

ECONOMICS AND MANAGEMENT IN BRANCHES AND SPHERES OF ACTIVITY

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Perspective forms of integration structures for regional economy innovative development. P. 9-19.

Annotation. Strategic orientation of the economy to innovative development is accompanied by a transformation of the content of processes underlying it, including the expansion of the boundaries of integration processes. The present integrational interaction is significantly different from the experience that was prevalent in the last century. Developing, integration ties no longer require organizational design, but at the same time they are characterized by increasing structural complexity and assume a total character. This circumstance necessitates a comprehensive study of the features of integration interaction to determine the prospects for regional innovation development. The purpose of this study is to substantiate the perspective forms of integration structures in the context of their significance for the innovative development of the regional economy. The study implemented a set of general scientific methods, in particular, goal-setting, the formation of a selective set of the object of research, substantive analysis, logical reasoning, argumentation of the evidence base, and conduct of scientific polemics. The article provides variants of typification of integration structures and analyzes the practice of their formation on the example of the Voronezh Region. The contents of new forms of integration structures that are promising for the regional economy in the context of its innovative development are given: investment pool, innovation complex, research and production cluster, cognitive center, integration and innovation project. The article substantiates the proposition that when choosing the perspective form of the integration structure, it is necessary to take into account the existing regional practice of integration interaction determined by the specialization of the region.

Keywords: integration processes, integration, interaction of subjects of regional economy, region, regional economy, forms of integration interaction.

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Income and poverty in the region: the main approaches to evaluation. P. 20-29.

This research was carried out within the framework of the state assignment of the ISEI URC RAS on the topic "Levelling of spatial polarization of different-level territorial systems in the conditions of forming a technological breakthrough" (No. of state registration AAAA-A17-117021310209-5)

Abstract. In modern times, the poverty of a large proportion of the population is a serious problem hindering normal development of human potential and social reproduction. This article presents an analysis of the level of income of the population and poverty as a complex social problem that has a negative impact on all areas of socio-economic development in the regions of the country. The analysis of the dynamics of real money incomes of the population, the structure of income of the population of the Russian Federation and the Republic of Bashkortostan proved that the complexity of the problem of poverty causes the need to focus research attention on aspects related to theoretical approaches, methodological tools of assessment, the choice of indicators and indices. The most developed approaches to poverty assessment are considered. The thesis about the necessity of complex application of absolute, relative and subjective methods of poverty estimation is proved. Within the framework of these approaches the poverty level in the Republic of Bashkortostan and other regions of the Russian Federation is analyzed. It is revealed that the level of "absolute poverty" of the Republic is characterized by one of the lowest values in the Volga Federal District, and the level of "relative poverty" on the contrary takes a "leading" position in the ranking of regions of the Volga Federal District, which is primarily due to the high level of inequality in income distribution. In conclusion, the paper presents the existing shortcomings in the methodology of poverty assessment used in Russia.

Keywords: living standards, incomes, absolute poverty, relative poverty, household, region.

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Problems and prospects of recipient regions development. P. 30-39.

Abstract. The aim of the study is to compare the regions of the Russian Federation in terms of the level of development, including the human, the definition of common, typical problems in the context of balancing their incomes and expenditures, and determining the prospects for the development of the recipient regions. The article uses various methods of research, including: general scientific, statistical, economic-mathematical and other; methods of comparative and correlation analysis are used. The work reveals the essence of the regions of "donors" and "recipients", their characteristics are given from the position of research. The article shows the regions with the largest subsidies of the regional budget and donor regions, explores their dynamics, built a rating of the donor regions, studies the problems of the recipient regions, examines the prospects for their development from the perspective of state support on the basis of creating a regulatory framework with the development of a roadmap self-sufficiency and self-financing. The estimation of separate indicators of social and economic development of regions in interrelation with the level of subsidy, including indicators of GRP per capita, shares of the population living in the region, with incomes below the subsistence level is given. A grouping of regions by the value of the GRP per capita was carried out. Some factors that

influence the profitability of the regions have been identified, other revenues from the federal budget that contribute to "leveling" the territories are presented.

Keywords: recipient regions, donor regions, Belgorod Oblast, subsidies, federal budget, regional budget, state budget, incomes, expenses, target receipts, state credits.

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Economic subject's planning quality control organization. P. 40-48.

Abstract. The aim of the study was the organization and quality control of the planned activity of the economic entity as a factor of its effective development in the current economic conditions. Quality control planning provides an opportunity to analyze the relationship between performance and its individual parameters. The importance of such an analysis is primarily due to the fact that many parameters of this activity are of a probabilistic nature and can often be determined only approximately. The organization of quality control planning ensures the implementation of a fundamentally new technology for making economic decisions based on analysis of planned and actual performance indicators. The study was conducted using tools, methods and opportunities to improve the quality of planning for the effectiveness of the business entity. Modern tasks, functions, measures in the practice of qualitative planning are studied. Special structure of management analysis and reporting is substantiated, reflecting the interconnection and interdependence between the industry structure, economic categories, resource requirements, business prospects, business units. For practical activities, the stages of planning activity are proposed and the types and nature of control are determined. The quality of planning will be high if information technologies, business methods and qualified specialists are used successfully.

