the Development of Customs Risks Management System in the Framework of Eurasian Economic Union. P. 251–259.**

The paper suggests the integral approach to the development of risks management system in the framework of the emerging Eurasian Economic Union, which includes a number of measures enabling the removal of barriers on the road to the creation of the united system of risks management for the countries members of the said Union.

Keywords: risks management, customs control, customs control principles, foreign trade activity participant, authorized economic operator, Customs Union.

*Sklyarenko I.A., Ph.D. in Economics, Associate Professor, Chair of Finance and Customs Revenues, Belgorod University of Cooperation, Economics and Law*

**Main Criteria of Riskology as Science. P. 260–263.**

In the current economic conditions the need in the development of riskology as the science of risk is becoming ever more important as, in fact, any activity is connected with a risk. At this point it is reasonable to state that risk is always present where there is activity.

Keywords: riskology, risk management, risk, decision, risk management.

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

**Context Influence of Outdoor Advertising Perception. P. 264–268.**

The paper studies the role of context in perception by audiences of outdoor advertising objects; determines its specific peculiarities in comparison with other communication channels and substantiates the possibility of inclusion of context signs in advertising message to target audience.

Keywords: outdoor advertising semiotics, text and context differentiation, outdoor advertising intertextuality, coding, decoding.

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

**Role of Water Resources in the Solution of the Belgorod Oblast Socio-Economic Objectives. P. 269–276.**

Questions of the rational usage of economic resources occupy a special place in economic life of the society. A special attention is given to water resources, which at present ensure satisfaction of different demands of the society. The paper studies ecological challenges of water resources usage and the ways of their solution for the innovative development of the Belgorod Oblast.

Keywords: economic resources, water resources, water supply of the region, situation with water resources, nature protection measures, innovative development of the region.

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

*Turjan Yu.R., Post-Graduate Student, Chair of Marketing and Advertising, Rostov State University of Economics*

**Evolution of Approaches to Scientific Perception of Consumer Behavior and its Functional Importance in Marketing. P. 277–282.**

The paper provides the genesis of scientific viewpoints on consumer behavior taking into account chronological frameworks of the behavioral science development; defines the stages of the theory of behavior development, concretizes the essence and provides the foundation of consumer behavior.

Keywords: marketing consumer behavior, consumption theory, marketing complex, marketing instruments, marketing in interrelations, consumption process.

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

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

**Market Segmentation Process Modeling: Information Aspect. P. 283–288.**

The paper dwells on the main components of the market segmentation process; analyzes the scheme of the organization's market segmentation process modelling and suggests the directions of the said measures efficiency improvement.

Keywords: segmentation process modeling, marketing decision, marketing activity, image and graphic criterion.

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

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

**Bank of Russia Standard Change on Information Security Assurance of Russian Federation Banking System Organizations. P. 289–292.**

The paper dwells on the necessity of applying Bank of Russia standard on ensuring information security of the Russian Federation banking system organizations; provides the technique of the assessment of the correspondence of the said organizations' information security and demonstrates the application of the software complex "Bank Security Assessment tool" to conduct the assessment of the correspondence of the bank of Russia standard requirements.

Keywords: banking system, threat to information, information security.

*Shevtsova N.V., Ph.D. in Economics, Senior Lecturer, Chair of Finance and Customs Revenues, Belgorod University of Cooperation, Economics and Law*

*Poberezhnaya I.Yu., Ph.D. in Law, Associate Professor, Chair of Civil Law and Process, Belgorod University of Cooperation, Economics and Law*

*Shandakova N.N., Senior Lecturer, Chair of Finance and Customs Revenues, Belgorod University of Cooperation, Economics and Law*

**Russian Reinsurance Market: Legal and Financial Guidelines. P. 293–302.**

The paper studies urgent problems of modern legal regulation and a financial component of Russian reinsurance market. The authors draw the attention to the influence of world and domestic financial crises of the last decade on the development of the said market. On the basis of the critical review of the Russian reinsurance market key indicators in 2005-2014 they reveal its main opportunities and risks. It made it possible for the authors to formulate a number of recommendations to improve the regulation of Russian reinsurance market and suggest the directions for the improvement of its financial component.

