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## SECTION 1. MANAGEMENT OF ECONOMIC SYSTEMS

*P. A. Golota*

### DEVELOPMENT OF DOMESTIC CAPABILITIES REGIONS BASED ON TOOLS OF MODERN BENCHMARKING

#### Annotation

The paper presents the theoretical and methodological tools of benchmarking, combining the promising opportunities of trade, economic, industrial development of the region. Identified opportunities and development of the competitive potential of the region, characterized issues hindering the implementation process and the use of benchmarking to define its tasks and stages of implementation.

#### Keywords

Marketing, the region's economy, benchmarking, development of the national economy.

*A. V. Gouzenko*

### ESTABLISHING A COMMON INFORMATION SPACE ON THE URBAN PASSENGER TRANSPORT

#### Annotation

The article describes the formation of information-financial space management of financial flows in the urban passenger transport, of transparent schemes of control and distribution of funds in the system, problems of implementation of modern information systems are described.

#### Keywords

Urban transport system, cashless fare, smart card, financial flows.

*E. A. Israilova*

### THE MEDIATION'S FUNCTION IN THE MECHANISM OF ECONOMIC INTERESTS, ENTITIES OF THE MARKET ECONOMY

#### Annotation

Mediation, as an organizational form of performing the duties of agency during the iterative procedures of approximation of the market transactions contractors' interests and searching the balance positions, is an affective instrument of institutional-economic mechanism of matching the economic interests of market economy's entities. This function is performed by the representative institutes: associations, unions, funds, societies, conciliation commissions, arbitration tribunals, representing the interests and positions of the society (socium, population), state authority, business environment, and promoting conflict resolutions, smoothing over the rough spots of the conflicting interests and searching a compromise in case of confrontation of interests of the interacting market economy sides.

#### Keywords

Economic mediation, the subject of a market economy, the coordination of economic interests, functions and institutions of mediation.

*M. G. Karapetyan*

**THEORETICAL AND METHODOLOGICAL BASIS  
OF THE TRANSPORT-FORWARDING SERVICE OF CONSUMERS**

**Annotation**

The paper presents the conceptual characteristics of the modern freight forwarding customer service, covers the basics of logistics knowledge regarding the provision of integrated logistics services, justified the use of a systematic and analytical instruments for modern logistics management in ensuring the functional processes product distribution.

**Keywords**

Logistics, transport and forwarding services, consumers, logistic service.

*G. A. Kovaliov*

**ASSESSMENT OF THE POTENTIAL OF LOGISTICS INFRASTRUCTURE  
OF HOLDING «RUSSIAN RAILWAYS»**

**Annotation**

The article presents the results of the evaluation capacity of the logistics infrastructure of the holding. The main components of its subsystems and their components are described. The overall capacity of the logistics infrastructure in Russia is evaluated and analyzed.

**Keywords**

Capacity assessment, logistics infrastructure, the evaluation criteria.

*O. A. Mitko*

**WAYS OF LOGISTIZATION CONTROL FLOW PROCESSES  
IN THE FIELD OF RAILWAY TRANSPORT**

**Annotation**

This article discusses the modern market of transport services represented by a large amount in a certain scale, segmented carriers, some fragmentation of transport and the presence of a large number of restrictions in the carriers.

An important task of the automated systems, is a logistics management of all processes of goods transport in large units, it is the consistency of supply of goods and means of transport to the docking port at the points on the stations, transfer points, and so on.

**Keywords**

Trains, logistical approach, terminal handling, optimization.

*A. B. Paskachiov*

**PERSPECTIVE DIRECTIONS OF DEVELOPMENT  
OF BUDGETARY CONTROL IN RUSSIA**

**Annotation**

The article described the basics of budgetary control, presented the priorities of the development of inter-budgetary relations, peculiarities of tax regulation, especially fiscal policy, justified the transfer of the tax burden from the main areas of production to the sphere of distribution and consumption.

**Keywords**

Intergovernmental relations, tax policy, entrepreneurial activity.