Keywords: control, planning quality, plan, managerial decisions, planning, goals, methods, analysis.

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The problem field of organizational culture study as a resource for strengthening personnel training programs in trade organizations. P. 49-56.

Abstract. The study of organizational culture as a resource for strengthening training programs for staff of organizations determines the need to build its optimal structure for analyzing and building the learning problem. The purpose of this study was to study the organizational culture of trade organizations and develop a model of learning based on organizational culture. The study was conducted using a set of methods: situational, structural-functional, theoretical and empirical research methods. The article is devoted to the study of organizational culture as a resource for the development and strengthening of training programs for personnel of trade organizations. The idea that the organizational culture can act as the basic

tool of the system approach to training and improvement of professional skill of the personnel is substantiated. A comprehensive study allowed to rank three main problems in the system of organizational culture development, which require a quick and local solution. The identified problems provide a basis for the conclusion that it is necessary to transform the personnel training system and its linkage with elements of organizational culture. A model of training based on elements of organizational culture, shared and desired by employees of a trading enterprise is suggested.

Keywords: training program, elements of organizational culture, innovation, initiative, emotional intelligence, systematic approach.

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Modern approaches to regional universities' competitiveness management. P. 57-64.

Abstract. The aim of the study is to identify modern approaches to managing the competitiveness of regional universities in the market of educational services. As methods of the conducted research were: analysis of theoretical data on the research problem; calculation of statistical indicators that characterize the main activities of regional universities (including the results of the rating of universities); as well as an analysis of official documents of the Belgorod National Research University (NIU "BelGU") in the field of strategic development and competitiveness. The article presents the results of the analysis of the main approaches to the management of competitiveness of regional universities (on the example of the National University of BelSU) on the main key activities, including: academic reputation, research, educational and international activities. The study showed that during the analyzed period (2013-2017), in all the identified areas of activity, there is a positive dynamics, which indicates an effective policy of university management in the field of increasing competitiveness and strengthening positions in the educational space. As a result of the research, the main directions of increasing the competitiveness of the university in selected areas of activity were identified, the implementation of which will allow the university in the long term to take worthy positions in the top 100 leading ratings, including not only the Shanghai subject rating, but also authoritative world ratings.

Keywords: competitiveness, educational space, development program, regional university, rating, management.

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Economic reasons for transforming the world outlook of youth. P. 65-78.

Abstract. This article attempts to conceptually, specifically interpret the economic grounds for transforming the world outlook in correlation with the socio-cultural characteristics of youth as a subject of economic activity. In the post-industrial economy, in the era of

globalization and the strengthening of the universal interconnection and interdependence, the material, economic component of social life takes a special position in terms of influencing the worldview of people, especially young people. It underlies their life, which determines its basic role in the formation of ideological orientations. The innovative mission of youth as a subject of economic activity in all spheres of society, its most important essential features and ideological positions are revealed in the focus on the future, which predetermined the relevance of the topic. Modern economic conditions confirm that orientation to the commodity market becomes a distinctive feature of the transformation of the worldview, not only as a result of its establishment on the basis of a rational organization of free labor, but also the economic activity of young people. Russia's role in the international community is changing, there is a denationalization of the economy, new financial and industrial groups are being formed, the multi-party political system continues to evolve, economic and socio-cultural foundations of the world outlook of young people are being transformed. The production, economic and market structures are fundamentally changing in their organic relationship with organizational and qualitative strengthening, the formation of increasingly more economically viable economic systems that could be sustainably retained and developed in conditions of aggravated market competition. On the basis of rational economic priorities strategic decisions are made, basic fundamental value systems are developed, problems of transformation of the world outlook of youth in Russian society are based on methodological sociocultural and economic approaches.

Keywords: economic grounds, transformation, youth, economic crisis, world outlook determinant, financial and industrial groups, market competition, innovative activity, computer technologies, information and digital culture.

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Relationship analysis the between tourism and sustainable development of socio-economic systems. P. 79-88.

Abstract. Sustainable development of socio-economic systems became, by the beginning of the 21st century, the concern of most countries and governments around the world. To achieve this, all available resources must be mobilized within the framework of an integrated policy and strategy. In this context, tourism sector is considered as one of the most important sectors contributing to the economic growth and supporting economic, environmental, social and cultural development. The purpose of this article is to determine the importance of the tourism industry in the process of sustainable development by defining the concept, goals, and functions of sustainable development, the author also considered the proposed model for the development of "sustainable tourism". The study was conducted on the basis of dialectical, systemic, holistic and descriptive approaches, which make it possible to study and describe the conceptual structure of sustainable development by applying logical analysis, comparison methods, calculation of balance method indicators, and modeling. As a result of this study, the author proved that in order to achieve sustainable tourism, an integrated approach and partnerships with stakeholders are needed, so the author suggested the systemic formation of the marketing space of tourism and related industries on the basis of integrated marketing and the corresponding development of its tools.

Keywords: tourism, sustainable development, socio-economic system, marketing space.

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Results of small innovative enterprises' activity at universities in Russia. P. 89-97.

