

## SUMMARY

### URGENT PROBLEMS OF ECONOMY

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#### **Methodological Foundations of AIC Companies' PR Activity Study. P. 9–19.**

The paper provides the development of methodological foundations of the AIC companies' PR activity; suggests the methodological model of the said activity study and provides characteristics of its components: description of goals and objectives, stages of the study, PR activity functions, principles and methods of research, tools; studies methodical approaches to PR tools assessment and suggests the conceptual scheme of the company's PR activity organization.

Keywords: PR activity, PR technology, efficiency, competitiveness.

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#### **Theoretical Aspects of Retail Trade Development with Application of Self-Service in Competitive Environment. P. 20–28.**

The paper studies the essence and concepts of self-service, provides the authors' interpretation of self-service development in consumer cooperation retail trade; shows its advantages in comparison with other methods of sales; conditions for self-service development and suggests the concept development on self-service in consumer cooperation retail trade.

Keywords: retail trade, consumer cooperation, self-service, sales method, self-service development concept, self-service advantages.

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

#### **Target Direction of Creative Marketing as Innovative Technology of Modern Management in the Conditions of New Social Reality Emergence. P. 29–35.**

The paper substantiates the necessity of the usage by businesses in the process of their socio-economic activity of creativity approaches as a priority directions; stresses that creative resource in marketing should be given the priority; dwells on the content, practical direction and target audience of creative marketing.

Keywords: creativity, creative marketing, creative resource, creative technologies, creative strategy.

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

#### **Company's Economic Potential Management at its Different Life Cycles. P. 36–44.**

The paper studies the peculiarities of company's potential management with taking into account the climate of its life cycles stages and the main approaches to the economic potential management; substantiates the interconnection between the condition and priority of potential development with the business development stages; provides the system of the main priority programs of the company's development.

Keywords: potential, life cycle stage, development program, management, reserves, management functions.

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**Model of Market Interactions in the Sphere of Purchases for State and Municipal Needs: Marketing Approach. P. 45–52.**

The paper studies the question connected with the peculiarities of the mechanism of contract system in the sphere of state and municipal purchases, which determines the specificity of the marketing study of the market by sellers, buyers and consulting companies with the view of realizing both the objectives of state and municipal governance and the participants in purchases.

Keywords: market, marketing study, consulting services in the sphere of state and municipal purchases, algorithm of market volume calculation with account of competitive losses, competitive procedure, competition.

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**Risk Management and Assurance of HACCP System Functioning Efficiency. P. 53–60.**

The paper studies methodical approaches to risk management in the frameworks of the HACCP system with special attention paid to the assurance of HACCP system functioning efficiency.

Key words: HACCP system, dangerous factor, critical control points, risk management, prevention measures, HACCP plan, validation, verification, correcting measures.

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

**Systemizing of Methodical Approaches to Brands Cost and Branding Efficiency Assessment. P. 61–69.**

In comparison with other parameters of organization's marketing activity brand's and branding efficiency cost assessment is the most complex. It is determined by the fact that the return from brands and branding is postponed in time. Besides this, the methodological complexity of the brands and branding assessment is determined by the fact that they are influenced by a number of subjective factors, connected with the personal comprehension of the brand good by a consumer. That is why until now there is no single technique of the cost assessment of brand and branding efficiency. The paper suggests the authors' variant of their systemizing by the criteria of fields of methods of assessment.

Keywords: brand, branding, brand capital, brand cost, branding efficiency.

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**Modern Problems and Methodology of Tourist and Recreation Cluster Personnel Training of the Belgorod Oblast. P. 70–78.**

The paper studies the problems of personnel training in the sphere of rural tourism; provides the characteristics of the socio-economic development of the region under study; determines the influence of the tourist and recreation cluster on the formation of the Belgorod Oblast image and the importance of the usage of distance technologies in the personnel training for the said cluster of the Belgorod Oblast; reveals the problems connected with the quality of the said personnel training; analyzes the dynamics of tourist services consumption in the region and suggest the stages of the development of the educational programs for the said personnel with the combination of distance technologies with traditional training technologies.

Keywords: rural tourism, tourist and recreation cluster, methodology, technologies, personnel training.