Keywords: insurance, law on "Organization of reinsurance business in the Russian Federation", reinsurance, Russian reinsurance market, reinsurance legal regulation, reinsurance forms, insurance premiums for reinsurance, insurance payments for reinsurance, Russian reinsurance market development problems.

*Pertsev V.N., Ph.D. in Economics, Head of Rakityansky District Administration*

**Regional Agro-Industrial Complex Development Sustainability Improvement on the Basis of Land Cultivation Biologization. P. 303–308.**

The paper provides the results of the functioning of the Rakityansky District agricultural sector during 2010-2014 and the factors of its development; formulates the conditions and studies the prerequisites for the introduction of the biologization elements of land cultivation in the agricultural production of the district with the following directions of biologization: application of biological fertilizers, increase of the accumulation of biological nitrogen, prevention of soil erosion development, formation of positive balance of organic substance, introduction of soil protection treatments.

Keywords: agricultural production, biologization of land cultivation, gross municipal product, chalking, crop farming, profitability, fertilizers, crop yield.

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

*Klevtsov S.M., Head of the Chair of Socio-Humanitarian and Juridical Disciplines, Kursk Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Company's Portfolio Strategy Assessment "Merger-Takeover" in the Conditions of Competitive Market. P. 309–313.**

(the study is being carried out in the frameworks of the state task in the sphere of research activities #26.2671.2014 “Theoretical and methodological foundations of the development and implementation of the cluster policy at the regional level and methodological substantiation of progressive structural transformations instruments of the regional socio-economic system”).

The paper provides the analysis and study of companies’ strategy while carrying out the measures on companies’ merger and assesses companies’ market value on the basis of different techniques.

Keywords: strategy, merger, takeover, company, competition.

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

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

**Assessment of Expenses Efficiency for Preparation of New Goods Production. P. 314–319.**

In the concrete market situation the price policy of a company is not more than determination and maintenance of the optimal levels of output structure and interconnection of products prices in the frameworks of company’s assortment and a concrete market. Due to the above mentioned each company should objectively assess the efficiency of expenses for the preparation of new goods production.

Keywords: expenses efficiency, production preparation, useful effect unit.

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

**Program and Target Planning of Agriculture as the Way to Reach Regional Food Security. P. 320–322.**

The paper studies the prerequisites of program and target planning as the way to reach regional food security; provides the meanings of retrospective analysis of the regional agriculture development indicators, the main negative factors, which hamper the efficient program and target planning.

Keywords: agriculture, program and target planning, production and economic growth, agrarian production.

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

**Investments Monitoring Methodology in Real Sector of Region’s Economy. P. 323–326.**

From the positions of regional economy theory and practice the paper analyzes the questions of systemizing the stages and elements of region’s real investments monitoring.

Keywords: socio-economic development, region, real investments, efficiency, methodology.

*Tinkova E.V., Ph.D. in Economics, Associate Professor, Chair of Economics and Management, South-Western State University*

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

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

**Coordination of Normative Parameters of Production Potential Development and Kursk Oblast Population Life Quality. P. 327–335.**

The paper studies the mechanism of the determining of normative parameters of the Kursk Oblast production potential development and the normative parameters of population living standards.

Keywords: region, production potential, level of socio-economic development, living standard, indicators, normative parameters.

*Appalonova N.A., Ph.D. in Economics, Head of the Chair of Securities and Financial Engineering, University of Management "TISBI"*

**Russian Financial Market Regulatory System: on the Road to Mega Regulator. P. 336–341.**

The paper is dedicated to the process of the reorganization of the Russian financial market regulation since the moment of its emergence; shows a historic aspect of financial market regulatory state organs reforms and defines the stages of organizational and economic regulation mechanism development in the post-Soviet period.

