

SUMMARY

URGENT PROBLEMS OF ECONOMY

Beletskaya N.M.

Belgorod University of Cooperation, Economics and Law, Candidate in Science, Professor, Vice-Rector for Additional Professional Training

Golovkova A.S.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Information Systems and Technologies

Improving information support in provision of loans to shareholders of a consumer society. P. 9-18.

Abstract. The aim of the study is to justify the need for improvement of information support in provision of loans to shareholders of a consumer society, which would maintain its quality level. The degree of information requirements values satisfaction is determined by the quality of information support, causing its ability to satisfy the needs of management and shareholders, consumers, and civil society. General trends of changes with the required and really provided quality consist in the simultaneous growth of user requirements and reducing the existing quality of information support. The reasonable choice of the required level of information support quality is the challenging task of designing information systems as the understatement of this level leads to the inadvisability of the work, and the overestimation of this level to inefficient costs. The basis of the study was the following methods and approaches: the method of formation of ideas about the object of study, systematic and integrated approaches. The study allowed to align the required levels of information support quality with the really provided information support for the issuance of loans to shareholders of a consumer society. The considered process of shareholders crediting is embedded in the information system of the consumer society that made it possible to automate control over the issuance and control of timely repayment of loans by the shareholders of the consumer society "Sodruzhestvo" that has served to improve the information support of this subsystem.

Keywords: information support, loan, loan agreement, annuity, models of business processes.

Meshechkina R.P.

Belgorod University of Cooperation, Economics and Law, Ph.D. in Economics, Professor, Dean of the Faculty of Customs Studies

Shilenko S.I.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Head of Commerce Activities and Advertisement

Loyalty programs mainstreaming aimed at promoting customers' preferences in internet-based commerce. P. 19-30.

Abstract. Currently trading companies in almost each sector of business environment wish to launch loyalty programs for all or any of their customers. The reason behind this seems to be the intense competitiveness. The choice of the type of a loyalty program depends on the specifics of the company activities and its possibilities. Nevertheless, loyalty programs cannot be related as a panacea for dealing with all the challenges. They are considered to be among marketing tools. It is necessary to elaborate not only loyalty programs for the sake of these programs themselves but to introduce customer-oriented relationship marketing at enterprises in which such programs will also appear to be a natural consequence. Taking into consideration rapid sales growth of online shopping and increasing involvement of all people into e-commerce, it is urgent for companies and business entities to develop their marketing strategies

that allow attracting not only new customers but creating their loyalty to a certain online store. The relevance of the issue under our consideration and the urgency of its theoretical study and practical substantiation have determined the theme of this article. The aim of the article is to study some specific traits of loyalty programs functioning and their application experience consolidation in retailing, business structures and online shopping as well as to elaborate criteria of communicative interaction enhancement of loyalty programs with consumer-oriented environment based on the quantity of the visitors of online stores' sites within crisis and lowering purchasing power. The research implies the application of the following scientific methods as observation, comparison induction, deduction, logical coherence and some analytical procedures.

Key words: interment-based commerce, online stores, retailing, loyalty programs, marketing, communications.

Makrinova E.I.

Belgorod University of Cooperation, Economics and Law, Ph.D. in Economics, Professor, Head of the Chair of Service and Tourism

Lysenko V.V.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Senior Lecturer, Chair of Service and Tourism

Avilova N.L.

Russian State University of Physical Education, Sport, Youth and Tourism (Moscow), Ph.D. in Historical Sciences, Professor, Chair of Service and Tourism

Organizational and economic mechanism of resources management at the service market of Belgorod region. P. 31-43.

Abstract. The study aims at the research of the contemporary picture of the service market structure and development of the organizational and economic mechanism of resources management at the service market of Belgorod Region. To reach the aim stated above, we have used general scientific and special methods of research.

The article reveals the issues of the domestic service market development. It was defined that the service market can be seen as a competitiveness restrictor of regional economies due to the ineffective policy of regional authority bodies aimed at the material, technical and technological barriers overcoming while the introduction of innovative technologies is considered to be the necessity as the service market is permanently developing and is conducive to diversification of organizations' activities and services. The model of Belgorod Region service market formation and improvement has been developed; it considers the methods necessary for its implementation. The authors state that it is inevitable to divide the region into zones while developing perspective methods of establishment and improvement of Belgorod Region service market. The articles studies goals and elements of the strategic development of Belgorod Region service market and point out that proper implementation of Belgorod Region service market's sustainability enhancement tools will contribute to the enlargement of the controllable market share and, consequently, the increase of profit from service rendering. The establishment and improvement of market cannot be achieved without certain potential, which includes environmental, financial, personnel, material, technical and technological resources. The authors consider technical and technological modernization, strategic management system improvement, personnel and customers' loyalty formation, market and services diversification as the resource potential development tools. The proper usage of the tools mentioned above will result in the increase of efficiency of resources implementation, profit gaining and customers' satisfaction.

Key words: service market, service quality, resources management mechanism at the service market, branding, co-branding.

Tarasova T.F.

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

Sukhareiev A.I.