Annotation. The article contains a multifaceted study and identifies the main results of the activities of small innovative enterprises at higher educational institutions, as well as the existing trends in their development. The main distinguishing features of small innovative enterprises at higher educational institutions are distinguished in comparison with small enterprises. In the course of the study, the following parameters were analyzed: the number of small innovative enterprises operating at universities in Russia; the ratio of the number of jobs created in small innovative enterprises at universities and staff engaged in research in the higher education sector; the ratio of the number of teaching staff and the number of jobs created in small innovative enterprises at universities; incomes and expenses of small innovative enterprises at universities. Based on the research conducted in the article, the following patterns are revealed: an increase in the number of employees of already existing small innovative enterprises at higher education institutions, and the turnover of money resources of these enterprises is increasing, but on the other hand, small innovation enterprises at higher education institutions are more likely to incur losses than make a profit, the pace of development is very low. The relevance of the research topic is conditioned by the fact that the efficiency of the work of small innovative enterprises at higher educational institutions is at an insufficient level. The purpose of the study was to identify and systematize the main problems and patterns in the activity of small innovative enterprises at HEIs for further their solution. The article uses general scientific and statistical research methods, as well as the method of system analysis.

Keywords: small innovative enterprises at universities, statistics, development in Russia, problems.

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To the question of the economic purpose of procedures of purchases for state and municipal needs in the Transbaikal region. P. 98-106.

Abstract. Introduction and transformation of procurement mechanisms in the domestic practice of the federal contract system is one of the principles in the organization of procurement activities in the territory of the Russian Federation and in certain regions of the Russian Federation. In this article, the author sets the task of researching and developing measures to regulate the organization of procurement activities in the Trans-Baikal Territory. As the research base, the author used informative data placed in open access on the information platform of a single information system in the field of procurement. As a result of processing and systematization of the data obtained, the analysis of the total annual volume of purchases, the dynamics of the types of procurement procedures, as well as the assessment of the savings in budget allocations were made, while the initial maximum purchase price was reduced. Recommendations are given on the systematization of conditions and prevention of inappropriate purchases. In general, the materials of the survey can be a systemic benchmark for practitioners, contract managers, contract service specialists to formulate a valuation methodology, and conduct procurement for each institution, organization or other business structure. Undoubtedly, the use of analysis and synthesis of procurement activities is a certain stage of the application of the federal contract system in practice and requires detailed elaboration for a better evaluation of purchases for state and municipal needs for the future.

Keywords: planning, economic efficiency, state and municipal customer, annual volume of purchases, initial maximum purchase price, purchasing dynamics.

ECONOMY OF LABOR AND LABOR RELATIONS

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Economic estimation of organization's labour resources usage efficiency. P. 107-114.

Abstract. The economic efficiency of the organization is determined by the level of economic impact of the material, labor and financial resources involved. The aim of the work was to develop a methodological approach to assessing the effectiveness of the use of labor resources, by justifying the need to introduce such a concept as a proper level of profitability of labor resources and the use of a detailed formula for the profitability of labor resources. The study was conducted on the basis of a systematic approach, according to which the system of human resources management was considered as a subsystem of the general economic model of management of all resources of the organization. The system approach provided the development of a detailed formula for calculating the profitability of labor resources, taking into account the cost of financial resources used to cover staff costs. The use of the proposed detailed formula for the efficiency of labor resources in the planning and analytical activities of organizations will provide not only an overall assessment of the efficiency of labor resources, but also the definition of the appropriate level of their economic efficiency. In addition, the results of calculations based on its use will increase the level of reasoning of decisions made in the field of human resources management and evaluation of the economic efficiency of these decisions. The results of the study are intended for researchers and practitioners specializing in the field of economics and finance of enterprises, as well as for students, postgraduates, doctoral students and teachers of universities of economics.

Keywords: labor resources profitability, the developed formula of labor productivity profitability, labor resources management factors, due level of labor resources profitability.

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Methodology of assessing population's quality of life. P. 115-122.

Abstract. This article is devoted to the problem of studying the quality of life of the population in Russia and in certain countries of the world. The relevance of the work is determined by the need to solve humanitarian problems that constantly arise in modern conditions, manifested in the scarcity of food, medicines, and the lack of social infrastructure. According to the official statistical data the quality of life is considered as a complex characteristic of the living conditions of the population. They are expressed in objective indicators and subjective assessments of satisfaction of material, social and cultural needs. These indicators are related to people's perception of their position depending on cultural characteristics

and social standards of our society. The presented analysis of the methodology for assessing the quality of life of the population, considers such components as demographic indicators, sanitary and hygienic living conditions, education and culture, the working condition, incomes of the population, the quality of the social environment and ecology. This research uses scientific and statistical methods, the index method, the social survey method, which help to analyze the impact of socio-economic indicators on the standard of living of the population. The article presents the results of the analysis of the standard of living in Russia, European, Asian and African countries from the positions of medical and social security, education, employment, working conditions. According to this research we can come to the conclusion that the methods of assessing the quality of life should be based on objective and subjective economic, social, political and environmental criteria.

