

**МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ
РОССИЙСКОЙ ФЕДЕРАЦИИ**

ВЕСТНИК

**РОСТОВСКОГО ГОСУДАРСТВЕННОГО
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РАЗДЕЛ 1. УПРАВЛЕНИЕ ЭКОНОМИЧЕСКИМИ СИСТЕМАМИ

E. Yu. Andreeva, V. B. Ukraintsev

STRUCTURE AND ROLE OF INTEGRATED INFORMATION AND LOGISTIC BASE OF MEZOLOGISTIC CLUSTER AT REGIONAL MARKET

Annotation

Article presents the current and actual direction of region development with using of modern mechanisms of organization improvement. One of such direction is formation of common integrated information space of mezologistics cluster.

Keywords

Mezologistics cluster, integrated information system, information flows, integrated information and logistics system.

V. A. Bondarenko, O. N. Mirgorodskaya

EXPERIENCE MARKETING PROJECT MANAGEMENT OF COUNTRYSIDE ELITE RESIDENTIAL COMPLEX ON EXAMPLE OF RS «STAROCHERKASSKAYA RIVIERA»

Annotation

Article presents the main trends in marketing project management countryside elite real estate in the region based on consumer preferences in the region. Emphasis is placed on understanding the experience of the conceptual project suburban elite residential complex «Starocherkasskaya Riviera».

Keywords

Marketing management, customers, project, elite country estate.

V. V. Vanyushkina

DIGITAL BRANDING DISCOURSE

Annotation

Article considers the network transformation of traditional approaches to branding and brand of the university in social networks. In this connection with the ongoing changes in the country's digital audience expansion of innovative trends in many respects depends on the transformative activity of marketing activity of the university. Universities should be developed and actively support the work of the Internet blog and profile in social networks to inform and familiarize the target audience with university activities and services .

Keywords

Brand of high school, branding, marketing communications, information technology, social media marketing.

L. V. Volodkina, G. I. Chekmariova

SYSTEM APPROACH TO MANAGEMENT OF STREAM PROCESSES ON RUSSIAN RAILWAYS

Annotation

In article the system approach to the management of flow processes on Russian Railways. The author considers the management challenges associated with the specificity of the technology of transportation. Peculiarities of international relations in the transport process in terms of sanctions.

Keywords

Flow processes, turnover of goods, railway transport, seaport, sanctions.

T. B. Erokhina

MODERN MODEL OF BEHAVIOR OF RUSSIAN CONSUMERS: NEW CONDITIONS AND BEHAVIORAL HABITS

Annotation

Article discusses the features of change of priorities of values, norms, attitudes, social stereotypes, attributive processes during the crisis, characterized by widespread buying strategy of actions that demonstrate separation, presents the structure of the growth crisis in the public consciousness, commented crises that have affected Russian society during the last years.

Keywords

Marketing, consumer behavior, crisis.

S. S. Kundryukov

VALIDITY OF COOPERATION BETWEEN THE ORGANIZATIONS IN FORM OF COMMERCIAL PARTNERSHIP

Annotation

Article discusses the questions of the validity of intensification of cooperation between the organizations in the conduct of their business activities. Emphasis is on the mutual benefits of such collaboration in customer-oriented economics.

Keywords

Cooperation, commercial cooperation, the prospects of a compromise.

M. S. Sagidullaeva

USE OF MARKETING TOOLS AS A FACTOR IN MAINTAINING THE COMPETITIVENESS OF TOURISM SECTOR

Annotation

Article substantiates the importance and necessity of using marketing tools in the management process, as a key factor in maintaining competitiveness is, in a volatile and rapidly changing market conditions. Particular attention is paid to the use of communicative market-

ing tool that plays a leading role in promoting the services of tourist organizations and the formation of consumer loyalty.

Keywords

Marketing, marketing tools, competitiveness, tourism sector, advertising, promotion, personal selling, incentives.

I. S. Sargsyan

**COMPANY'S COMPETITIVE ADVANTAGES
AND ROLE OF HR-BRANDING IN DIFFERENTIATION FROM COMPETITORS**

Annotation

Article discusses leading in the modern situation, role of staff attitude which is built within the framework of HR-branding in the formation of competitive advantages of business in engaging consumers and rebuilding the company from its competitors.

Keywords

Employer branding, employees, commitment, consumers, competitive advantages.

E. K. Pilivanova

VIRTUAL LOGISTICS ENTERPRISES AND TECHNOLOGIES

Annotation

Article considers information about virtual enterprises and technologies existing now. Virtual technologies of information systems are the main integrator of logistics systems at the macro and mezzo levels. In the context of globalization such systems and technologies of control of electronic enterprise is the main part of logistic.

