

ISSN: 2223-5639



HERALD

**BELGOROD UNIVERSITY
OF COOPERATION, ECONOMICS AND LAW**

INTERNATIONAL RESEARCH AND THEORETICAL JOURNAL. PUBLISHED SINCE 2002

Issue 2(75)

2019

The journal is registered with the Federal Service for Supervision in the Sphere of Communications, Information Technologies and Mass Communications. Certificate on the registration of the Media PI No. FS77-63329 of October 9, 2015.

The publication is included in the List of peer-reviewed scientific publications in which the main results of dissertations for the scientific degree of a candidate of sciences and a doctor of sciences must be published.

The journal is included in the Russian Scientific Citation Index (RINC). Free access to the full text of the articles is provided on the technical platform of the Scientific Electronic Library on the Internet at elibrary.ru.

The articles published in the journal "Herald of the Belgorod University of Cooperation, Economics and Law" are assigned the digital identifier of the object - DOI, fixed in the standard ISO 26324: 2012 "Information and Documentation. System of digital identifiers of objects".

The founder of the journal is the Autonomous Non-profit Organization of Higher Education "Belgorod University of Cooperation, Economics and Law".

Address of the editorial office, publisher, printing house:
116a Sadovaya str. Belgorod, 308023

Free price

Distributed by subscription

The periodicity of publication is six times a year.

The journal is included in the catalogue of the Agency "Rospechat"

"Newspapers. Magazines & Journals»,

index of the edition - 18037

Chief Editor:

Teplov V.I., Ph.D. in Economics, Professor, Merited Employee of Higher School of the Russian Federation, Member of Russian Academy of Natural Sciences, Rector, Belgorod University of Cooperation, Economics and Law

Science Editor:

Tarasova E.E., Ph.D. in Economics, Professor, Member of Russian Academy of Natural Sciences, First Vice-Rector for Research, Belgorod University of Cooperation, Economics and Law

Editorial Board:

Aimagambetov E.B., Ph.D. in Economics, Professor, Corresponding Member of the International Academy of Sciences of Higher School, Academician of the International Academy of Economics "Eurasia", Rector, Karaganda University of Economics (Kazpotreboysuz), Republic of Kazakhstan

Alifanova E.N., Ph.D. in Economics, Professor, Head of the Chair of Financial Monitoring and Financial Markets, Rostov State University of Economics (RINH)

Althonayan Abraham, Ph.D., Director of International Business Development, Director of Top Managers Training Program, Senior Lecturer in Strategic Management, Operation Management and MBA, Brunel University London

Bychkova S.M., Ph.D. in Economics, Professor, Merited Employee of Higher School of the Russian Federation, Head of the Chair of Accounting and Auditing, St. Petersburg State Agrarian University

Bragin L.A., Ph.D. in Economics, Professor, Professor of the Chair of Trade Policy, G.V. Plekhanov Russian University of Economics

Doroshenko Yu.A., Ph.D. in Economics, Professor, Director of the Institute of Economics and Management, Head of the Chair of Strategic Management, V.G. Shukhov Belgorod State Technological University

Zimakova L.A., Ph.D. in Economics, Associate Professor, Professor, Chair of Accounting, Analysis and Auditing, Belgorod State National Research University

Ivanchenko I.S., Ph.D. in Economics, Associate Professor, Professor of the Chair of Financial Monitoring and Financial Markets, Rostov State University of Economics (RINH)

Isaenko E.V., Ph.D. in Economics, Professor, Member of Russian Academy of Natural Sciences, First Vice-Rector, Belgorod University of Cooperation, Economics and Law

Khairullina M.V., Ph.D. in Economics, Professor, Dean of the Department of Business, Professor of the Chair of Management, Novosibirsk State Technical University

Khodyrevskaya V.N., Ph.D. in Economics, Professor, Head of the Chair of Management, Kursk State University

Klimenko O.I., Ph.D. in Economics, Professor, Member of Russian Academy of Natural Sciences, Head of the Research and Education Center of Global Economics and Cooperation, Belgorod University of Cooperation, Economics and Law

Lebedeva S.N. Ph.D. in Economics, Professor; Rector, Belarussian Trade and Economics University of Consumer Cooperatives

Makrinova E.I., Ph.D. in Economics, Professor, Corresponding Member of Russian Academy of Natural Sciences, Head of the Chair of Hotel and Tourism Services, Commerce and Advertising, Belgorod University of Cooperation, Economics and Law

Matvejeva O.P., Candidate in Economics, Associate Professor, Head of the Chair of Customs Operations and Customs Control, Belgorod University of Cooperation, Economics and Law

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

Prizhigalinskaya T.N., Ph.D. in Economics, Professor, Corresponding Member of Russian Academy of Natural Sciences, Professor of the Chair of Accounting, Analysis and Statistics, Belgorod University of Cooperation, Economics and Law

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

Shavga L.A., Ph.D. in Economics, Professor, Rector, Trade Cooperative University of Moldova

Semenyuta O.G., Ph.D. in Economics, Professor, Head of the Chair of Banking, Rostov State University of Economics (RINH)

Slabinskaya I.A., Ph.D. in Economics, Professor, Corresponding Member of the International Academy of Education, Professor, Chair of Accounting and Auditing, V.G. Shukhov Belgorod State Technological University

Snitko L.T., Ph.D. in Economics, Professor, Corresponding Member of Russian Academy of Natural Sciences, Head of the Chair of Economics, Belgorod University of Cooperation, Economics and Law

Temovsky D.S., PhD in Economics, Associate Professor, Leading Researcher, Institute of Applied Research in Economics, RANEPА

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

Sharipov M.M., Ph.D. in Economics, Professor, Academician of the International Academy of Cooperation, Rector, Tajik University of Law, Business and Politics, Republic of Tajikistan

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

Jussila Iiro, D.Sc. (Economics & Business Administration), Professor / Managing Director, LUT University / Pellervo Economic Research PTT

Proofreaders: N.V. Sergejeva, T.E. Kormich, A.V. Kulikova
Computer typesetting and layout A.N. Zhdanova

Address of the editorial office, publisher, and printing house:
308023, Belgorod, ul. Sadovaya, 116a

Release date 20.03.2019.