Belgorod University of Cooperation, Economics and Law, Postgraduate Student

Evolution and current state of electronic commerce as a way of doing business and interaction with consumers. P. 44-51.

Abstract. The emergence and development of Internet technology has affected many areas of life including the emergence of such spheres of economy as e-Commerce. Today, electronic transactions between business entities are becoming increasingly popular due to their simplicity and productivity. Such operations include the organization of electronic document flow, investment, marketing services, payment transactions, transferring of electronic information, and many others. Despite rather late appearance of e-Commerce in Russia, it has enough potential for further development. The purpose of this article is to substantiate theoretical propositions associated with the formation of e-Commerce market, the study of its essence and directions of development in Russia. The solution of the set tasks was carried out using the structural and functional, comparative and logical analysis, and various techniques of graphic interpretation of the information. This article presents the author's definition of e-Commerce; specifies its main focus, their determination, relationship and interactions; reflects the first experience of e-Commerce system creation in Russia and abroad. This article reveals positive and negative aspects of this sector of the economy; reflects the current state of e-Commerce in Russia, the growth rate in recent years, as well as problems of the consumer market that causes mistrust of consumers to the enterprises operating in the field of e-Commerce. In conclusion, the paper provides the results of e-Commerce state evaluation of today and recommendations on the solutions identified through the study of the problems of this sector of the economy.

Keywords: e-Commerce, Internet, information technology, online sales, dynamics.

Prokushev E.F.

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

Prokusheva A.P.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Organization and Information Security Technology

Golub M.E.

Academy of Labor and Social Relations», Candidate in Economics, Associate Professor, Chair of Accounting and Audit, Moscow

Belgorod oblast foreign trade development peculiarities. P. 52-64.

Abstract. The aim of the study is the dynamics of composition, volumes and structure of foreign trade of the Belgorod Oblast for the period from 2011 to 2015.

The study was conducted with the use of scientific and social research methods on the basis of the dialectical approach to the analysis of statistical material, which is consistently characterized by annual changes in the dynamics and structure of exports and imports of goods, reflecting the supply for export and purchases by import. For the analysis were used methods of aggregation of the primary information, deduction and induction, synthesis and generalization of the obtained results. The database of the study was the statistics of the Goskomstat of Russia, Customs Service of the Russian Federation and Belgorodstat.

The estimates about the features of foreign trade development in the Belgorod Oblast allowed us to formulate the following suggestions for its further development in the future on the basis of: implementation of measures to overcome the difficulties of a regional nature in the conduct of foreign trade operations using innovative approaches to improve processes; ensure the achieved level of exports of primary commodities and semi-finished ferrous metal ore, iron

concentrates in trade on the world market; strengthening a favorable climate for foreign investment with countries in Asia, Africa, Latin America; a real reduction in the influence of supporters of the liberalization of socio-economic ideology in the politics of the region; provide assistance to citizens of Ukraine who do not agree with the policy of the Kiev authorities, the crippling political, economic and cultural relations with Russia.

Key words: foreign trade, export, import, Eurasian Economic Union, trade balance, commodity composition.

Trosickhin V.V.

Belgorod University of Cooperation, Economics and Law, Doctor of Philosophy, Professor, Head of the Chair of Humanities and Socio-Economic Sciences,

Filenko L.P.

Belgorod University of Cooperation, Economics and Law, Candidate of Philosophy, Associate Professor, Chair of Humanities and Socio-Economic Sciences,

Gorlova S.V.

Belgorod University of Cooperation, Economics and Law, Post-graduate student

Economic relations and social structure of the society. P. 65-83.

Abstract. The article focuses on the purpose and objectives of modern conceptual and methodological basis of sociological models of the Russian society structure in conjunction with the economic relations that determined the retrospective and actual analysis of foreign and domestic concepts of humanitarian and socio-economic knowledge. Considering the complex interdisciplinary nature of the problem the authors used the dialectical and systematic methods, which allowed to consider the questions in their interdependence, interaction and interrelation. Along with this in the article were used general scientific methods underlying the conceptualization of interdisciplinary problems used in humanitarian and socio-economic sciences: analysis, synthesis, idealization, etc. The study substantiates the position that sociology, and to some extent economy, in the construction of their conceptual schemas are based on the philosophy of positivism, which lowers methodological resource not only of sociology but of all the humanitarian and socio-economic knowledge. Critically reconsidered concept and methodological approaches to constructing social stratification theories have shown that by ignoring crucial and fundamental characteristics of social classes – people's economic relation to the means of production – the positivist methodology gives the theories of social stratification characteristics of superficiality. The study showed that modern sociological models of the Russian society structuring should be founded on socio-cultural methodological approach based on economic relations. The study also revealed that there is a methodology which in sociological measurement does not coincide with class-based theories, but has practical significance.

Keywords: biological interpretation, psychological interpretation, social stratification, social inequality, Modern era, cognitive reorientation, lifestyle, cultural pluralism.

Drozдова M.I.

Siberian University of Consumer Cooperation (Novosibirsk), Doctor of Economics, Associate Professor, Professor of the Department of Economics

Nagovitsina L.P.