Keywords

Virtual logistics, virtual technologies and enterprises, electronic commerce, integrated information and logistics system.

A. A. Polubotko

**DEVELOPMENT OF NETWORK STRUCTURE AND QUALITY OF SUPPLY
IN SUPPLY OF REGION POWER SYSTEM**

Annotation

Article presents problems of efficiency of logistics in the process of power supply to consumers, the groups of categories characterizing the flow channel and the infrastructure, shown basis for the development of the network structure and the quality of supply in the supply system, power, characterized by rapid growth imperatives limit consumption of renewable and new energy technologies of the future.

Keywords

Logistics, electric power complex, quality and reliability of supply.

N. V. Przhedetskaya, Yu. V. Przhedetskiy, I. A. Bezdeleva

**SOCIAL MARKETING IN PREVENTION
AND EARLY DIAGNOSTICS OF ONCOLOGICAL DISEASES**

Annotation

Article presents the theoretical aspects of the philosophy of social marketing and its impact on people's lives; its influence on the outlook of people on the example of medical research in the field of oncology.

Keywords

Social marketing, scientific research, oncological diseases.

S. N. Reznikov

**RECONFIGURATION OF GLOBAL SUPPLY CHAINS
CHANGES IN MODEL OF GROWTH DEVELOPING ECONOMICS**

Annotation

In article presents the rationale of the complexity of modern supply chains in the global commodity exchange generated by the change in emerging markets countries, growth model, whose economies are now actively transformed towards the development of the internal market and consumption, closed on intraregional cooperation and delivery.

Keywords

Supply chain, consumption, regional cooperation, accumulation value chain, stimulating demand.

S. A. Filcev

**EVOLUTION OF MARKET DEVELOPMENT STRATEGIES
DEVELOPERS SEGMENT INDUSTRIAL WAREHOUSE**

Annotation

Article discusses the prerequisites and conditions for the transformation of strategies for the development of industrial developers in the market warehouse real estate. Analysis of past allowed the author to justify the need to reduce the cost of funding that can act as an important factor in the expansion and diversification of investments in warehouses, ensuring decrease the cost of rent, increasing the share capital by the end-users, including warehouses in its business — model and / or supply chain.

Keywords

Warehouse, development, leasing, investment strategy, investment funds.

РАЗДЕЛ 2. ЭКОНОМИКА И ПРЕДПРИНИМАТЕЛЬСТВО

*A. L. Bykadorov, N. A. Dolgushevskiy,
T. A. Zarutskaya, E. A. Mamaev*

ECONOMIC ASSESSMENT OF ELECTRICAL SAFETY OPERATIONS MANAGEMENT EFFICIENCY IN RAILWAY SERVICE BUSINESS UNITS

Annotation

Article presents the methodical approach to assessment of economic efficiency of implementing new devices and performing actions aimed to improve electrical safety in railway service business units. The procedure of assessing efficiency of innovation projects implementing new equipment units in JSC «Russian Railways» has been developed. Implementation of the suggested approach has been demonstrated using the example of «Research development, guidelines on choosing installation locations for «Protection devices for multiple feeder zone sections» in 25 kV AC overhead line» for the business unit of Central Infrastructure Directorate of JSC «Russian Railways» subsidiary — power supply and electrification service.

Keywords

Damage, economic efficiency, industrial injury rate, innovation project efficiency, net discounted income.

A. M. Vyzhitovich

ASSESSMENT OF RISK OF CHANGE OF CURRENT LIQUIDITY IN PROCESSES OF RESTRUCTURING OF INDUSTRIAL ENTERPRISES WITH APPLICATION OUTSOURCING

Annotation

In article the attention is paid to the problem of risk assessment and management strategies of outsourcing in the restructuring processes of industrial enterprises. The relevance of this topic predetermined by the magnitude of the ongoing restructuring processes in Ukrainian enterprises mainly in order to obtain tax savings in connection with the advent of application of the simplified system of taxation, and in connection with the pursuit of quality improvement functions, with specialized units of holdings. The author presents the methodology of risk assessment changes the current liquidity in the restructuring processes and the results of practical calculations, on the basis of which proves the effectiveness of the risk management system changes the current liquidity due to restructuring. By minimizing the risk of loss of liquidity, achieved through restructuring and improving the efficiency of individual units of the holding, there is the possibility of providing mutual financial support in adverse situations and, thus, to contribute to the overall financial prosperity of holdings.

Keywords

Assessment of risks, current liquidity, strategy, outsourcing, restructuring.