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

**Food Security of EAEC and the Role of Russia in its Assurance. P. 79–85.**

The paper discloses the concept and situation with food security of the EAEC members states, geographic structure, development of mutual trade in accordance with the classification by broad economic categories and the International Standard Classification, provides the prospects of the EAEC food security improvement and suggestions on ensuring their food security.

Keywords: Eurasian Economic Community, food independence, food security, mutual trade, agri-industrial complex, agricultural production.

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

*Grineva N.A., Ph.D. in Economics, Foreign Economic Activity Manager, JSC “Normark”*

**Review of Modern Domestic Methodics of Regional Competitiveness Assessment and Necessity of Their Development with Regard of Labor Resources. P. 86–95.**

The paper substantiates the importance of labor resources as the source of regional competitive advantages; shows the interrelation between labor and innovative, investment, foreign economic, information and infrastructural regional potentials; provides the characteristics of modern methodics of the regional competitiveness assessment and suggests the indicators of labor potential, the inclusion of which is recommended while developing the methodics of the regional competitiveness assessment.

Keywords: region, regional competitiveness, competitiveness sources, labor resources, labor potential, regional competitiveness assessment.

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

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

**Socio-Economic and Philosophical Measurement of Scientific and Technological Progress. P. 96–107.**

The paper reveals ecologic, economic, national economy, socio-cultural and philosophic consequences of the scientific and technological progress and its influence on the activity of the society and nature.

Keywords: industrial revolution, pre-industrial type of society, industrial type of society, post-industrial type of society, technological wave, information society, scientific picture of the world, religious worldview.

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**Economic Activity Results Modeling on the Basis of the Innovative Activity Concentration Study of Russian Regions. P. 108–118.**

(the study is supported by grant RFFI. Project # 15-36-20012)

The paper suggests an approach to comparative assessment of the regional innovative activity concentration level and production of GRP; states the presence of considerable differentiation of Russian regions by the level of innovative development, which manifests itself in two forms – concentration of innovative activity in a small number of regions leaders and a considerable number of regions outsiders with extremely low values of the said indicators; proves on the basis of the step-by-step regression method application statistic importance of inclusion in the model of production of GRP factor, which reflects the volume of costs for technological innovations.

Keywords: economic activity results modeling, geographic concentration of innovative activity, Russian regions.

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**Innovative Development of Russian Consumer Cooperation. P. 119-128.**

The paper studies the advantages of consumer cooperation in innovative activity and singles out the specificity of innovative projects of Russian consumer unions.

Keywords: innovative potential components, consumer cooperation advantages, types of innovations, consumer unions, innovative projects.

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*Bazhenova V.S., Ph.D. in Economics, Professor, Director of the Institute of Inter-branch Personnel Training, East-Siberian State University of Technologies and Management*

**International Integration of Russia in Eurasia in the Conditions of Polycentric World Order Formation. P. 129–136.**

The paper reveals the main problems of the international integration development in the conditions of the transition to polycentric world order; makes the conclusion that the development of the world system depends on the centers of economic development and political influence of countries and their unions located in the west and the east of Eurasia. The problems of European Union development are determined by its heterogeneity. The difference in economic potentials has brought along not only the asymmetry in the development of the south, north and the EU center, but political problems as well, connected with the extension of powers of supranational institutions of the Union at the cost of the national states sovereignty. “The Asian vector of development”, which means the turning of Russia to the east of Eurasia is determined by a number of reasons: the crisis in the Ukraine, at the basis of which is the clash of geopolitical interests of the USA, European Union and Russia; continuation of integration processes on the post-soviet territory with the countries of the Central Asia; the necessity of the development of Siberia and the Far East, on the basis of cooperation with dynamically developing countries of Asian and Pacific Ocean Region.

Keywords: Eurasian integration, European Union, Ukrainian crisis, Asiatic vector.

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**Cluster Approach to Investment Development of a Region. P. 137–142.**

The article studies the aspect of production clusters development with the view of improving investment attractiveness of a region.

Keywords: region, development indicators, production clusters, investment development of a region.