Siberian University of Consumer Cooperation (Novosibirsk), Doctor of Economics, Professor of the Department of Economics

Critical issues of cooperative education. P. 84-95.

Abstract. The aim of the article is to single out the issues related to cooperative education and to formulate recommendations on its improvement in accordance with the new contemporary traditions and challenges. The article investigates two branches of cooperative education, which correspond to the dual nature of the cooperative economic model: professional and educational, their goals, subjects, states, necessities as well as the possibility of their

preservation and development. The authors regard it necessary to distinguish terms “cooperative education” and “education in cooperative educational institutions” as they, at least in Siberia, have ceased to coincide and are characterized by multidirectional trajectories. The article states that small and medium businesses as well as other third-party consumers have turned to be the primary beneficiaries of services rendered by educational organizations.

In order to satisfy the increased demand to cooperative education, some forms of its regeneration is proposed. The authors offer the complex of their own methodologies, methods and mechanisms of research used in the contents and structure of the discipline “Economics of consumer cooperation” in order to characterize the dual nature of cooperation from economic point of view, cooperative property, relationship management based on the participation economy, identification of cooperatives and to understand funds, revenues and profitability formation peculiarities.

Key words: cooperative education, awareness raising education, economics of consumer cooperation.

Bozhuk S.G.

Peter the Great St. Petersburg Polytechnic University, Ph.D. in Economics, Professor, Professor of Higher School of Internal and External Trade, Institute of Industrial Management, Economics and Commerce

Pletneva N.A.

Peter the Great St. Petersburg Polytechnic University, Candidate in Economics, Associate Professor, Higher School of Internal and External Trade, Institute of Industrial Management, Economics and Commerce

Evdokimov K.V.

Peter the Great St. Petersburg Polytechnic University, Candidate in Economics, Associate Professor, Higher School of Commodity and Service, Institute of Industrial Management, Economics and Commerce

Impact of ecological innovations on consumers’ preferences (russian car market as a case study). P. 96-109.

Abstract. The main aim of the current research is the identification of the impact of ecological innovation on consumers’ preferences on the example of Russian car market. The current market is only emerging. On the other hand, the consumers are forming the interest to the ecological goods including the long life cycle goods. The problem of evaluation of the competitiveness of the Russian eco-mobiles and the identification of their main characteristics, important for consumers, is coming to the fore. The use of M. Portrer’s and R. Grant’s models allowed to evaluate the competitiveness of environment friendly car industry. The analysis of the empirical sources, which characterize the electric and hybrid car markets in separate individual countries and in the world, as a whole, was done. The use of the method of expert evaluations allowed to identify the most important attributes of competitiveness on the Russian market: the acquisition cost, the rapidity, the economy of travel, the duration of travel, the capacity of the trunk. For the analysis of competitiveness we used the calculation methods, which allowed to determine the individual and weighted indicators of competitiveness for each characteristic of the considered models of electric cars on the Russian market. As result, it was identified that the first Russian serial electric car ELLADA by AutoVAZ has a sufficient level of competitiveness. However, the gap to its nearest competitors - the Renault ZOE, Kia Soul EV is small. The strengthening of positions on the Russian market is possible only with the government support.

Keywords: eco-marketing, ecological innovations, consumer loyalty, market of electric cars, Russian car industry.

Khasanova A.S.

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

Vaks V.B.

Kazan National Research Technical University named after A.N. Tupolev, Candidate in Economics, Associate Professor, Chair of Economic Theory

Kvon G.M.

Kazan National Research Technical University named after A.N. Tupolev, Candidate in Economics, Associate Professor, Chair of Economic Theory

Mukhametzjanova F.G.

Kazan Federal University, Ph.D. in Pedagogy, Professor, Chair of World Cultural Heritage, Institute of International Relations, History and Oriental Studies

Innovative approach implementation risks in the organization of educational process in high school. P. 110-119.

Abstract. This article is devoted to the support of the educational process in the University innovative learning tools and the study of the risks involved while implementing them. The relevance of the article is that it presents the results of the study aimed at identifying risk factors that impact negatively on the implementation of innovative educational technologies to support the learning process. Scientific novelty of the work is presented by the characteristics of the order of the emergence and development of risks in the implementation of Internet technologies in the educational process, compilation of risk maps. The object of study is the LMS Blackboard Learn, an innovative learning management system. Earlier authors have already reviewed the results and implementation experience of this system on the example of the Kazan State Technical University named after A.N. Tupolev (Kazan), described its advantages and disadvantages. This article represents the second phase of the study, based on surveys of students, the purpose of which was to identify the difficulties and risks of innovation processes in the framework of the activities of the University and understanding of the students' difficulties. Timely identification of innovative educational technologies introduction risks and their study would allow to proactively develop measures to prevent them or reduce the negative impact on the educational process. To achieve the goals in the research the following methods were used: method of survey (a questionnaire of 3-4-year day-time students majoring in the "Economics"), generalization and analysis of results of questionnaire, the method of theoretical analysis, mathematical methods (ranking, scaling). As a result of the study, the authors presented the risk map, a visual form representing the features of the content risk in the educational activities carried out in KNRTU-KAI. During the study it was concluded that the introduction of innovative educational systems leads to the emergence of new risks in educational activities, but it is an objective requirement of establishing an integrated educational system that includes current needs.