On the basis of the study the paper singles out economic prerequisites for the creation of the mega regulator; substantiates the urgency of the decision of its creation. The scientific analysis of pros and cons arguments of its creation with taking into account Russian practices makes it possible to come to the conclusion on the dual nature of the carried out transformations.

Keywords: financial market regulatory system, regulatory system reform, creation of mega regulator.

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

*Chumarina G.R., Ph.D. in Economics, Associate Professor, Head of the Chair of Management, Kazan Institute (Affiliate), Russian University of Economics named after G.V. Plekhanov*

**On Economic Content of Advertising Activity at the Stages of Reproduction Process: Theoretical and Methodological aspects. P. 342–348.**

The paper provides the specificity and economic content of advertising activity at different stages of the reproduction process; systemizes advertising functions as an element of the non-price competition in economic environment; defines the peculiarities of advertising as an element of exchange subsystem in the system of market relations and as a market instrument, which shows the influence on demands of the potential consumers with the aim of developing a sustainable demand for the offered goods (services).

Keywords: demand and supply, evolution, reproduction, advertising utility, non-price competition, advertising market.

*Eryomenko E.S., Ph.D. in Economics, Associate Professor, Sibirsky University of Consumer Cooperatives*

*Lishchuk E.N., Ph.D. in Economics, Associate Professor, Sibirsky University of Consumer Cooperatives*

**Managerial Auditing and Consulting Quality Assessment. P. 349–356.**

Reforms of audit in Russia are being carried out with difficulty and very often controversially. The independence of organizations engaged in audit is objectively growing as a subject of financial control. The subjects of business activities started to ever more often address specialists for consulting on various questions. Modern market strongly demands competent and qualitative consulting and audit. The purpose of the paper is to summarize theoretical concepts and develop organizational and methodological questions connected with the assessment of the quality of managerial auditing and consulting. With the transition to self-regulated model of auditing the role of self-regulated auditors is considerably growing in the organization and methodological assurance of audit quality control.

Keywords: managerial audit, consulting, management oriented audit, audit activities, services quality assessment.

*Pantyukhina S.A., Ph.D. in Economics, Associate Professor, University of Management, TISBI*

**Technological Progress Influence on Country's Economic Potential Growth. P. 357–362.**

The paper studies the impact of technological progress on country's resource potential growth; substantiates the necessity of innovative modernization of the economy branches and the terms of its implementation with the attraction of investments.

Keywords: technological progress, resource potential, investments, innovative modernization.

*Chuev S.V., Ph.D. in Economics, Associate Professor, Chair of Industrial and Civil Construction, Srarookolsky Technological Institute named after A.A. Ugarov (Affiliate) National Research Technological Institute "MISiS"*

**Attraction of Money Means in Home Construction on the Basis of Building and Saving Banks. P. 363–365.**

The paper provides the mechanism of money means attraction in home construction through building and saving banks, which should become for the population one of the main ways in the solution of housing problems.

Keywords: home construction financing, building and saving banks.

*Mosakova E.A., Ph.D. in Economics, Senior lecturer, Moscow State University named after M.V. Lomonosov*

**Modern Family Policy in the Developed Countries of the World. P. 366–371.**

The paper studies the latest trends in birth rates in the developed countries of the world; considers family policy and its influence on fertility; substantiates the conclusion that the potential of the state policy measures to support the birth rate in Russia is considerable higher than in other European countries.

Keywords: developed countries, fertility, family policy, depopulation, family employment, professional employment, system of values.

*Kruchinina V.M., Ph.D. in Economics, Leading Researcher, All-Russian Research Institute of Electrification of Agriculture*

**Modern Conditions, Problems and Ways of Development of Consumer Cooperation in the Russian Federation. P. 372–382.**

The author believes that the role of domestic cooperation in the economy of this country is considerably underestimated at present. The paper studies the situation, main problems and the ways for the improvement of the current activities and legal regulation of consumer cooperation in the Russian Federation.

Keywords: consumer cooperation, socio-economic function, law, wholesale and retail trade, procurement activities.