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**Some Aspects of AIC Branches Management at the Regional Level. P. 143–148.**

Stabilization and further increase of AIC production is still an important task of the branch development. A special role in modern conditions belongs to managerial functions. Improvement of the management mobility and regulation of organizations' development is achieved by the application of controlling methods. The transition to controlling methods is substantiated by the emergence of computer and other information technologies, which make it possible to solve the management problems systemically, operationally and in complex.

Keywords: economic methods of management, management system improvement, activity of agricultural managerial system, post transformational period of regional level.

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

**Social Entrepreneurship in Russia and the World: Practice and Studies. P. 149–156.**

The paper provides the results of the social entrepreneurship development study in Russia and the world. The authors believe that social entrepreneurship is a new phenomenon for domestic practice that is why its broad interpretation is accepted. Nevertheless, a certain experience in the development of social entrepreneurship is already accumulated: there have been set up a number of self-regulated organizations, which unite social entrepreneurs, they have developed a system of grant support at the federal and regional levels, there function schools of social entrepreneurship, which make it possible to acquire new knowledge in the sphere of social entrepreneurship for young social entrepreneurs.

Keywords: social entrepreneurship, social enterprise, international and domestic experience of social entrepreneurship development.

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**Customs Administrating Improvement as a Factor of State Customs Service Development. P. 157–161.**

The paper discloses the content of the main standards of customs administrating, envisaged by the Customs Code of the Customs Union, the role of the customs policy in the innovative development of Russian economy; assesses their influence on the development of foreign trade and the formation of favorable investment climate in Russia.

Keywords: customs administrating, customs service, customs operations, foreign trade activity, investment climate, tax policy, innovative development.

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**Review of Theoretical Approaches to Competitive Strategies Development. P. 162–170.**

The paper proves the statement on the lack of contextual and quantitative limitations in the definition of the competitive strategies objects; studies basic approaches to the formation of their compositions: in the form of freely formed set of strategies varieties, in the form of strategies systemizing by different classification criteria and singles out classification criteria of competitive strategies types systemizing.

Keywords: competitive strategies, strategies types, classification indicators.

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**Customs Control in the Context of State Customs Service Quality Provision Improvement. P. 171–177.**

The paper studies the processes of the influence of measures on the minimizing of risks in all directions of customs control exercising while doing different customs operations with the view of preventing possible violation of customs legislation of the Customs Union and the Russian Federation while moving goods and transport means of international transportation through the customs border of the Customs Union on the quality of state customs services provision.

Keywords: customs control, state customs services provision quality.

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

**Realization of Measures on Population Social Protection Through Application of Innovative Technologies. P. 178–183.**

The paper studies the essence of the population social protection system, its elements, the content of value system of the population social protection system employee.

Keywords: social protection, consulting, supervision, professional, social protection system.

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

**Personnel Management System Controlling as Strategic Management Tool. P. 184–192.**

The paper studies and analyzes the peculiarities of personnel controlling, its objectives, set of instruments and approaches to the introduction of personnel controlling and its role in the company's management. The paper proves that personnel controlling makes it possible to integrate all aspects of the activities on human resources management with the goals of the company in order to obtain a synergy effect.

Keywords: personnel controlling, personnel management, personnel controlling objectives, personnel controlling subjects.

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

**Peculiarities of Young Specialists' Career Planning in the Context of Flexible Orientation Strategy Development in Professional Environment with the View of Increasing the Competitiveness of Higher School Graduator. P. 193–199.**

The paper scrutinizes the main approaches to the optimization of young specialists' career planning in the context of flexible orientation strategy development in professional environment with the view of increasing the competitiveness of higher school graduator.

Keywords: career management, human potential development, young specialists' career planning, professional orientation, professional consulting.

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**Modern Trends in the Development of Foreign Trade State Regulation with European Union Member Countries. P. 200–209.**

The paper analyzes the trends in the foreign trade of Russia with European Union member states; provides the characteristics of the foreign trade state regulation tools used by Russia in the conditions of economic sanctions on the part of the European Union and dwells on the prospects of their application.

Keywords: foreign trade state regulation, foreign trade state regulation tools, customs and tariff regulation, most favorable regime, national regime, free trade zone, import duties, restrictions and limitations of foreign trade, technical regulation, confirmation of correspondence.