Keywords: innovation processes, risks, educational technology, higher education, SWOT analysis.

Bautin V.M.

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

Lebedeva L.V.

Voronezh State University of Engineering Technologies, Candidate in Economics, Associate Professor, Chair of Management, Production Organization and Branch Economy

Filatova M.V.

Voronezh State University of Engineering Technologies, Candidate in Economics, Associate Professor, Chair of Management, Production Organization and Branch Economy

Kazaryan M.A.

Voronezh State University of Engineering Technologies, Scientific Degree Applicant, Chair of Management, Production Organization and Branch Economy

Key areas for improving economic sustainability of the regional sugar industry enterprises. P. 120-129.

Abstract. The purpose of the study is the analytical substantiation of perspective directions of sugar industry development for the growth of economic sustainability of industrial enterprises. The study was conducted using the methods of goal-setting, economic and statistical assessment of the achievement of the goals and verification of forecasts of development of the industry. The economic stability of each separate enterprise allows the whole economic system not only to keep its potential, but also to ensure quality economic growth and access to international markets with competitive products. Considering the economic stability in the context of the sugar industry, it is worth noting that it is one of the leading places in the structure of food industry of the region, but there is a huge potential for growth of economic sustainability of enterprises engaged in sugar beet production. The article presents the priority directions of improving the efficiency of activity of industrial enterprises. To enhance the economic sustainability of the enterprises and increase competitiveness of domestic sugar the proposed system of measures to strengthen the connections between production and industry science. For intensification of raw materials processing it is recommended to develop new technologies to ensure minimum waste. Processing of secondary resources, would allow industry companies to approach the implementation of waste-free production that will promote the production of such types of by-products, such as citric acid, and sugar with the biological additives, dietary fiber, pectin, etc. Comprehensive solution to the problem of improving the economic sustainability of the sugar industry enterprises will help to ensure regional and national food security.

Keywords: economic stability, sugar industry, regional economy.

Tresnitsky A.B.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Head of the Chair of Accounting, Analysis and Statistics

Zimakova L.A.

Belgorod University of Cooperation, Economics and Law, Ph.D. in Economics, Professor, Head of the Chair of Accounting, Analysis and Statistics

Kovalevskaya A.V.

Head Accountant, LLC «Bora-Servis» (Belgorod)

Main aspects of management accounting forming for external users and higher level management. P. 130-142.

Abstract. Investors and top management play the most important role in determining the directions of economic entity development; their interests are focused on the development prospects estimate, therefore the approaches to the forming of management reports for these groups of users differ greatly. Research and substantiation of theoretical positions were carried out using such methods as detail and generalization, grouping and comparison, systematization, etc. The purpose of this article is to develop methodological recommendations on the formation of management reports aimed at ensuring the monitoring of financial results from ordinary activities. Having studied information requirements of investors and chiefs in all stages of financial results forming, we have developed and presented methodical recommendations for the compilation of management reports. In the basis of management reports compilation are principles of purposefulness and materiality. Offered to the calculation of the evaluation criteria are focused on the development prospects of the economic entity. An important place in the proposed reporting forms occupy the indicators, characterizing the causes of deviations, the factors which caused them, the size of the expected improvements. Methodical recommendations make it possible to provide management process of the financial results from ordinary activities more detailed information, disclosing the main aspects of the activities of commercial organizations and growth prospects.

Key words: management accounting, investors, top management, information support, decision-making.

Boltenkov A.N.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Accounting, Analysis and Statistics

Tedejeva R.A.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Economics

Kovalev A.N.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Accounting, Analysis and Statistics

Theoretical aspects of ratio analysis application to assess organization's financial activity. P. 143-149.

Abstract. The aim of the research is a detailed study of theoretical aspects of the use of ratio analysis in the financial activities of organizations. To address this goal we have used different general scientific and special economic methods. Ratio analysis became widespread in the practice of financial analysis, with which various sides and parameters of the financial status of the organization are characterized by ratios of indicators. In implementing the coefficient analysis, the focus is on the conclusions that can be made on the basis of the calculated coefficients, and for this it is necessary to clearly present their "economic sense" and interpretation of the coefficients. This article discusses the need for the study of financial factors in entrepreneurial activities; comparative characteristics of the applied coefficients of domestic and foreign organizations operating on the basis of international financial reporting standards; the main issues that increase the efficiency of the use of ratio analysis, which is related to the acceleration of the transition of Russian standards to the international standards, the establishment of clear target orientation coefficient evaluation, and organization analysis directly to enterprises; identifies the main consumer of the results of the coefficient analysis within the organization and outside the subject. Technique of financial analysis in which the basis for the calculations are the coefficients of the enterprises is considered important for the reason that it gives an opportunity to define the crisis and to take urgent measures to stabilize the situation.