Keywords: quality of life, method of assessing the standard of living, objective and subjective indicators, index method, human potential.

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Independent employees' (freelancers') remote activity analysis. P. 123-138.

Abstract. The main purpose of the research is to clarify the concepts used in distance activities in modern management. The author gives analysis and characteristics of the stages of participants' interaction in remote work. The article deals with methods and tools for searching executors and customers for projects. The theoretical basis was the research of authors and managers actively implementing the concept of distance activity. The article points out the contradictions in the use of terms of distance and independent activity, the analysis of the legislative base for the organization of remote activities are considered, the advantages and disadvantages of freelancing, the labor exchanges that are leading in attendance among participants in distance activities are highlighted. The main types of specializations for remote work are determined. The ways and methods of payment for projects are analyzed, the "safe transaction scheme" is presented. The most common forms of fraud and risks in project execution are shown. The vectors for further investigation of remote activity are singled out. The main conclusion in this research is that the distance form of management by specialists is the most promising direction in modern management. However, the present contradictions and inertia in the organization management system do not allow total application of all advantages in distance employment.

Keywords: remote activity, self-employment, freelance, freelance labor exchanges.

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Trends in the development of modern labor market in Russia. P. 139-149.

Abstract. Fundamental impact of the labor market on the functioning of the economy of any state is a given, emphasizing the specifics and specificity of the work of this economic mechanism. At the same time, the uniqueness and significance of the "filling" of the labor market – "human capital (potential)" – is increasing every year. This circumstance forces successful entrepreneurs to take into account current trends of socio-economic development and increase costs specifically for the recruitment and training of qualified personnel. Analysis of the main macroeconomic indicators allows us to identify trends in the functioning of the labor market in Russia, which clearly demonstrates the effectiveness of the influence of various methods and programs on its development since its inception, which can greatly simplify decisions about improving its current state. However, it should be noted that the specifics of the

development of the labor market in Russia should not be so negative: it is necessary to allow this economic mechanism to go along its "own" authentic path, directing it through both ordinary and non-ordinary methods. It is necessary to induce the power structures to improve the system of vocational education, re-qualification, and simplify the system of concluding labor contracts. The current situation on the Russian labor market significantly limits economic growth. Urgently, measures are required to improve labor legislation and state regulation of the Russian labor market. Also, we should strive to resolve the problem of low territorial mobility of the population of the Russian Federation, to promote higher labor productivity and real wages of Russian citizens.

Keywords: labor market, unemployment, human capital, informal employment, territorial mobility of the population, nominal wages.

MARKETING, COMMERCE AND LOGISTICS

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Strategy of competitiveness as a factor of economic sustainability of enterprises. P. 150-159.

Abstract. Increasing the economic sustainability of domestic enterprises depends to a large extent on the possibility and quality of management of competitive advantages. In the conditions of constantly changing market conditions, it is necessary to develop adequate competitive strategies, which in turn should cause changes in the internal environment that promote economic stability. Competitive strategy is the desire of the organization to occupy a competitive market position in the industry - that is, in the main arena where competitors compete. The competitive strategy is aimed at achieving a stable and profitable position. In the article, based on a study of the work of Russian and foreign economists, basic groups of competitive strategies are reflected. The shown strategies can serve as a reference point of activity of the enterprise depending on indicators of its competitiveness. Based on the study of the strengths and weaknesses of the enterprise, determining the number of major competitors in the market, assessing the enterprise's assets relative to its main competitors, assessing the situation of expanding the sales market and changing the enterprise's position in the market, the enterprise must develop competitive strategies. Authors in the scientific study consider the essence, content and goals of the strategy of competitiveness, determine the stages of developing a competitive strategy and a strategy for increasing the competitiveness of an economic entity. Conclusions are drawn on the basis of the study.

Keywords: competition, competitiveness, strategy of competitiveness, goals, strategy of enterprise competitiveness, economic stability.

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Native advertising as efficient means of SEO promotion. P. 160-170.

Abstract. The society is less receptive to Internet advertising every year. There are various ad blockers in the network, consumers are developing so-called "banner blindness" (ignoring banner advertising). Advertisers find it more difficult to attract a potential buyer to their product or service. In such conditions, a new type of non-traditional advertising - native or natural, which is published on various websites, is similar to editorial articles and penetrates into the people's consciousness unobtrusively and imperceptibly. Mainly native advertising is used on the Internet and objectively becomes a competitor of SEO (Search Engine Optimization), popular in the last decade, promotion or search engine optimization. In the article the authors analyzed the works of domestic and foreign scientists on Internet advertising and showed that the development of Internet technologies creates new perspectives in organizing marketing activities of organizations of any form of ownership and legal status. The authors of the article gave a description of the native advertising, gave a brief history of its origin in Russia and abroad, showed the effectiveness of native advertising, including, with SEO-promotion. The authors of the article singled out the reasons for preferring native advertising before other types of consumer attraction. The experience of the media of Belgorod in the use of native advertising is analyzed. The main advantages and disadvantages of native advertising are revealed.

Keywords: native advertising, SEO (Search Engine Optimization), Internet advertising, context advertising, promotion of goods and services.