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**Retail Trade Through Vending Machines: Organization and Peculiarities of Recording. P. 210–214.**

The paper shows the role of a vending machine, which is a trade object, when doing retail operations and reflects the peculiarities of the said operations recording.

Keywords: recording, vending, vending machine, sales, retail trade.

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**Labor Reimbursement System Development at a Company. P. 215–221.**

The paper studies the existing systems of labor reimbursement and the peculiarities of their formation; suggest the optimal system of labor reimbursement, which takes into account the shortcomings of the existing systems and reveals the main principles of labor reimbursement calculation with “ideal labor reimbursement system”.

Keywords: labor reimbursement system, labor, labor reimbursement, piecework wage system, time-based wage system, standard.

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**Branding Organization as Process and Result of Marketing Resources Integration. P. 222–227.**

The paper dwells on the concepts of brand, branding from the positions of management, shows the organization of branding, branding process and its types of activity and the efficiency of branding organization.

Keywords: brand, trade mark, branding, brand management, branding organization, branding efficiency.

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**Systemic Methods of Initiation and Management of Changes in Innovatively Oriented Organization. P. 228–236.**

The paper provides the characteristics of systemic methods of initiation and accompanying of changes in the company, among which we distinguish strategic group session, project management and project groups activity, organizational changes training and individual coaching.

Keywords: changes, organizational changes, strategic group session, project management, organizational changes training, individual coaching.

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**Development and Implementation of Marketing Goals in the Process of Organization Personnel Management. P. 237–244.**

The paper provides the notion of marketing goal, formulates the notion of personnel marketing, shows its role and importance in the system of organization management; studies the goals of personnel marketing at the macro level, meso level and micro level; reveals the forms of the personnel target marketing and formulates the objectives and functions of the said marketing.

Keywords: marketing goal, marketing goals in the field of personnel, personnel marketing, personnel target marketing, personnel target marketing forms, personnel marketing principles, personnel marketing functions, personnel marketing target strategy.

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**Peculiarities of Agricultural Production Cooperatives Development in the Belgorod Oblast. P. 245–250.**

The paper reveals the role and importance of agricultural production cooperatives (APC), studies their participation in the program of food security and social development of the countryside, reflects the participation of the state in the financing of their activities.

Keywords: agri-industrial complex, agricultural production cooperatives, advantages of cooperation in rural area, state support programs of small businesses in AIC.

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

**PR Activity as a Factor for Increasing Competitiveness of AIC Companies. P. 251–256.**

The paper studies methodical foundations of AIC companies' PR activity development; suggests the scheme of the said activity in the structure of the AIC companies' competitiveness assessment and suggests the stages of the marketing study with the application of semantic differential for the said activity assessment.

Keywords: PR activity, PR technologies, semantic differential method, semantic differential curves.

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

**Development of Regional Tourist Clusters: Criteria and Requirements. P. 257–264.**

(the publication is prepared in the frameworks of the supported by RGNF and the Department of Internal and Personnel Policy of the Belgorod Oblast of the research project #14-12-31001)

The paper provides the structure of tourist cluster, singles out the elements and links, defines the features of its development and determines the urgency of the regional tourist clusters development on the territory of the Belgorod Oblast.

Key words: tourist cluster, tourist and recreational potential, tourist and recreational resources, tourist clusters development indicators.

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

**Relevant Peculiarities of Managerial Activity in Modern Conditions of Organizations' Functioning. P. 265–268.**

The paper studies the administrative activity of organization's managers, its concept and essence as well as the peculiarities of the said activity in modern conditions of organizations' functioning.

Keywords: manager, managerial activity, managerial functions, executive activity.

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

**Analysis of the Real Sector of Economy in the Republic of Tatarstan (machine building complex as a case study). P. 269–275.**

The article provides the analysis of the real sector of the economy of the Republic of Tatarstan with machine building complex takes as a case study.

Keywords: region, real sector of the economy, industry branch.