Keywords: ratio analysis, financial analysis, indicator, factor, organization, efficiency, financial performance, standards of financial statements.

Naplekova Yu.A.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Commercial Activity and Advertising

Voronkov A.V.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Commercial Activity and Advertising

On the concept of sales model development in consumer cooperation retail trade. P. 150-161.

Abstract. The aim of the study is to determine the factors and possibilities of forming a model of sales in the retail trade of consumer cooperation. In the course of the study the following objectives were addressed: to define the theoretical characteristics of the process of formation of the sales patterns in the trade; the features of forming a model of sales in the retail trade of consumer cooperation; description of the system of factors influencing the study process; identifying constraints associated with the goods produced in consumer cooperatives; suggestion of sales model, which would contribute to the mission of the retail trade of consumer cooperation. In the course of the study we used general scientific and special research methods, which allowed to analyze, draw conclusions, summarize the results of the study and achieve its objectives. The article notes the need to address adverse change in the retail trade of consumer cooperative societies through the creation of a balanced demand and possible symbols and values on the formation of commodity resources of the sales model, built on the basis of the content of

the mission of consumer cooperation and increase sales. The article suggests the directions of integration of consumer cooperatives with the commercial networks, and singles out the advantages and disadvantages of this process.

Keywords: retail trade, consumer cooperation, sales models, integration, inventory, information assurance, commercial activity, marketing study, sales system.

Osadchaya S.M.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Marketing and Management

Dikunova L.M.

Belgorod University of Cooperation, Economics and Law, Associate Professor, Chair of Natural of Natural Sciences

Social report as a form of corporate social responsibility. P. 162-173.

Abstract. The article is devoted to the issues of social report making of the organization that implements social responsibility tools. It is emphasized that organizations' social responsibility creates in a certain way its sustainable competitive position for a long-term period by coordinating and integrating socio-economic interests of the organization with public interests. It is indicated that the form of social responsibility of the organization is the formation of a social report. In this regard the article provides the factors that actualize the companies' social reporting in their management practice. The carried out analysis of scientific works and publications in the non-financial sphere of various organizations allowed to identify the main types of non-financial (social) reports of organizations. Since the basis of the organization's social report constitute relevant normative documents regulating and adjusting socially responsible activities in a certain way, the article presents the main international and domestic normative documents. It is also determined that the social report of the organization is formed on the basis of the indicators characterizing the organization' social activity.

Keywords: social responsibility, social reporting, social report, documents regulating organizations' social responsibility, organizations' social activity, the organization's social activity directions.

Gomonko E.A.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Economics

Dogaeva L.A.

Belgorod University of Cooperation, Economics and Law, Candidate in Science, Associate Professor, Chair of Commodity Food Products and Customs Expertise

Kosukhina O.V.

Belgorod University of Cooperation, Economics and Law, Post-Graduate Student, Chair of Economics

Economic rationale for the introduction of flour confectionery products production of functional purpose with a relatively low cost. P. 174-185.

Abstract. Despite a fairly wide range of flour confectionery products manufactured by industry and sold retail, there is an acute shortage of products for nutrition of children older than three years and school age, which is confirmed by statistical data and own research. The production of confectionery products for baby food dictates specific requirements, such as: products must be manufactured from environmentally friendly raw materials, should be as natural to have nutritional value, appropriate to the growing organism. Introduction in manufacture of the confectionery industry of new functional confectionery products for baby food to meet the demand of the population in products of this type, thereby to improve the competitiveness of enterprises and consequently, to raise the level of his income, since the deficit of this product on the face, which is confirmed by the conducted research. The aim of scientific

research is the argumentation of the introduction into production of new types of confectionery products, for which there is unmet consumer demand with high quality and relatively low cost. To conduct the study we used the following methods: general scientific methods of dialectics, analysis and synthesis, comparison, analogy, the method of economic-statistical analysis, marketing analysis, graphical method. The result is the economic rationale of reducing the cost of production through the commercialization of new formulations of functional products of high nutritional value for children over three years and school age.

Keywords: confectionery industry, functional confectionery products, production cost.

Shevtsova N.V.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Finance and Customs Income

Shandakova N.N.

Belgorod University of Cooperation, Economics and Law, Senior Lecturer, Chair of Finance and Customs Income

Poberezhnyi S.G.

Belgorod University of Cooperation, Economics and Law, Senior Lecturer, Chair of Labour and Business Law

Life insurance as the key driver of russian insurance market development. P. 186-197.

Abstract. The purpose of the research is to study trends and prospects of life insurance development – one of the most important sub-branches of personal insurance in modern times. The research is based on general scientific methods, such as methods of dialectical logic and synthesis, and methods of empirical study, such as observation and comparison methods. The article describes peculiarities of life insurance as the special type of personal insurance, gives proof of its advantages and presents key problems of savings schemes for life insurance. The authors give special attention to the study of main indexes characterizing current status of life insurance and its influence on Russian market development as a whole. The authors have found out trends in dynamics of life insurance contributions and life insurance benefits, conducted the investigation of insurance premiums according to type of business and insured, studied concentration of the given segment of insurance market. The analysis of life insurance in the context of its main types is of special interest. The article emphasizes importance of the new insurance product – «investment» life insurance demonstrating the fastest rate of increase in the given segment of insurance market. The conducted research made it possible to reveal the problems and set out directions of life insurance development for the short-term.