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Marketing component of agricultural formations development strategy. P. 171-179.

Abstract. The purpose of this study is the theoretical substantiation of the essence and content of the marketing strategy in integrated agro-industrial formations. The study was conducted on the basis of the activities of integrated agro-industrial groups in Russia and the Republic of Belarus. The research is based on the following principles: scientifically-based selection of integrated goals that meet the market requirements; search for new forms and activities on a systematic basis to improve the competitiveness of new products; ensuring the coherence of interests of all participants in integration; individualization of enterprise strategies for effective work in prospective markets; differentiation of tasks for subjects of integrated formation taking into account orientation to the external market. In this context, a mechanism has been developed for the formation of a marketing strategy for participants in the agro-industrial complex integration in the food market. The research used general scientific dialectical methods, as well as laws and principles of formal logic. Based on the results of the research, conclusions are drawn that confirm the theoretical and practical value of the results obtained. In order to effectively organize sales and build up export potential, a conceptual model of the marketing strategy of integrated formation with the use of marketing tools has been developed. The application of the model in practice will allow to substantiate the activities of the marketing strategy with the aim of realizing the competitive advantages and expanding the target segment of the market presence, maximizing the participants' income through marketing positioning of the merger opportunities to penetrate the promising markets and increase the export potential of the participating enterprises.

Key words: strategy, integration, agro-industrial formations, domestic market, foreign market, agro-industrial complex.

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Form and content of integral interaction between the subjects of local food markets. P. 180-190.

Abstract. In modern conditions, the production process can not be concentrated within the framework of one organization, in order to carry out effective activity, it is necessary to interact with partner organizations, which forms the framework of the economic structure that ensures the stable functioning of the regional economy. The purpose of this study was to clarify the nature of economic interaction of regional actors in the context of spatial distribution of production and territorial location of economic entities; generalization of types and forms of economic integration with the identification and justification of promising types of integration formations. The research was carried out using the methods of epistemology of the essence of the problem and analysis of existing approaches to its solution, information systematization, classification of species and forms of integration, scientific substantiation of the author's position and argumentation of perspective integration structures adequate to modern realities of regional economy development. The article presents a generalized classification of forms and types of integration, their essential features are revealed. The priority is given to the development of cluster, cluster-network and network forms of integration interaction between the subjects of the regional economy, formed as a result of the evolution of corporate structures, expansion of their interaction beyond formal organizational boundaries, creation of new economic alliances and alliances, strategic partnerships, clusters, networks. New integration associations of regional actors gain new competitive advantages in regional markets through concentration of resources, skills, experience, key competences of their participants.

Keywords: regional economy, integration formations, forms of integration interaction, local markets.

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Assessment of advertising budget allocation effectiveness by multitouch research. P. 191-201.

Abstract. The article is devoted to one of the main problems of the advertising market - the lack of effective tools for evaluating advertising channels. The basis of information for the article was statistical reports and analytical articles that characterize the development of the direction of multi-touch research in the world market. The material of the article analyzes modern approaches to increasing the effectiveness of the advertising campaign, planning and forecasting marketing expenses, accelerating the sales cycle, and, as a result, of optimization of

the marketing strategy. The approach to redistribution of the advertising budget in favor of more effective channels of promotion is grounded, which can become a significant driver of growth for the company. The content of the article is aimed at solving problems of evaluating the possibility of using multi-touch studies at all points of contact on the customer's way to purchase. It describes in detail the algorithm for preparing and conducting multi-touch studies, as well as calculating the achievement of the main KPI project. Also in the article is an example of the evaluation of the effectiveness of offline communication channels through the indicators of the effectiveness of the online environment, which include the frequency of requests, ROMI, CPA and others, obtained with the help of multi-touch studies. This example illustrates the possibility of applying an integrated approach to assessing the effectiveness of marketing communications, while allowing you not to lose the opportunity to determine the effectiveness of each individual campaign tool. The article suggests to evaluate the effectiveness of marketing communications integrated, but by methods that are unable to identify the contribution of a separate tool, or, on the contrary, monitor the effectiveness of each tool separately for specific metrics, thereby excluding the evaluation of the effect of the integrated approach. The idea of multi-touch marketing is based on the technique described in the article. Multi-marketing allows you to increase the effectiveness of an advertising campaign; plan and forecast marketing expenses; accelerate the sales cycle; optimize the marketing strategy. In spite of the fact that according to the prevailing foreign practice, multi-touch marketing is mainly connected with Internet technologies, the proposed multi-touch technique is quite acceptable for researching an audience and evaluating the effectiveness of advertising campaigns in an offline environment.

Keywords: marketing, marketing communication, efficiency of advertising, offline advertising, multi-touch marketing, multi-touch research.

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Comparative study between the proportional approach and the non-proportional approach in retakaful. P. 202-220.