*Gilmanova R.I., Ph.D. in Economics, Associate Professor, Chair of Information technologies, Economics and Management, Bugulma Affiliate, Kazan national Research Technological University*

**Innovative Activity of Small and Medium Businesses: Regional Aspects. P. 276–279.**

At the modern stage of the world development innovations are considered the key to the maintenance of competitiveness on the world market. Low level of costs for business organization, managerial flexibility, readiness to bear increased risks characteristic of small and medium business, make them efficient instrument of the development and introduction of progressive changes that is why the attempt to unite these two factors, i.e. increase the innovative activity of small and medium businesses is the urgent task, the decision of which should ensure the positive influence on economic growth of both the country and regions in general.

Keywords: small and medium businesses, technological innovations, innovative activity, regional level.

*Shcherbakov I.V., Ph.D. in Economics, Associate Professor, Chair of Economic Education, Povolzhskaya State Socio-Humanitarian Academy*

**Motivation of Business Agents as Factor of Economic Development. P. 280–285.**

From the positions of the contract theory the article analyzes the conditions, with which motivation of business agents is an independent factor of economic development; substantiates the fact that the creation of real motivation is carried out through the delegation to agents of additional property rights in exchange of the saving of agent costs of the principal with complying to Pareto optimality and impossibility to attract exogenous resources.

Keywords: agent, salary, contract, motivation of economic activity, property rights, principal, stimuli, economic development.

*Labusheva Ya.G., Ph.D. in Economics, Associate Professor, Chair of Finance and Banking, Russian New University*

**Risk Management Role in Company Governance System. P. 286–290.**

The paper studies the role of the risk management in organization's governance system when developing the efficient policy of risk management and their influence on the organization's activity results.

Keywords: risk management, internal audit, cost management, risk.

*Dadykina O.V., Ph.D. in Economics, Associate Professor, Chair of Economics, Production Organization and Management, Bryansk State Technical University*

**Assessment of Mineral and Raw Materials Potential of the Building Cluster in Ensuring Regional Economic Security. P. 291–298.**

The paper assesses mineral and raw materials potential of the building cluster on the territory of the Bryansk Oblast as a factor, providing for the assurance of mineral and raw materials security in the system of the regional economic security.

Keywords: building cluster, regional economic security, mineral and raw materials security, mineral and raw materials base.

*Kiryushin S.A., Ph.D. Economics, Associate Professor, Chair of Production Management and Logistics, Nizhny Novgorod Affiliate, National Research University "Higher School of Economics"*

**Conceptual Model of Lin Management on the Basis of Methodology "System of systems" Application. P. 299–306.**

The paper studies theoretical provisions on lin management from the positions of improving the efficiency of production and import substitution strategy implementation; provides characteristics of modern lin management models, which make it possible to differentiate the directions of research in this field; provides the conceptual model of lin management with the application of the "system of systems" methodology.

Keywords: lin management system, model, lin management house, system of systems.

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**Importance of Consumer Cooperation for Development of Fruits and Berries Market in the Conditions of Imports Substitution. P. 307–315.**

The paper analyzes the domestic market of fresh fruits and berries, scrutinizes the opportunities and the ways of the development of consumer cooperation in the conditions of imports substitution.

Keywords: market, fruits, berries, consumer cooperation, imports substitution, infrastructure, state support.

*Lebedeva N.V., Ph.D. in Economics, Associate Professor, Kovrov State Technological Academy named after V.A. Degtyarev*

**Regional Machine Building Development Prospects and Problems in the Conditions of Economic Sanctions Introduced by the USA and European Union in Respect of Russia (the Vladimir Oblast as a case study). P. 316–323.**

The paper focuses the attention on the problems and prospects of regional machine building (leading machine building enterprises of the Vladimir Oblast) in the conditions of economic sanctions, introduced in 2014 by the USA and European Union in respect of the Russian Federation; provides the characteristics of the measures on the federal and regional level, aimed at smoothing negative consequences of the existing economic situation.

Keywords: machine building, economic sanctions, import substitution, Governor of the Vladimir Oblast, PAO “Kovrov mechanical plant”, JSC “Kovrov electromechanical plant”, research and production cluster.

*Goncharov A.Yu., Associate Professor, Chair of Management, Institute of Management, Marketing and Finance*

**Methodical Techniques of Monitoring and Diagnostics of Balanced Regional Development. P. 324–331.**

The paper studies the problem of the dynamics assessment of the processes taking place in the regional economic system, which provide for the assurance of its balanced development.