Keywords: life insurance, life insurance types, insurance contributions, insurance benefits, investment insurance, concentration of life insurance market.

Igolkina V.V.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Accounting

Zalevskaya N.A.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Accounting

Kotelnikova O.P.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Accounting

Directions of accounting settlements improvement on social insurance and security. P. 198-214.

The importance of investigating issues related to settlements with non-budgetary funds is due to the fact that any employer (commercial firm or individual entrepreneur), with the presence of employees, is required not only to pay them wages, but also to pay contributions to social insurance and their support to non-budgetary funds. The main change in the sphere of insurance contributions in 2017 is the transfer of powers of non-budgetary funds on the contribution payment control, collection of debts and receipt of contribution accounting to the Federal Tax Service, which is confirmed by the including of Chapter 34 “Insurance Contributions” into the second part of the Russian Tax Code. The purpose of this article is to study the accounting settlement methodology on social insurance and employees’ supporting in the organization, as well as development of recommendations aimed at improving the accounting settlements on social insurance and support. The research was carried out by using such methods as observation, grouping and comparison, detailing and generalization, logical, complex and systemic approaches, balance methods, classification, etc. The research resulted in measures allowing to increase the effectiveness of accounting settlement on social insurance and supporting employees in the organization.

Keywords: accounting settlement on social insurance and support, accountability on contribution payment on social insurance and support.

Alekhina E.S.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Associate Professor, Chair of Finance and Customs Revenues

Shokhova N.A.

Belgorod University of Cooperation, Economics and Law, Senior Lecturer, Chair of Finance and Customs Revenues

Yablonskaya A.E.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Senior Lecturer, Chair of Finance and Customs Revenues

Modern development directions of mortgage lending in Russia. P. 215-224.

Abstract. The aim of the study is to identify directions of mortgage lending development in Russia based on the results of the analysis of its current state. The study was based on the use of a systematic approach, covering the methods of induction, deduction, abstraction, analogies, constructing time series, comparison, analysis and synthesis. The article reveals the essence of mortgage lending, the dynamics of volume and number of housing loans granted to individual residents in the Russian Federation for the period from 2010 to 2016, the directions of development of mortgage lending, as well as the principles for their implementation. The study found that maximum values for the volume and number of granted mortgage credits in the country were recorded in 2014 and currently as a result of the negative impact of the financial and economic crisis the level of development of mortgage lending declined to the figures of 2013. The main directions of mortgage lending development in Russia are: the expansion of the mortgage with state support; reduction of the interest rate on housing mortgage credit; reduction of cost per square meter. It is concluded that the effective involvement of all stakeholders for housing mortgage lending in the exercise of principled positions would not only raise the standard of living of the Russian population, but also switch to more qualitative stage of development.

Keywords: mortgage, mortgage credit, development directions.

Aleksandrov V.V.

Belgorod University of Cooperation, Economics and Law, Candidate in Science, Associate Professor, Chair of Organization and Information Protection Technology

Ponomarenko S.V.

Belgorod University of Cooperation, Economics and Law, Candidate in Science, Associate Professor, Chair of Organization and Information Protection Technology

Biryukov M.V.

Belgorod University of Cooperation, Economics and Law, Post-Graduate Student

Prevention of fraud actions on bank cards with fraud monitoring system. P. 225-233.

Abstract. The purpose of this article is to complement a set of security measures aimed at preventing fraudulent actions on bank cards of customers. The need to study the problem of using bank cards is due to the fact that they are the most important trend in the development of cashless settlement technology in the banking sector. However, raising the business image of the bank, winning the market, attracting the clientele, increasing the speed of payments, bank cards inevitably become the object of attention of intruders. The analysis of fraudulent actions on bank cards with statistics of malicious acts in the Russian Federation for 2016 is conducted. The classification of criminal acts leading to the theft of money on card accounts is presented, the most common types of fraud and the results of their implementation are selected. As a means to prevent fraudulent actions on bank cards, a fraud monitoring system is considered. The "life cycle" of fraud monitoring transactions is presented, which explains the steps of authenticating users of bank cards. The research used general scientific methods (observation, comparison); economic and statistical methods of data processing (grouping, comparison, business impact analysis (BIA)), analysis of causes and effects, maintenance aimed at ensuring reliability. The result of the study is the addition of the fraud monitoring system at the level of the primary payment analysis and the rationale for their application. The proposed addition of the fraud monitoring scheme includes the creation of personal security filters at the level of the initial payment analysis. The use of custom security filters will increase the authenticity of user authentication and reduce the risk of fraudulent activities.

Keywords: information security; bank cards; fraud monitoring; payment systems.

Kostyanik N.V.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Senior Lecturer, Chair of Information Systems and Technologies

Classification as the necessary element of the commodity stocks management system under conditions of information technologies application. P. 234-245.