Abstract. In the traditional insurance industry, the insurance company reduces its risk by insuring it in another insurance company, which can help in case of insolvency threat. Retakaful is the Islamic alternative to the reinsurance industry. It is an important risk management tool used by Takaful operator to share portions of their risks with other companies, which can be another Takaful operator or a specially-formed Retakaful operator. To transfer parts of their risks, Takaful operators have many options, according to many criteria. This article aims to run a comparative study between different approaches of Retakaful, using Multi-Criteria Analysis Method and Weighted Sum Method, in order to determine the best approach, according to users' requirements. The article presents a detailed comparative study of the indicated approaches. The results of the study help to understand more deeply the content of the Retakaful approaches, namely the proportional approach (quota share, surplus) and the non-proportionate (stop loss, excess of loss), by analyzing their advantages and disadvantages. Also, the article gives a detailed comparative study of these approaches. The article is a kind of guide for professionals in choosing the optimal Retakaful approach in accordance with their needs and desired criteria, demonstrating the net benefit to the non-proportional Retakaful approach.

Keywords: insurance, reinsurance, risks, risk management.

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Method of formalized representation of project financing systems. P. 221-231.

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Abstract. Questions of the formalized description of projects financing systems are considered. Modern business plans actually represent verbal models of investment project financing systems with fragments of analysis. At the present stage of transition to the digital economy, business plans will gradually be transformed into full-fledged graphical and analytical models of project financing systems. This will raise financial planning to a new higher level, more fully corresponding to the needs of the modern economy. Absence, at the moment, of the techniques necessary for constructing adequate graphical and analytical models of financing systems is due to the fact that the process approach in the standard resource presentation is used to identify the systemic links resulting from the financing of projects. In the resource view, cash flows are considered as one of the types of resources. At the same time, not only the well-known functions of money theory are ignored, but also the opportunities to abstract from links that are not conditional on financing projects are significantly reduced. As a result, descriptions of funding systems that meet the needs of investors, creditors and others involved in project financing are created. The paper proposes a new approach to the formalization of the links, conditioned by the financing of projects, on the basis of the monetary representation of business processes. The composition and requirements to elements of graphical and analytical models of project financing systems are determined.

Keywords: business process, project financing systems, business plan, graphical and analytical model, formalization, modeling, resource representation of processes.

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Development of investment mechanisms in Belgorod region: theory and practice. P. 232-245.

(The article was prepared within the framework of the program for the development of the base university on the basis of the BSTU named after V.G. Shukhov)

Abstract. The article is devoted to the results of research and analysis of existing and recommended management approaches to the formation in the region of investment promotion mechanisms, which are one of the fundamental conditions for achieving the competitiveness of the territory. Based on the use of systemic-holistic methodology, dialectical, evolutionary and resource approaches, as well as the application of factor analysis, the conditions for ensuring a favorable investment climate at the regional level are specified, and its modern features are established on the example of the Belgorod region. The predicative role of investment policy in the process of investment management in a large economic system is emphasized and its definition is given. A wide range of methodological and practical problems related to the improvement of the mechanism of attracting investments into the economy of the region are investigated. As a result, the necessity of applying the ring principle in the management of investment activities in the region is substantiated; proposed, described and theoretically

substantiated relatively new effective forms and elements of the mechanism of resource allocation, as well as a phased model of the process of attracting investors. A model for assessing the total investment required for sustainable regional economic activity is recommended. The experience of the region in this sphere of economy and management of investment projects, including systematization of conditions of efficiency of this process and approaches to its assessment, is studied and summarized. The conclusions about the possibility of a positive trend in the development of investment processes in the region on the basis of the proposed tools are made.

Keywords: regional competitiveness, investments, investment policy, mechanism, institute, investment attraction algorithm.

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Actual problems of economic security of banking sector personal data information infrastructures. P. 246-252.

Abstract. The purpose of this article is to review the information activities of information infrastructures of the banking sector, processing personal data of customers. A number of new approaches to meet the needs of banking entities processing clients' personal data are proposed. The analysis of information infrastructures of the banking sector, which are of interest for illegal actions in relation to information activities of the banking sector in customer service. The article describes the main approaches to the organization of information security in the banking sector through the effectiveness of certain procedures to counteract the leakage of personal data in customer service. On the basis of the analysis of the organization of information protection in the banking sector the complex use of approaches for the optimal use of the functional resources of the Bank allocated to ensure the management of the system of protection of personal data of customers is justified. The considered results allowed to formulate a problem of modeling and optimization of information activity of the banking sphere in the conditions of counteraction to leakage of personal data of clients on technical channels. The study used general scientific methods (observation, comparison); economic and statistical methods of data processing (grouping, comparison, business impact analysis (BIA)), analysis of causes and consequences, maintenance aimed at ensuring reliability. The result of the study is the possibility of formalizing the information activities of the banking sector in terms of ensuring the protection of customers' personal data from leakage through technical channels, which can be the source data for the algorithms of simulation of information procedures of the Bank and procedures of technical protection of customers' personal data.

Keywords: management of economic security of the banking sector, banking sector information technology, the need of the subject of the banking information infrastructure, bank information infrastructure, the effectiveness of information activities of the banking sector, completeness of information processes realization of the banking sector, the volume of procedures of personal data protection, bank customers personal data minimum required amount of technical protection procedures realization, banking sector information activities formalization result.

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Accounting and reporting of insurance premiums with the social insurance funds. P. 253-261.