Keywords: regional economy, balanced regional development, indicators, socio-economic position of a region.

*Khudyakova E.V., Associate Professor, Chair of Economics, Moscow Institute of Humanitarian and Economic Studies, Voronezh Affiliation*

**Development of Organizational and Economic Mechanism of Small and Medium Manufacturing Companies Sustainable Development in the Conditions of Foreign Economic Sanctions. P. 332–338.**

The paper studies urgent problems of the development of organizational and economic mechanism of small and medium manufacturing businesses sustainable development in Russia in the conditions of foreign economic sanctions; dwells on the methodological foundations of the said activity and suggests the ways for improving its efficiency in modern conditions.

Keywords: economic mechanism, organizational and economic mechanism, sustainable economic development, industry, small and medium manufacturing companies, sanctions.

*Zholobov N.M., Ph.D. in Economics, Senior Lecturer, Chair of Non-Foodstuffs Expertise and Customs Expertise, Belgorod University of Cooperation, Economics and Law*

**Normative and Legal Foundations of Labor Protection in the Assurance of Employees' Social Protection. P. 339–342.**

The paper studies legal foundations of labor protection; questions of the assessment of professional risk after the introductions of amendments in the Russian legislation on labor, system of compensations for employees working with hazardous production factors.

Keywords: labor protection, legal guarantees, labor safety, labor contract, professional risk, production environment factors, professional diseases, labor rights protection, special assessment of labor conditions.

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**Essential and Substantive Nature and Applied Aspects of Marketing Studies as Effective Managerial Tool. P. 343–349.**

The paper studies applied aspects of marketing studies based on the application of practical techniques. In particular, it provides behavioral segmentation: VALS and LOV techniques, assessment of the attractiveness of the product features according to Kano methodics and the assessment of clients' satisfaction according to SERVPERF/SERVQUAL methodics. The paper shows the role and place of the mystery shopping in the assessment of the quality of services provided to buyers by the company as an efficient tool of the personnel management; and discloses the essence as well as assesses the advantages and disadvantages of the demand elasticity according to price ladder and PSM methodics.

Keywords: marketing studies, applied aspects, VALS and LOV methodics, Kano methodics, SERVPERF/SERVQUAL methodics, mystery shopping method, ladder and PSM methodics.

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**Sustainable Tourism Development Peculiarities in the Border Region. (The Republic of Karelia as a case study) P. 350–357.**

The paper studies the history of the development of the sustainable development concept including that of tourism.

Keywords: sustainable development concept, sustainable tourism, tourism development in the border region, border cooperation.

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**Assessment of Requirements to Public Catering Services Envisaged in GOST P 31984-2012 and Identification of Improvement Directions. P. 358–362.**

In 2015, there entered in force the standard, which regulates general requirements to public catering services. The paper dwells on the shortcomings in GOST P 31984-2012 and states that the given material might serve as the first step to the improvement of the quality of public catering services provision.

Keywords: public catering, control, supervision, information, Rospotrebnadzor.

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**Development and Realization of Marketing Strategy to Improve Consumer Cooperation Organizations' Competitiveness. P. 363–369.**

The article substantiates the necessity of the development and realization of the marketing strategy to increase consumer cooperation organizations' competitiveness; provides the characteristics of competitive struggle strategies and basic strategies of marketing; defines the requirements to the marketing strategies and singles out the stages for consumer cooperation organizations' marketing strategies development.

Keywords: marketing strategies, marketing strategy development stages, marketing strategy efficient realization factors.

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**Theoretical and Methodical Substantiation of Marketing Information System Functioning. P. 370–379.**

The article dwells on the theoretical and methodical substantiation of marketing information system functioning; substantiates the necessity of its development in order to diminish the uncertainty in the process of managerial decisions making; suggests the development of marketing information functional system and the conceptual scheme of the said system development.

Keywords: marketing information system, marketing information sources, marketing study, competitors.

