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SECTION 1. MANAGEMENT OF ECONOMIC SYSTEMS

A.U. Albekov, A.A. Rotermel

CONCEPTUAL ASPECTS OF ORGANIZATION MARKET INTEGRATION IN FMCG SEGMENT

Annotation

In this article, we justify the conceptual features of empirically-established organization of market interaction operators in the market segment of FMCG, which forms the theoretical basis of the relevant prism identify emerging currently asymmetry commodity supply chains of suppliers and retailers.

Key words

Market, organizational field market, market interaction, bargaining power.

S.S. Astafurov

ASPECTS OF INCREASING CONCERN COMPETITIVE SUPPLIERS IN MODERN SUPPLY CHAINS

Annotation

The article deals with the problem of increasing the competitiveness of modern manufacturing business in Russia and solutions that open up new possibilities of transformation of commodity supply chains of suppliers in the retail segment FMCG.

Key words

Production, investment, inventories and sales cooperation, integration, supply chain, retail.

Y.A. Batygov

TRANSFORMATION OF MULTOMODAL TRANSPORTATION DEVELOPMENT IN RUSSIA: TRANSPORT AND LOGISTICS ASPECT

Annotation

In the article the author justification features and trends of the modern development of intermodal transport in Russia, identifies existing constraints and factors qualitative transformation of the transport system in the framework of scientific and practical evaluation of institutional changes in the development of the transport and logistics market in the country.

Keywords

Multimodal transport, members, road transport, railway transport, transport and logistics market.

V.V. Borisova, T.S. Tasueva

SERVICE ORIENTATION OF REGIONAL LOGISTICS WAREHOUSE

Annotation

The problems of the organization in relation to service regional warehouse logistics system the are described in article. The parameters affecting the level of service in logistics

warehouse systems are revealed. The particular attention is paid to evaluation of quality of service in logistics warehouse systems. A model Zeytgamla adapted to warehouse logistics region is carry out.

Keywords

Service; regional warehouse logistics system, the quality of service model Zeytgamla.

T.B. Erochina, M.G. Karapetyan

LOGISTICS TRANSPORTATION AND FORWARDING SERVICES TO CUSTOMERS

Annotation

This article presents the current problems transportation and forwarding services consumers, characterized key logistics service quality parameters during transport, identified areas of potential growth efficiency forwarding service consumers, proposed scheme for the formation transportation and warehouse logistics system.

Keywords

Logistics, transportation, and consumers.

R.M. Zakharova

LOGISTICS ORGANIZATION AND DEVELOPMENT IN DOMESTIC HOTEL CHAINS IN HOSPITALITY

Annotation

The author substantiates the need for the implementation of sustainable and effective institutional transformation of the domestic market of accommodation facilities, which should be based on the organization and development of logistics network forms of organization of the hotel business, which will strengthen the competitive growth potential Russian operators in the framework of the existing market structure bimodal due to infrastructural network expansion hotel business.

Keywords

Hotel chain, service logistics, network organization, hospitality, accommodation facilities.

I.Yu. Koval'

FOREIGN DIRECT INVESTMENT FLOWS TO THE INCENTIVE MECHANISM ECONOMIC GROWTH

Annotation

The article discusses the features of foreign direct investment in maintaining economic growth, the need to encourage the inflow of which is due to low level of industrial investment in Russia and the macroeconomic problems of long-term funding of the investment process in the country.

Keywords

Investment flows, foreign direct investment, modernization, economic growth.

N.N. Nosachenko

LOGISTICS OPTIMIZATION OF SUPPLY CHAIN IN COMMODITY AND TRANSPORT REGIONAL NETWORK

Annotation

The article presents the optimization direction commodity transport supply chain network in the region, identified the need to ensure the development of transport infrastructure, the development of tools logistic activity commodity transport network characterized trends present stage of development of the regional market of the Southern Federal District, presented problems of the present stage of development of the product transportation network.

Keywords

Logistics transportation system, a regional commodity market, supply chain, product transportation network in the region.