S. P. Grigoriadis

DEVELOPMENT OF INNOVATIVE POTENTIAL OF POWER INDUSTRY OF TERRITORY ON BASIS OF PUBLIC-PRIVATE PARTNERSHIP

Annotation

Technic of assessment of innovative potential of electrical power complex of Stavropol region corresponds to the methodological principles which were the basis for monitoring of efficiency of innovative policy of regions of the Southern federal district and North Caucasus federal district, the including criteria indicators having accurate logical structure on technical, technological, personnel intelligently, information to blocks. Modeling of system of infrastructure ensuring optimum parameters of regional innovative clusters is connected with need of the accounting of features of market model of functioning and institutional character of an electrical power complex, and also to consider a dynamic component of social and economic development of territories. In this regard selection of potentially significant investment projects in an electrical power complex realized within public-private partnership has to be based on calculation of integrated multidimensional parameters of a gain of the financial and economic and social and infrastructure benefits taking into account the available resource restrictions.

Keywords

Innovative potential, power industry, territory, public-private partnership, industry.

M. Ch. Daudov

IMPLEMENTATION OF REGIONAL PROGRAMS OF IMPORT SUBSTITUTION IN ECONOMY OF CHECHEN REPUBLIC

Annotation

Article presents a difficult period of transformation of the regional internal and external drivers of socio-economic growth, characterized by the effects of the introduction of economic and trade restrictions and sanctions, the complex of measures aimed at the development of agriculture and tourism and recreation complex, long-term, strategic projects that will serve as a significant driver of socio-economic growth, notes an increase in indicators of tourist traffic in the region.

Keywords

Regional economy, tourist and a recreation complex, development, efficiency, labor resources.

K. Ph. Mechantseva

MODERN POSSIBILITIES OF SUSTAINABLE AND INNOVATIVE DEVELOPMENT PROCESSES MODELING ON INDUSTRIAL ENTERPRISES

Annotation

In article on the base on the analysis of current requirements for quality management system building the author proposed to extract in the industrial enterprise process model on the management processes level such two key processes as the process of sustainable development management and innovative development management. Modern process model in-

volves the use of PDCA cycle, which formed the basis of the proposed models of two key processes. Both models allow the identification of activities in each process, thus realizing an opportunity to improve the effectiveness and efficiency of industrial enterprise in the whole.

Keywords

Industrial enterprise, sustainable development, innovative development

M. A. Ponomariova, R. V. Shekhovtsov, L. R. Khaibullin

IMPROVEMENT OF METHODOLOGY OF FORMATION OF STRATEGIC PRIORITIES SOCIO-ECONOMIC POLICY OF REGION

Annotation

The necessity of improving susche-sponding today in the Russian practice approaches to the definition of strategic priorities of socio-economic development of the region; shows the place and role of the system of priorities in the general procedure of development of socio-economic policies in the region, considered foreign practice and approaches to their identification; The basic directions of improvement of methodology of formation of a coherent system of priorities of socio-economic development of the region.

Keywords

Region, socio-economic policy in the region, the development of strategic priorities, strategic management, socio-economic development.

D. V. Ralyk

MULTIFORMATTING AS ANTICRISIS SOLUTION IN NON-FOOD RETAIL

Annotation

Substantiates the necessity of institutional transformations in the retail sector, involving the differentiation of format in non-food retail, adjusting the model of consumer behavior, reducing the solvency of the population, the presence of pent-up demand for some goods long-term use. Clarifies the concept and provides comparative characteristics of trading non-food retail formats, the development of which is able to adapt to the existing chained structures to the crisis conditions of the consumer market.

Keywords

Multiformatted chains, non-food retail, caskit, outlet, discount-center, stock.

I. A. Tumhadzhiev

DEVELOPMENT OF REGIONAL SMALL AND MEDIUM ENTREPRENEURSHIP IN CONDITIONS OF IMPORT SUBSTITUTION

Annotation

Article argues for the formation within the region enabling environment for the development of program activities for import substitution; presents internal problems of economic development of the under study region, describes the main activities necessary for small and medium-sized enterprises; highlighted areas for regional small and medium-sized businesses

and basis for the development of real business opportunities, individual economic entrepreneurship.

Keywords

Regional economy, small and medium entrepreneurship; government and business.

A. A. Sheverdyayev

**FEATURES OF DEVELOPMENT OF INDUSTRIAL POLICY
IN MECHANISM OF COUNTERACTION TO SHADOW ECONOMY**

Annotation

Complexity of the economic relations in informal sector of economy predetermines need of use of an integrated approach to a determination of scales of shadow sector of economy and the accounting of specifics of functioning of separate economic entities and their cumulative commodity-money streams. In this regard the methodical tools of an assessment of negative influence of shadow economic activity have to include the indirect methods of the microeconomic analysis and set of macroeconomic indicators including reflecting a real loss of the state as a result of a not receipt of tax payments. The mechanism of counteraction to expansion of shadow sector of a territorial and industrial complex includes a number of the interconnected elements: the harmonized industrial, trade, tax and investment policy realized by subjects in the course of impact on objects of providing branch mesoeconomic security by means of reduction of an informal segment of economy. Thus as its key component the system of monitoring including complex supervision, an assessment and the forecast of transformations of a condition of the extra legal sphere for identification of negative tendencies and localization of the destabilizing consequences acts.