Abstract The purpose of the article is the development of scientifically grounded classification of commodity stocks under the conditions of information technologies application by means of grouping their classification characteristics according to the levels, which will allow us to identify the signs of commodity stocks for further coding, in order to improve the processes of planning, accounting, control and analysis; effectively ensure the information policy of the trading enterprise. To achieve this goal the author used methods of classification, comparative analysis, historicism.

New classification approaches were proposed basing on the analysis of commodity stocks classification characteristics and reflection of the emergence of new economic relations between business entities. In particular, such classification characteristics as the status of the supplier, a distinctive feature of environmental utility are highlighted.

In the process of developing a commodity inventory management strategy their scientifically based classification turns into one of the tools for studying consumer preferences, assortment planning, control and analysis of commodity turnover indicators.

With the introduction of computer technology into the trading activity practice there appears a need and significance of coding which serves as a way of formalized presentation of goods in a trade proposal. The article considers the history of the methods and coding systems development, the EAN coding systems, as well as the history of occurrence and prospects for using radio frequency identification systems in the wholesale and retail trade enterprises.

Keywords: classification, classification indicator, stocks, goods, coding, database, management, information technology, radio frequency identification.

Bancshuk G.G.

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

Koptelova L.V.

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

Kuzminova Yu.V.

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

Optimization of business processes as a factor of ensuring businesses' competitiveness. P. 246-258.

Abstract. The goal of the research is the study of business processes optimization as a factor. The methodological basis of the research are general scientific methods: generalization, observation, comparison, grouping, classification etc. The functioning of the organization of any industry, in its essence, is not possible without taking into account the activities of competitors that are links in one chain of the economy. Success in the organization is often determined by the ability to offer goods and services that are most appropriate to the needs of the market and consumers. That is why close attention is paid to such an aspect as competitiveness. In the conditions of hard competition, organizations of any form of ownership pay special attention to optimizing business processes. Management of business processes of economic entities assumes their constant improvement and optimization, therefore the most important tools of process management are approaches and methods for improving business processes, which determines the relevance and practical necessity of this study. The article presents typical algorithms for optimization and reengineering of business processes of companies, describes the stages of the above-listed ways of transforming business processes, and also presents criteria for choosing ways of transforming business processes based on reengineering and business process optimization procedures. The types of optimization solutions listed in the article will allow the economic entities to make a reasonably correct decision on the method of modernization of business processes, depending on the methods of their transformation. In addition, the article discloses the principles of optimization and determines the criteria for selecting business processes for optimization.

Keywords: optimization of business processes, principles of business process optimization, business process reengineering.

Kozhanov K.A.

Peter the Great St. Petersburg Polytechnic University, Candidate in Economics, Associate Professor, Higher School of Internal and External Trade, Institute of Industrial Management, Economics and Commerce

Evdokimov K.V.

Peter the Great St. Petersburg Polytechnic University, Candidate in Economics, Higher School of Commodity and Service, Institute of Industrial Management, Economics and Commerce

Lysenko V.V.

Belgorod University of Cooperation, Economics and Law, Candidate in Economics, Senior Lecturer, Chair of Service and Tourism

Services efficiency and quality indicators of organized student tourism. P. 259-271.

Abstract. The purpose of this study is to determine the impact of the changing nature of consumer behavior, a shift towards rational and informed choice of really important products and services that dictate the need for the emergence of new tools of tourist activity organization for provision of services to both individual, group and corporate consumers. The study was done on the basis of domestic and foreign theoretical and methodological findings in the sphere of improving the quality of tourist services. The authors found that the use of tourism technology

enables universities to carry out activities to address a wide range of tasks to improve the quality of education, external relations, health, cultural and moral education of students.

Studies on the nature of demand and consumer preferences have shown that among the needs, which are satisfied by organized student tourism services, acquired by higher education institutions, dominate the achievement of student satisfaction, satisfaction with the corporate needs of the University and needs in the individual task "turnkey" solution.

The analysis of demand and consumer preferences has shown that the needs in the organized tourism student services acquired by higher educational institutions, lack sufficient stability and there is a possibility of changes in dependence not only on the event format, but also on other factors.

The study revealed that the improvement of the organized student tourism services in their further development may be applicable to the tourism industry enterprises. The authors suggest the parameters of business processes regulation within the procurement committees of client organizations.

Keywords: tourism, tourist market, organized tourism, student tourism, services, quality of services, consumer demand, satisfaction with services, competitiveness of tourist market.

Natalyina T.V.

Novosibirsk State University of Economics and Management, Candidate in Economics, Novosibirsk Senior Lecturer, Chair of Corporate Management and Finance

Metal industry companies' development strategy: an integrated approach. P. 272-282.