T.V. Parchomenko

DEVELOPMENT OF LOGISTIC FORSITE-PROJECT OF REGIONAL ENERGY SYSTEM

Annotation

The article focuses on the problems using a logistic forsiting in regional energy system, characterized by direction and single-industry, structural and functional features of the development of power system operations, presented the problem of forming mutually tariffs.

Keywords

Logistic, forsite-project, regional energy system.

A.O. Petrosyan

STRATEGIC IMPERATIVES AND FEATURES TRANSFORMATION OF COMMERCE SALES INFRASTRUCTURE PRODUCT DISTRIBUTION IN THE DOMESTIC MARKET TOYS

Annotation

The author identifies the specificity of modern development of trade and marketing distribution infrastructure products in the domestic market of toys, identifies strategic imperatives and marketing background development of innovative formats outlets in this market segment.

Keywords

Trade and marketing infrastructure, toy market, retail, consumer distribution channel.

O.M. Pushkar'

AGRICULTURAL DEVELOPMENT AS A FACTOR IN INTEGRATION AGROCULTURAL PRODUCERS IN THE FOOD CHAIN

Annotation

The author reveals the main problematic aspects of the integration of agricultural producers in the food chain, the underlying factor for the effectiveness of which is the holding of sectoral policies in agriculture, as well as less monetary oriented macroeconomic management competitiveness of domestic production. It is in the transformation of the economic policy of the author sees the possibility of competitive offers in established channels of agricultural products, to strengthen the production base agribusiness development of integration processes and cooperation in the village.

Keywords

Grocery chain, integration, cooperation, agricultural production, marketing channels, economic policy, industrial policy.

SECTION 2. ECONOMICS AND BUSINESS

V.A. Bagiryan

INTERNATIONAL TOURISM IN THE SYSTEM WORLD ECONOMY

Annotation

The article characterizes the relevance of international tourism development, defines the concept of international trade in services, the basic components of the international tourism business.

Keywords

International tourism, international trade in services, tourism business, tourism industry, tourism product, tourism infrastructure, tourist services.

A.I. Gouskov

THE ABILITY OF PUBLIC MARKETING IN THE FORMATION OF ORGANIC FOOD REGIONAL MARKET

Annotation

In the article on convincing examples author reveals the role of government marketing in Russian conditions in convenience of organic food market formation in the region. The author proposes scientific and reasonable organizational activities for market development and for consumers interests protection in the region.

Keywords

State marketing, environmental marketing, organic food, organic food market

K.O. Kazarenko, K.N. Mishchenko

THE POTENTIAL OF PUBLIC-PRIVATE PARTNERSHIP IN IMPLEMENTATION OF PROJECTS OF STRATEGIC DEVELOPMENT OF THE REGION

Annotation

The article examines the technology and conceptual issues in preparation of projects of public-private partnership (PPP), implemented on a regional level. The classic forms of PPP are considered involving the establishment of long-term contractual relations on the subject of the transfer to the private partner commitments for the construction or reconstruction of the object with the possibility of its operation or management, secured by guaranteed sources of investment return.

Keywords

Public-private partnerships, project analysis, project financing, organization of the contest, financial closing

O.V. Konkova, A.N. Tarasov

THE ONTOLOGICAL PARADIGM OF THE DEVELOPMENT ECONOMIC THEORY OF CYCLES

Annotation

An ontological approach to explaining and predicting economic cycles, which, together with a study of macroeconomic and environmental factors research of dynamics of moral value system. The focus of the analysis is the moral motivation of the economic activity of people. Provides an example of how to quantify the influence of ontological factor on the outcome of economic development.

Keywords

Economic cycles, ontology, dynamics, theory, anthropology, philosophy, crises.

U.V. Lakhno

BONDS MARKET OF RUSSIAN OIL AND GAS COMPANIES**Annotation**

The paper discusses the main participants of the Russian oil and gas sector's bond market, the dynamics of external and internal market segments and the trends of the market development in the conditions of strengthening of geopolitical uncertainty are evaluated. The conclusion is made about the increasing role of bond financing in the development of Russian oil and gas companies.

Keywords

Bonds market, oil, gas, corporation, the yield of bonds.