Format 60x84 1/8. Offset paper. Conditional printed page 43,71.
Circulation 1,000 copies. Order 1720.

Economics and Management in Branches and Spheres of Activity

<i>Klimenko O.I., Morozov P.O.</i> Regional economic security in the concept of public-private partnership development	9
<i>Rozdolskaya I.V.</i> Practice of application in the system of state and municipal management of solidary management as an effective method of regions' socio-economic development	25
<i>Alyabieva M.V.</i> Directions for improving economic and marketing analysis in the system for ensuring economic security of the enterprise	43
<i>Makrinova E.I., Lysenko V.V., Nikulina S.P.</i> Tourism industry in modern global economy: a hierarchy of statement of tasks and the results of socio-economic research on the international, national and regional levels	54
<i>Maimina E.V.</i> To the problem of business analytics functionality definition	66
<i>Rozdolskaya I.V., Ledovskaya M.F., Bolotova I.S.</i> Cooperation culture development strategy in the office space of companies: theoretical explication of problem statement	78
<i>Gasho I.A., Iovleva O.V., Tokar E.V.</i> To the question of the essence of property security and its role in the security system	95
<i>Schetinina E.D., Berlizev A.K.</i> Regional and normative-legal problems of small innovation enterprises development created at higher educational institutions of Russia ...	107
<i>Peskova O.S., Diulina I.E., Bondareva V.V., Vasiliev M.P.</i> Intangible assets management as a factor of increasing organization's competitiveness	120
<i>Maimina E.V., Fursova S.D.</i> Socio-economic indicators of sustainable development and assessment of the situation in the region (Ulyanovsk region as a case study)	130
<i>Dotsenko A.N., Belokopytova O.A., Oberemko V.V.</i> Organization's economic potential essence and theoretical basis of its use efficiency	146
<i>Papanova S.Yu., Kravchenko E.Yu., Bolotova I.S.</i> Reputation as a factor of increasing competitiveness of modern organization in the conditions of integration in the digital economy	160
<i>Vishnevsky M.S., Divina T.V.</i> Basic principles of integrated structures formation in mechanical engineering	170
<i>Komarova G.B., Azimi Azamat</i> Assessment of foreign economic activity of the Republic of Tajikistan as a basis for customs services development	181
<i>Butsenko E.V.</i> Application of stochastic network modeling for investment project development	191
<i>Klimova E.N., Klimova T.V., Schetinina N.A.</i> Tourists' informing as a factor of tourist industry enterprises' competitiveness	209
<i>Sotnik A.P.</i> Designing the future development of tourism in the system of regional social and economic policy: methodological justification and evaluation of efficiency	218
<i>Denisova E.D.</i> Strategic planning as a way of achieving sustainable socio-economic development of regions	231
<i>Vinokurtseva E.A.</i> Assessment of the economic efficiency of the state and municipal procurement system functioning in the region	243

Economy of Labor and Labor Relations

<i>Menshikova M.A., Grebennikova M.A., Kopteva K.V.</i> Balanced scorecard as an element of industrial enterprise personnel strategic management	249
<i>Ledovskaya M.E.</i> Executive search as technology of managed search for exclusive personnel and form of personnel consulting organization	258
<i>Zholobov N.M.</i> Theoretical aspects of improving the management of labor protection in the conditions of innovative development of Russian economy	267

<i>Kozlova E.I., Novak M.A.</i> Analysis of the level and structure of monetary incomes of the population of the Lipetsk region as a factor of migration attractiveness of the region	276
<i>Afanasyeva L.A., Kopteva Zh.Yu., Tuboltseva G.I., Afanasyev A.A.</i> Modern personnel technologies as a mechanism for effective management	288

Marketing, Commerce and Logistics

<i>Tarasova E.E., Teplova L.V., Efimova N.A.</i> To the question on development, implementation and evaluation of the marketing strategy of a university to ensure competitiveness	298
<i>Makrinova E.I., Matuzenko E.V., Kolesnikova E.V.</i> Modern trends and technologies of construction of advertising communications in social media	313
<i>Schetinina E.D., Kochina S.K.</i> Diagnostics of institutional, innovative and marketing environment in the regional aspect	322
<i>Dmitrieva Yu.V., Koptelova L.V.</i> Modern project management methods for determining IT companies' competitive advantages	334
<i>Katernyuk A.V.</i> On competition in the advertising market of Russia	346

Cooperation and Entrepreneurship

<i>Shinkevich M.V., Barsegyan N.V.</i> Role of entrepreneurial initiatives in improving the organization of petrochemical complex enterprises' production	358
Правила направления и опубликования научных статей в журнале «Вестник Белгородского университета кооперации, экономики и права»	370