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

**Theoretical and Methodological Approaches to Consumer Behavior Study. P. 380–387.**

The paper dwells on the theoretical and methodological approaches to consumer behavior study; provides the characteristics of the factors influencing it; describes the stages of decision making on goods purchase; studies consumer behavior models and suggests the theoretical and methodological models of consumer behavior study.

Keywords: consumer behavior, demands, consumer behavior models; factors influencing consumer behavior.

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**Industrial Company Sales Proactive Management. P. 388–394.**

The paper defines the concept “proactive management”, main characteristic peculiarities of a proactive company, provides the methods of proactive management of an industrial company sales and in the frameworks of proactive management introduction suggests the measures on developing the system of knowledge management.

Keywords: sales, sales management, proactive sales management, proactive company, knowledge management system.

*Titova M.V., Post-Graduate Student, Institute of Management, Marketing and Finance*

**Conceptual Provisions of the Development and Implementation of Regional Innovative Policy. P. 395–400.**

The author summarizes the approaches to the development of regional innovative policy, singles out conceptual provisions, which reflect the content of its development and implementation processes and substantiates the priority of the application of the management system by results and discloses its main provisions.

Keywords: innovative system, innovative environment, regional innovative policy.

*Feleshtin V.I., Post-Graduate Student, Russian State Humanitarian University, Director of the Business Development Department, “LEVIN Bridge” Plc*

**Modern Approaches to the Definition of the Notion Company’s Competitiveness. P. 401–409.**

The paper provides the analysis of the main approaches to the definition of the notion company’s competitiveness; singles out urgent systematizations of the competitiveness definition on the basis of division into approaches, which include marketing, market, economic and competitive ones.

Keywords: competition, company’s competitiveness, competitive advantages, competitive potential, competitive struggle, marketing approach, product approach, economic approach, strategy, merger, takeover, company, competition.

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**Container Market Study Based on Content Analysis. P. 410–415.**

The paper studies the market of linear sea carriers of container cargos; analyzes the factors influencing the intensity of competition on the said market as well as container lines transporting cargos in the world and discloses the opportunities for the application of the said method regarding the container market as a whole and in each segment.

Keywords: container transportations, competitiveness, rating, content analysis, competition intensity, market share.

*Zhiletezhnev A.A., Ph.D. in Economics, Assistant Professor, Chair of Economics and Management, Nalchik Institute of Cooperation (Affiliate), Belgorod University of Cooperation, Economics and Law*

**Agricultural Production in Kabardino-Balkar Republic: Situation and Prospects of Development Thanks to the Russian Federation Entering World Trade Organization. P. 416–426.**

On the basis of the statistical data on the development of different forms of business in the countryside and comparison of the main indicators of activity of Russian and world businesses the author proves the point that all of them have the right for existence independently on the membership in the WTO. Alongside with this, an important condition of their preservation and further development is the qualitative and target state support and introduction, development of different forms of activity of various forms of cooperation: production, consumer, finance and credit, production and technological, project etc.

Keywords: agricultural cooperation, foodstuffs security, state support, efficiency, fixed assets, yield, market capacity, economic growth.

*Levashov R.O., Post-Graduate Student, Ivanovo State Polytechnic University*

**Regional Bank Activity Efficiency Assessment (Ivanovo Oblast as a case study). P. 427–433.**

The paper studies the assessment of the activity efficiency of the regional development bank on the territory of the Ivanovo Oblast; reveals the main principles of the said banks activity assessment. On the basis of the investment projects in force in the Ivanovo Oblast the author analyzes the effect from the creation of the regional development bank, in particular, its influence on the socio-economic growth of the region.

Keywords: development bank, economic growth, regional economy, investments, state regulation, activity efficiency.

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**Evolution of Mutual Crediting Forms in the Conditions of Institutional Terms Changes in Russia. P. 434–442.**

The process of emergence and development of credit cooperation experienced the periods of growth and fall. The dynamics of the said process in respect of credit partnerships and institutions of small credit in pre-revolutionary Russia is of scientific interest from the point of view of the analogy of development of modern trends in credit cooperation. The paper aims to study the cycles in the development of Russian institutions of small credit in pre-revolutionary period and reveal repeated, analogical trends of the post-Soviet and modern periods of development.

Keywords: mutual crediting, credit cooperation, small credit institutions.