V.O. Omelchenko

METHODS OF FORMING OF INTERNAL INTEGRAL INDICATOR OF FINANCIAL STABILITY**Annotation**

Financial sustainability of economic entities is characterized by a large number of indicators, whose dynamics can be multidirectional, which complicates the decision on the vector of changes. In such conditions the most effective is the application of the generalised indicators. The article presents the author's approach to the formation of the internal integral indicator of financial stability.

Keywords

Financial stability, corporate integral indicator of financial stability, the method of linear transformations.

S.S. Panasenko

THE GUIDELINES AND PROBLEMS OF INNOVATION ACTIVITY IN THE AGRICULTURAL SECTOR OF ECONOMY**Annotation**

This paper analyzes the current state of innovation activity in the agricultural sector of the economy, the main problems are outlined, the main guidelines are enumerated.

Keywords

Innovation activity, agribusiness, government regulation, state program, modernization, investments

I.Yu. Shpolianskaya

THE APPLICATION OF DATA MINING TECHNOLOGY IN ANALYTICAL CRM SYSTEMS FOR MEDIUM-SMALL ENTERPRISES

Annotation

Data mining offers a sophisticated set of tools to extract customer data in an analytical CRM framework. However, it is a relatively new practice for small and medium sized enterprises (SMEs). The essence of the information technology revolution and, in particular, the World Wide Web is the opportunity to build better relationships with customers than has been previously impossible in the offline world.

This paper mainly introduces structures of CRM based on Data mining technologies, and discusses some key problems related to this application of Data mining in SMEs.

Keywords

Customer Relationship Management, CRM, Data Mining, Small and Medium Sized Enterprises (SMEs), Web CRM, Web Mining.

SECTION 3. DEVELOPMENT OF WORLD ECONOMIC RELATIONS

V.A. Bondarenko

ETHNOPSYCHOLOGICAL IMPACT FACTORS ON THE COUNTERPARTIES' RELATIONS IN FOREIGN TRADE

Annotation

The author in article raises the problem of the causes of unequal exchange in foreign trade operations, in addition to the extraction of profit. Ethno-psychological mechanism is announced as one of the leading causes in the mass consciousness of the human population, influencing the quality of decision-making on a subconscious level. This mechanism changes the quality the trade balance decision in connection with psychological qualities of the counterparty. The degree of the specified dislikes manifestation can be realized in the largest profits from foreign trade operations.

Key words

Ethno-psychological mechanism, foreign trade, unequal exchange, postindustrial pool countries, countries — exporters of resources

T.S. Elizarova

OFFSHORE COMPANIES IN TRADITIONAL SYSTEM OF FOREIGN ECONOMIC ACTIVITY

Annotation

In the 21 century offshore companies become significant subjects of the implementation of foreign economic activity, due to their significant advantages granted by the law of the offshore jurisdictions. The article is devoted on systematization of offshore companies on traditional kinds and forms of foreign economic activity, identified the schemes of their interaction with national companies, and also the mechanism of extraction of additional benefits for using various types of the offshore companies.

Keywords

Foreign economic activity, foreign trade, import, international contractors, international intermediary organizations, international barter operations, offshore company, export.

L.I. Nivorozhkina, N.A. Kolosova

THE EVOLUTION OF SCIENTIFIC VIEWS ON LABOUR MIGRATION AS A MOVING FORCE OF THE DEVELOPMENT OF WORLD ECONOMIC TIES

Annotation

The article provides an analytical overview of the theoretical views on the essence and significance of labour migration. Evolution of views on migration as a factor of world development is considered from a position of economic approach. It is emphasized that the role of labour migration is ambiguous for representatives of various scientific conceptions and

schools. Authors identify the main aspects of migration, that attract attention of scientists and are the subject of discussions throughout the history of the development of economic science.

Keywords

Population migration, theory of migration, economic approach, labour migration

S.Yu. Perunov

METHODICAL WAYS FOR REGIONAL EXPORT POTENTIAL ASSESSMENT

Annotation

The author in article considers methodical issues assessment of export potential of the region. The author analyses the existing approaches to address them advantages and disadvantages. The author offers his approach to the implementation of such an evaluation.

Keywords

Region, export, export potential, competitive goods.