Abstract: The purpose of the study is that social policy represents a system of measures and activities aimed at ensuring normal functioning of the population. The validity and reliability of the results of the study are based on the use of scientific methods (observation, grouping, and comparing, detail, and generalization). One of the mechanisms of implementation of social policy is time-twisted and well-functioning system of social protection of the population. The main directions of policy of the Russian Federation, consist in creation of conditions providing worthy life and free development of man. The legislation of the Russian Federation lists the responsibilities of the Russian Federation as a social state: labor protection and human health; establishing the guaranteed minimum wage; and state support of motherhood, fatherhood, the disabled, the elderly, families and children; development of social services; the establishment of state pensions, allowances and other guarantees of social protection. Organizations must calculate the amount of insurance contributions payable for the accounting period. From 2018, the algorithm and the timing of transfer of insurance contributions have changed. Research methods of accounting of calculations on social insurance and social security is to create a system of mutual responsibility, implementation of social control, the formation of public opinion, financial compensation and investing.

Keywords: social insurance and social security insurance contributions, social assistance, synthetic account 69 "Calculations on social insurance and provision", tax declaration, OKATO, KBK.

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Methodology of bonds profitability assessment quoted on securities market estimation. P. 262-269.

Abstract. The decrease in the key rate of the Bank of Russia entails a decrease in interest on deposits of commercial banks. Therefore, the question arises of the effectiveness of investing free cash. To date, not only shares of Russian companies are traded on the Russian securities market, but also state and corporate bonds with fixed maturity. Therefore, the question arises of the benefits of investing money in bonds. At the same time, the private investor faces the question: how to determine this benefit. In the Russian practice, as well as in the world, certain methods for estimating the yield of bonds quoted on the stock market have been developed. In modern practice, the assessment of bond yield distinguishes two of its types: current yield and yield to maturity. But when investor bonds are purchased, the investor is more interested in the yield to maturity. The paper considers the main parameters of bonds and their characteristics, taking into account which methods are used to calculate the yield to maturity. In the process of research, the following research methods were used: monographic, abstract-logical, analysis and synthesis. As a result of the research, it was concluded that the bond yield to maturity is affected by the coupon rate, maturity, availability of depreciation, offer and taxation of coupon yield. The

algorithm proposed in the article for calculating the yield of bonds to maturity can significantly simplify the process of making investment decisions for private investors.

Keywords: yield, yield to maturity, bond.

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Segmentation of accounting reporting in the consumer cooperation catering organizations of tyva republic. P. 270-278.

Abstract. The purpose of this article is to show the need to develop accounting services for catering services in small villages in the Republic of Tuva. At the same time, the main emphasis is made on the importance of segmentation of reporting information on a geographical (territorial) basis. The relevance of the topic under consideration is due to the fact that in the current socio-economic situation it is important to justify and introduce a rational system of accounting and reporting in the cooperative public catering of remote and sparsely populated areas. The article examines the approaches to determining the content of internal (management) accounting statements, as well as the criteria for segmenting indicators based on the information base of the bank with adaptive accounting modules that, in addition to evaluating and monitoring the results of the economic entity's activities, develop plans and forecasts for the future: development (termination) of individual catering services with the retention or dislocation of assets. This article, devoted to the formation of internal management reporting on geographical segments for catering enterprises of the consumer cooperation system, continues a series of methodical publications based on the results of the research "Adaptive accounting in the public catering of consumer cooperation (on the example of the Republic of Tyva)". In the course of the work, methods of synthesis and analysis, concretization and others were used. As a result of the research, the authors proposed the formation of accounting management reports on the territorial (geographical) segment, which is able to provide information transparency of business in remote and sparsely populated areas for the purpose of managing it (on the example of public catering enterprises in settlements of the Bai-Taiginsky district consumer society of the Republic of Tyva).

Key words: public catering, remote and sparsely populated areas, adaptive accounting, a bank of adaptive accounting modules, geographical segments, segment reporting.

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Forming sustainable development principles in activities of credit institutions. P. 279-286.

Abstract. At present, economists and scientists are paying much attention to the sustainable development of the economy as a whole and the banking system, in particular. The concept of sustainable development was developed to replace the currently dominant resource allocation paradigm in the economy. Many banks in recent years are moving towards addressing the environmental and social consequences of their financial services, due to the fact that more and more banks understand that ignoring social and environmental problems can significantly increase their credit, right and reputation risks. To promote sustainability, banks should make efforts to improve the productivity and performance of their operations in the regions where they operate. Banking in the context of sustainable development essentially contributes to this goal. It is important to understand what exactly determines the criteria for sustainable development, what

approaches have developed in our country to this concept and how sustainable development affects the activities of commercial banks in our country. The article defines the specifics and features of the formation of ideas about sustainable development in Russia, the evaluation of theoretical approaches and modern judgments in a given plane.

Key words: commercial bank, sustainable development, criteria, principles, banking system.

COOPERATION AND ENTREPRENEURSHIP

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Information support for the economy of consumer cooperation procurement activities. P. 287-297.