*V. G. Khalyn*

**VIRTUALIZATION OF INFORMATION-LOGISTICS INFRASTRUCTURE  
OF REGIONAL LOGISTICS DISTRIBUTION CENTERS  
(ON EXAMPLE OF LLC «SKLP»)**

**Annotation**

The article presents an analysis of existing and innovative way of development of information infrastructure and logistics support of the 3PLi logistics provider. For effective development of infrastructure in the Federal districts of Russia needs a modern, equipped warehousing infrastructure, information and software storage capacity, storage and processing of cargoes, which provides effective interaction of all subsystems of the logistical chain of product distribution and product distribution. The creation of a network of regional distribution centers, based on the use of advanced, innovative methods of work with material, information and service flow, becomes a necessary condition for the formation of a competitive economy of the country.

**Keywords**

Logistics of distribution, regional logistics distribution centers, virtualization information and logistics infrastructure, innovation, logistics service provider.

**SECTION 2. ECONOMICS AND BUSINESS**

*R. Kh. Bekmurzaeva*

**THE DEVELOPMENT OF INNOVATION INFRASTRUCTURE TRADE  
AND ECONOMIC POTENTIAL OF THE REGION**

**Annotation**

The article presents the foundations of theoretical and methodical instrumentation of the strategic development of the region, characterized by the direction of creating a strategically stable business models for development of socio-economic potential of region on the medium to longer term, revealed the formation of the reproductive strategy of potential regional for investment projects in the infrastructure sector.

**Keywords**

Regional development, trade and economic potential, Management Instrumentation, market interaction.

*V. V. Belolipetskaya*

**INFLUENCE OF REGIONAL MARKETING TO THE FORECASTING  
AND PLANNING SYSTEM OF REGIONAL DEVELOPMENT**

**Annotation**

In order to improve the competitiveness of the region and its subsequent transition to the pace of sustainable development, it is necessary to improve forecasting system of regional development in accordance with the current conditions of market relations. It involves the formation and implementation of forecasting and marketing tools in the process of forecasting and strategic planning of socio-economic development of the region.

**Keywords**

Strategic management, forecaste, innovative type of the region development, investment attractiveness, regional competitionings, regional marketing, regional development, the straight investition marketing.

*S. A. Gloushenko*

**MECHANISM OF FUZZY LOGIC APPLIED FOR ESTIMATING  
THE RISK OF INVESTMENT AND CONSTRUCTION PROJECTS**

**Annotation**

The article explains the usefulness of fuzzy logic to evaluate the risk of investment building projects and proposed fuzzy production model. Implementation process is carried fuzzy rule base modeling developed by the decision support system of risk management *ModelingFuzzySet*.

**Keywords**

Risk, fuzzy set, term set, fuzzy production model, the linguistic variable, rule base, the membership function, decision support system.

*L. Kh. Dzhandarova*

## **THE SYSTEM DEVELOPMENT OF RESOURCE SUPPORT IN REGIONAL ECONOMICS**

### **Annotation**

The article presents the issues of resource support the region's economy is characterized by the importance of developing and implementation of a complex operational and management activities, aimed at boosting production and trade potential of region, analyzed the resource potential of Russian regions, codified relationship development or sequence of resource use.

### **Keywords**

Resources, regional economy, production and economic development potential.

*V. M. Dzhukha, A. N. Kokin*

## **INNOVATIVE COMPONENT OF ENTREPRENEURIAL ACTIVITY: EXISTING APPROACHES AND SOCIO-ECONOMIC IMPORTANCE**

### **Annotation**

In article it is offered to consider business as economic activity in which it is organically inherent innovative a component. Given a component causes active use of scientific and technical and social innovations during implementation of business activity. Offered approach assumes change of the relation to business activity as to innovative activity that demands change of priorities of system of the state support of business, its orientation on stimulation of innovative potential of subjects of managing.

### **Keywords**

Business, business definition, enterprise abilities, innovations.