Abstract The present work considers the problems related to forming and implementing the strategy of development under conditions of high indefiniteness of the external environment. It is noted that at the present time the practice of the economic management is performed under conditions of the state import replacement policy. It stipulates the necessity of accelerated solution of problems related to searching for the ways of strategic development of economic entities. The article goal specifies methodological basis of forming the integrated model related to defining the strategy of the development of the metal industry by using integrated approach based on the joint application of strategic management, process and costs concepts. In order to prove the goal, the following methods were used: comparative analysis, system analysis, economic and statistic methods, expert estimations, method of observation and data plot, methods and techniques of systemization and formalization of information, scenario approach, etc. The proposed tool for the formalization of the selection strategy algorithm align the KPI of the business processes of the enterprise with the strategy and objectives the main reasons for the ineffective implementation of the development strategy for factories for production entrance metal doors. The article forms basic development scenarios (optimistic, realistic and pessimistic) for door manufacturers to take into account the diversity of the development process and to identify its alternative trends to improve performance and ensure an adequate response to the dynamic external environment.

Keywords: development strategy, business processes, key performance indicators.

Enina D.V.

Far Eastern State Agrarian University, Candidate in Economics, Senior Lecturer, Chair of Management, Marketing and Law, Blagoveshchensk

Assessment the amur region self-reliance level in products of dairy and meat subcomplex. P. 283-295.

Abstract. Today ensuring food security of regions is one of key national security issues of the country. The purpose of the conducted research is the assessment of the level of self-reliance of the Amur region in products of a dairy and meat subcomplexes. In the course of the research, economical and statistical methods and methods of the system analysis were used. The basis of food independence of the country is constituted by the II sphere of production –

agricultural industry. The region is considered self-sufficient when the level of the population demand matches the production rate of products, and also the import of products from other regions and import is avoided. During the period from 2011 to 2015 production of milk in the Russian Federation was reduced by 2.68%, in the Far Eastern Federal District – by 6.7%. The indicators of production of livestock and poultry meat (in slaughter weight) show the opposite trends. The assessment of the level of self-reliance of the region in food is carried out by two methods: the first method considers the standard rate of consumption of food and the estimated need of the population for this product, the second – the amount of private consumption in the region. The analysis of level of self-reliance of the population of the Amur region in livestock products revealed the existing burning issues: production of local dairy and meat products annually decreases, volumes of production cannot satisfy the demands of the population, the region is outside food security and completely depends on import of food from other subjects of the country, including import of food, which leads to increase in the price of products, and in some cases deterioration of its quality.

Keywords: food security, the level of regional foodstuffs self-reliance, dairy subcomplex, meat subcomplex, rational regulation of food consumption, production structure, Far East.

Fedorchenko O.I.

FGOBYVO Institute of Finance with the Government of the Russian Federation, Kursk Affiliation, Candidate in Economics, Senior Lecturer, Chair of Economics and Finance

Fedorchenko T.A.

FGOBYVO Institute of Finance with the Government of the Russian Federation, Kursk Affiliation, Candidate in Economics, Senior Lecturer, Chair of Economics and Finance

Modern state and directions of small entrepreneurship development in Russia. P. 296-306.

Abstract. The aim of the study is to analyze the functioning of small and medium entrepreneurship in the Russian Federation and identify areas for their further development. This goal involves setting the following tasks: study of the dynamics of small business development in Russia, the identification of factors and directions of effective functioning of small businesses. On the basis of the system analysis, economic and statistical, logical methods, and comparative analysis we studied the dynamics of the number of small businesses, and the number of employees in these economic subjects. We identified the factors, influencing the development of small business, a system of indicators characterizing the economic conditions of small businesses, which have an impact on efficiency. We analyzed the measures of state support of small enterprises, made their classification according to classification groups. Special attention is paid to the tax mechanisms of stimulation of small business, classification of tools of stimulation in the field of taxation. We systematized the simplified methods of the accounting process, formulated the procedure for their application and defined the expected effect of the introduction of simplified methods of accounting; underlined the importance of state support and creation of favorable conditions for functioning of small business subjects; and made the conclusion about the way forward for the development of small business.

Keywords: small and middle size business, state regulation, entrepreneurship, development factors.

Dalibozhko A.I.

Tomsk National Research State University, Postgraduate Student

Youth entrepreneurship concept and its place in the country's economy development. P. 307-316.

Abstract. The article is devoted to the study of youth entrepreneurship concept as a socio-economic category, which has a significant impact on the country's economy development. The aim of the work is to study approaches to the definition of youth entrepreneurship in terms

of Russian legislation, as well as Russian and foreign researchers. The issue of increasing the entrepreneurial activity of young people is raised. Youth entrepreneurship is seen as an important resource for the development of the national economy, as well as a tool to solve the problem of youth unemployment, greatly exacerbated in recent years, especially in the category of 20-24 years. Youth entrepreneurship strengthens the financial position of young people, as well as their professional and personal fulfillment. The conclusion that the concept of youth entrepreneurship is still not fixed legally and scientifically is given. Author's own definition of youth entrepreneurship is given, and indicated the need for further formation of the conceptual framework. Enterprise development is recognized as one of the most effective tools that will accelerate the country's transition, especially the economy and socio-oriented sectors of modern Russia, to the innovative way of development. The use of instruments of youth entrepreneurship and the formation of an appropriate environment is designated as an important tool for the development of society.

Keywords: youth entrepreneurship, youth, entrepreneurship, business environment.