Abstract. The purpose of the article is to characterize the new program of departmental statistical observation of Russian consumer cooperation, including procuring activity - the main driver of the development of the system in the globalized economy. The author's approach to the description of reporting forms differs from the traditional one, which contains information on the level of financial and economic activity, an assessment of the focus of each form on achieving strategic positions of the system, generalization of best practices, and the initiation of creative development trends. Traditionally high quality of the consumer statistics of consumer cooperation is underlined. The program of departmental statistical monitoring includes a number of forms that characterize the state of cooperative property, the state and use of the material and technical base of all sectors and types of economic activity, investment activity, industrial activities, paid services and certain types of activity of consumer cooperatives, on the purchase of agricultural products, wild-growing products, livestock and other raw materials; the number and wages of employees in key industries and their financial results. A brief analysis of the programs of the main reporting forms and a more detailed study of the information support of procuring activity are given. In the resultant part, the authors state the preservation of high qualitative parameters of departmental statistics, the perfection of its methodology, which will facilitate the integration of the system into the digital economy.

Keywords: departmental statistical observation, procurement - driver of development, information support of procurement.

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Model of business environmental economy at the meso-level (the Republic of Tatarstan as a case study)

Abstract. The article analyzes the impact of small and medium-sized enterprises on economic development at the meso-level. The relevance of the article is due to the fact that the issues of the territorial development of the business economy have not yet been fully resolved and require additional study and systematization of factors. The purpose of the article is to

formalize the laws of the contribution of entrepreneurship to territorial development on the basis of economic and mathematical modeling using the example of the Republic of Tatarstan. As the main research methods, the methods of description, comparison, generalization, analysis and synthesis, factor and component analysis were used in the article. On the basis of methods of factorial and component analysis, indicators of social and economic development on the basis of activation of small and medium-sized businesses, which have the greatest weight within the framework of the model of the economy of entrepreneurship in general, are revealed, and their hierarchical orientation is determined. Factors in the model of the business economy are structured with a division into municipal areas of a rural settlement and districts that have urban and rural settlements. The presented model of the business economy at the meso-level reflects the unity of integral factors with the identification of mono-profiles of development: production, social, agricultural drivers and state cooperation.

Key words: business economics, meso-level, Republic of Tatarstan, component and factor analysis, economic and mathematical modeling, small and medium-sized business, economic development.

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Socio-economic specifics of the early cooperative movement ideology. P. 308-318.

Abstract. The purpose of this article is to analyze the main content and reveal the socio-economic specificity of the ideology of early cooperative movement, turning to the study of theoretical works and experiments of economic activity of P. Plockhoy and R. Owen. In our research we rely on the positions and conclusions of economic theory, principles of systematics and historicism, as well as methods of hermeneutics and discourse analysis. By ideology we mean a system of regulatory and project ideas about the structure of a proper model of society. We believe that the cooperative ideology was synthetic and embodied certain features of conservatism, liberalism and socialism (solidarity, development, justice). Further, we consider the original project of creating a Cooperative Republic, proposed by the Dutch entrepreneur and philanthropist P. Plockhoy in the middle of the XVII century. Then we turn to the characteristics of social experiments of R. Owen in the first half of the nineteenth century, and his followers, represented by the "Society of equitable pioneers", who were able to achieve the first ever formal registration of a consumer cooperative. In our opinion, the ideas of P. Plockhoy were much ahead of his time. There were some prerequisites for the implementation of such economic projects, but the objective conditions for the full development of the cooperative movement in the seventeenth century are not yet completed. As for the cooperative ideas of R. Owen, many of them have not lost their practical importance in our days.

Key words: ideology, cooperative movement, conservatism, liberalism, socialism, utopia, theory, Pieter Cornelius Plockhoy, socio-economic activities, the Genesis of capitalism, bourgeois society, development, economy.

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Improvement of economic relations of consumer cooperation with individual part-time farms of the population. P. 319-329.

Abstract. The article deals with the place of individual part-time farms (IPTF) in the agro-industrial complex, their importance to the economy and consumer cooperation, their role in the economic and social life of society, the possibilities and directions of development of economic relations of consumer cooperation with the IPTF. The aim of the study is to determine the directions of improvement of economic relations of consumer cooperation with private farms of the population in modern conditions of management, complicated by the introduction of economic sanctions against Russia, a decrease in the standard of living of the population, especially in rural areas. In the course of material processing both general scientific dialectical methods (analysis and synthesis, deduction and induction, detailing and generalization, systematization and complexity) and methods of applied science, laws and principles of formal logic were used. The study found that the private subsidiary farm as a form of non-entrepreneurial activity contributes to the solution of a number of problems related to the production and processing of agricultural products, employment and income of the rural population. However, in practice, IPTFs face a number of problems that cannot be solved successfully without interaction with other economic entities. For example, without their own infrastructure, they have difficulty processing and bringing products to the consumer. Their effective development is possible only on the basis of interaction with other business entities, among which should be highlighted the organization of consumer cooperation. The conclusion that the improvement of economic relations between IPTFs and consumer cooperation will contribute to the development of the economy and the solution of social problems is substantiated.

Key words: consumer cooperation, individual part-time farms, economic ties, purchases of agricultural products.