*I. S. Emelianenko*

## **REALITIES OF MARKETING IN THE TRADE ENTERPRISE IN CONDITIONS OF MODERN ECONOMY**

### **Annotation**

The article considers the issues of changing the driving incentives for economic development at the modern stage and the appropriate reaction of the business environment to increase the sustainability of trade organizations. The main decisions are localized in the area of horizontal and vertical integration of marketing services trade organizations.

### **Keywords**

Marketing, trade organization, vertical integration, horizontal integration, marketing channel.

*E. A. Ivanova*

## **CORPORATE CULTURE AS A STRATEGIC FACTOR OF DEVELOPMENT OF INDUSTRIAL ENTERPRISES**

### **Annotation**

The article analyze the impact of corporate culture on the vector of industrial structure development. There were formulated the main types of corporate culture, the basic principles of behavior, which, according to the author, are optimal for different members of a business entity. An attempt was made to justify the corporate culture as a tool for management of industrial enterprise.

#### **Keywords**

Corporate culture, management, image, strategy, purpose, life cycle, tools, factor, factory, shareholders and management.

*S. V. Liovushkina*

### **SYSTEM METHODOLOGY TO ENSURE THE SUSTAINABILITY OF SMALL AND MEDIUM-SIZED BUSINESSES**

#### **Annotation**

The article is devoted to methodological aspects of measuring sustainable development of SMEs, which is based on the parameters of the system status of SMEs in certain fixed points, which are based on controlled (active-reactive) system variables and indicators of SMEs disturbances (internal and external). Based on the relative phases of the life cycle of SMEs and the next phase of its development cycle formed matrix phase states of SMEs in terms of the sustainability of its development.

#### **Keywords**

Matrix phase states of SMEs, the crisis phase states, the trajectory of the development of SMEs.

*S. S. Motylov*

### **RETAIL REAL ESTATE MARKET: CONCEPTUAL FEATURES OF TRADE INFRASTRUCTURE DEVELOPMENT RETAIL IN RUSSIA**

#### **Annotation**

The author conducts an empirical generalization and analysis of the main features of the development of the retail market in Russia, reveals the main problematic aspects of its operation and justifies the direction of resolving the contradictions that arise in the process of institutional growth of this segment of the retail infrastructure.

#### **Keywords**

Retail, shopping malls, shopping centers, commercial real estate market, street retail, the consumer market.

*A. A. Polidi, G. L. Bayanduryan,  
L. M. Osadchuk, S. V. Sichkar*

**METHODICAL BASICS  
OF REGIONAL INVESTMENT DEVELOPMENT MANAGEMENT  
AS STRUCTURAL MODERNIZATION FACTOR**

**Annotation**

The article is devoted to teaching the principles of sustainable socio-economic development of regions to extract synergy and multiplier effects on investment.

As a result, an algorithm for the modernization and territorial structure of socio-economic systems based on the isolation and structural targeting priorities to extract optimal synergistic and multiplicative effects on investment. There are the main conclusions of research "Investment climate and branding of region as structure modernization factors" of Russian humanitarian researches found.

**Keywords**

Socio-economic development of the regions, synergistic effect, multiplier effect, the investment climate in the region.

*S. G. Tyaglov, V. Yu. Sergienko*

**OPTIMIZATION OF PARAMETERS OF LANDSCAPE IMPROVEMENT  
AS A FACTOR OF INVESTMENT ATTRACTIVENESS OF THE REGION**

**Annotation**

The article considers the main problems of optimization of parameters of urban areas, which is a significant factor of the image of the region. Mathematical formulation of the optimization problem, reduced to linear programming when two versions of the target function. The solution of the optimization problem allows to justify the parameters and to increase the investment attractiveness of the region.

**Keywords**

Investment attractiveness of the region, landscaping, gardening, linear programming, optimization.

*Yu. V. Fiodorova*

**BUILDING A PROFILE OF ORGANIZATIONAL CULTURE  
OF TELECOM COMPANY**

**Annotation**

The article describes the main aspects of building a profile of organizational culture telecommunications company, require in-depth analysis in the study of activity of the company with a view to its improvement and modernization. Discussed methods of identification and analysis of the organizational culture of the company using the OCAI tool. The example of calculation of the main indicators that characterize the organizational culture of the company and built the current and preferred profiles of the organizational culture of the analyzed company.