*Ryzhkova S.M., Head of Agricultural Marketing Sector, All-Russian Research Institute of Agricultural Economy*

**Fruits and Vegetables Consumption Peculiarities in the Russian Federation. P. 383–389.**

The paper studies per capita consumption of fruits and vegetables and the influence of place of residence, income and other factors on it.

Keywords: fruits, vegetables, consumption standards, per capita consumption.

**Gordejev A.Yu.**, Ph.D. in Law, Police Lieutenant-Colonel, Senior Lecturer, Chair of Criminal and Law Disciplines, Belgorod Law Institute of the Russian Federation Ministry of Interior

**Yagodin R.S.**, Ph.D. in Law, Police Major, Senior Lecturer, Chair of Criminal and Law Disciplines, Belgorod Law Institute of the Russian Federation Ministry of Interior

**On the Question of New Legislature Regulating Physical Persons' Bankruptcy. P. 390–396.**

The paper studies urgent questions of the modern legal regulation of physical persons' bankruptcy. The authors provide a short historical note on the development of the said bankruptcy development in Russia and on the basis of the critical analysis of Russian legislature they provide the main aspects of the said bankruptcy procedures in the light of the adoption of amendments in the Federal law «On insolvency (bankruptcy)», which will enter in force since July 1, 2015.

Keywords: bankruptcy, insolvency, law on insolvency (bankruptcy), citizen's bankruptcy, citizen debtor, bankruptcy procedures, insolvency criteria, debt restructuring, debt payment plan, bankruptcy estate.

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

**Theoretical Approaches to Identification of Population's Living Standards Measuring Units. P. 397–400.**

The paper studies separate approaches to the study of population's living standards, which are determined by the dominant factor of its formation; provides the examples of the measuring units of living standards adequate to the factors of public reproduction efficiency, public welfare, living costs, "life quality level", differentiation of incomes, level and structure of consumption, consumption norms and standards.

Keywords: population's living standards, population's living standards measuring units, living standards formation factors.

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

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

**Systemic Economic Reforms and Their Influence on Property Relations. P. 401–407.**

Overcoming of crisis phenomena in Russian economy at modern stage is connected, first of all, with the process of systemic transformations of property relations. This process is the reflection of not only material but spiritual foundations of human existence. The essence of property relations is by far only the relations of people to things. It is also the variety of people's relations to material and intellectual values. The paper is dedicated to the study of the variety of given relations.

Keywords: property, legal relations, economic reforms, privatization, transformation of the property institution.

**Belousova M.B.**, Post-Graduate Student, Belgorod University of Cooperation, Economics and Law

**Single Payments to Retiring Persons as an Instrument Ensuring Socio-Economic Security of Regional Development. P. 408–413.**

The paper suggests the mechanism of single payment to retiring persons as an instrument ensuring socio-economic security of regional development; provides the criteria for determining groups of persons, potential beneficiaries of such payment; singles out the main functions of the

possible payment influence on socio-economic regional economic development parameters in general and assurance of its security in particular.

Keywords: economic security, social support, single payment, pension provision, substitution coefficient.

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

**Modern Trends in Packing Goods Production and Their Influence on Manufacturing Factory's Sales. P. 414–423.**

The paper defines the main peculiarities of modern packing business; provides the structure of Russian packing goods market; analyzes the indicators of production volumes growth in their money value and physical volume in Russia; provides the structure of production and consumption of packing goods made from different materials in Russia and determines modern trends in the development of packing goods market in this country.

Keywords: sales, sales management, packing goods market, structure of packing goods production and consumption. Packing goods market development trends.

*Baskakova A.A., Post-Graduate Student, St. Petersburg State University of Economics*

**Organizational and Economic Mechanism Algorithm Development of Logistic Coordination at Regional Level. P. 424–430.**

The paper analyzes the prerequisites for the development of regions' logistic potential; provides the algorithm of the reasonability assessment of entering regional markets taking into account the level of the development of logistics and its investment prospects, favorable and unfavorable macro-economic factors.

Keywords: logistic coordination, prospects, factors, organizational and economic mechanism, algorithm.