Keywords

Industrial policy, mechanism, counteraction, shadow economy, industry.

РАЗДЕЛ 3. ФИНАНСОВО-КРЕДИТНЫЕ ОТНОШЕНИЯ И БУХГАЛТЕРСКИЙ УЧЕТ

A. M. Basenko, I. V. Ishanov

MAIN DIRECTIONS OF IMPROVING THE PROCESS OF FORMATION AND IMPLEMENTATION OF DEVELOPMENT STRATEGY OF FOREIGN ECONOMIC ACTIVITY OF ROSTOV REGION

Annotation

Authors considers the main directions of improving the process of formation and implementation of the development strategy of foreign economic activity of the area. The result of a strategic approach is to consolidate the interests of the public, the business community, from the well-known organizations and executive authorities of the Rostov region.

Keywords

Foreign economic potential of region, international economic relations, international division of labor, social partnership, strategy of development of the region, innovative forms of development, system approach.

S. M. Buhonova, Yu. V. Kireeva

ALGORITHM FOR CALCULATING DEMANDED SOLAR ENERGY POTENTIAL IN BELGOROD REGION

Annotation

In drawing up the sound of the regional forecast investment needs for the development of solar energy need to assess regional capacities and the volume of consumption of solar energy in the region. In the article the calculation of the technical potential of solar energy in demand in the Belgorod region, in accordance with an algorithm developed by us define it.

Keywords

Technical high demand potential, economic potential, solar energy, alternative energy.

N. P. Gubin

GENERAL MECHANISM OF THE STATE CONTROL (SUPERVISION): CONCEPT, TYPES, STANDARD AND LEGAL REGULATION

Annotation

Article discusses the nature of state control (supervision), its main varieties and legal framework. Special attention is paid to the peculiarities of the measures of control and supervision in certain areas of the economy in the Federal and regional aspects, considering the basic components of each type of control and specificity of their enforcement.

Keywords

Concept of state control (supervision), its types and methods of implementation, regulatory framework.

I. N. Rykova, R. S. Gubanov, S. S. Aksionov

ANALYSIS OF THE STATE AND PROSPECT OF STRATEGIC DEVELOPMENT OF WINE GROWING IN RUSSIA

Annotation

Article discusses the current status of the domestic viticulture industry, analyses the indicators of its functioning in Russia and abroad. Given the rating of countries-importers of grapes and determining the future of winemaking in the Russian practice with respect to strategic planning. The technique of the analysis of the results of the organizations of viticulture and examines the mechanism of its adaptation in practice to improve the efficiency of the industry development of viticulture in Russia.

Keywords

Viticulture, winemaking, import of grapes, viticulture organization, strategic development, strategic planning, analysis.

G. N. Chubaev, S. N. Shirobokova

FORMATION OF UNIVERSAL OBJECTS OF «TOADCONVERTER» FROM XML-FILE OF EXPORT IDEF3-DIAGRAMM

Annotation

In article discusses the procedure of constructing the universal objects Converter «TOADCONVERTER» from XML export file IDEF3 diagrams, made the parsing of XML file, examples of conversion of IDEF3 models in UML activity diagrams, the possibility of a combined use of IDEF0 and IDEF3 models in the reengineering of business processes.

Keywords

Parsing XML file conversion IDEF3 models in UML activity diagrams, joint use of IDEF0 and IDEF3 models, reengineering of business processes.

T. A. Shcherbinin

FUNCTIONAL EFFICIENCY OF SUSTAINABLE BANKING MODEL OF REGIONAL COMMERCIAL BANK

Annotation

In present context of increasing financial globalization process, aggravation of geopolitical instability, the constant changes of external factors, effects of which will certainly have an influence on banking sector of the economy, demands an appropriate response on the part of commercial banks — depth assessment of their financial stability, finding the ways of improving it. There is a constant search for the methods of an estimation of financial stability of the banks by Russian scientific and practical circles, as well as permanent control over the level of financial stability of the banking system in general and commercial banks in particular, in view of which the analysis of stability of regional banking systems in the context of financial stability of their systemically important credit institutions is highly relevant.

Keywords

Financial stability; regional banking system; commercial bank with foreign capital; transformational banking; OJSC CB «Center-Invest».