**Keywords**

Organizational culture, business process, the method of frame construction, telecommunications company.

*R. B. Shakhbanov, M. M. Khalidov*

**IMPROVEMENT OF METHODS OF EXPENDITURES ACCOUNTING  
AND COSTING AT THE ENTERPRISES OF VITREOUS BRANCH****Annotation**

In modern conditions effectiveness of industrial enterprise management depends on reasonable arrangement of managerial accounting. The method of production expenditures accounting and costing of production prime cost used by the enterprise depends on the specific nature of technological process. Arranging of accounting of production expenses by the places of expenditures formation and responsibility centers will allow us to perform the operational supervision of decrease in production outlays at the enterprises of vitreous branch.

**Keywords**

Production costs accounting, costing of production prime cost, outlays, direct expenses, indirect expenses.

### SECTION 3. DEVELOPMENT OF WORLD ECONOMIC RELATIONS

*N. V. Evdokimova*

#### IMPACT OF FOREIGN LANGUAGE ON COGNITIVE ABILITIES

##### Annotation

This article discusses the possibility of general subject «foreign language» for high school, in particular, the influence of a foreign language on the development of cognitive abilities. Language acquisition as a set of tools that serve the needs of communication is not the sole purpose of learning. When learning a foreign language students comprehend culture of the people speaking this language, rather than just master the rules and regulations of the language. The author considers the modern technology of education (developing the multilingual competence) to be the most important and fundamental condition for developing cognitive ability of students.

##### Keywords

Cognitive ability; abilities of self-learning; general educational value of foreign language; multilingual competence.

*A. A. Levchenko*

#### QUESTIONS MATES' OF ECONOMIC POTENTIAL OF REGION WITH MODERN THEORIES OF ECONOMIC DEVELOPMENT OF TERRITORY

##### Annotation

The article explores the issues objectively existing relationship between economic potential and theories of economic development of the region. The conclusion is made about the necessity of conjugation in the theory and practice compound cluster approach to issues of improving the economic potential of the territory.

##### Keywords

Economic potential, region, economic development, cluster, the cluster approach.

*M. V. Papoushenko*

#### ABOUT INDIVIDUAL ASPECTS OF THE ORGANIZATION OF THE INTERNAL STATE FINANCIAL CONTROL IN ROSTOV REGION

##### Annotation

The article presents the current in the Rostov region the system of state financial control. In connection with changes to the Federal law dated 23.07.2013 № 252-FZ in the Budget code of the Russian Federation and the Russian Federation Code of administrative offences, as well as the entry into force on 1 January 2014 of the Federal law from 05.04.2013 «On the contract system in the procurement of goods, works, services for state and municipal needs» significantly expanded as powers of the internal state financial control and the composition of the administrative offences in the sphere of budgetary legal relations, for which administrative

responsibility. For example, the financial control of the Rostov region, which is the regional body of the Executive power and authority of the internal state financial control in the Rostov region, the questions of definition of priority directions of control activities.

**Keywords**

The internal state financial control, budget risks, Postfinancial, the coefficient of absolute proactive economy, government job, the algorithm is efficient financial control.

*O. V. Soulimenko*

**POSSIBILITY OF COMPETITIVE CAPACITY'S RAISE  
OF RUSSIAN CAPITAL ON THE WORLD MARKET**

**Annotation**

The article reviews the export of the capital by Russian companies as a comparative advantage of Russian economy, that has a long-term perspective. Russian company's activity abroad is estimated as still significantly lagging behind the leading companies of the global market in terms of capitalization and scale of economic activity and it is proposed some measures of a government policy that promote the competitive capacity of Russian companies in the world markets.

**Keywords**

Export of capital, internationally viable of Russian companies.

*S. A. Khapilin*

**INTENSIFICATION OF INTEGRATION PROCESSES  
WITHIN THE CUSTOMS UNION:  
DEVELOPMENT OF TRANSIT POTENTIAL**

**Annotation**

The article describes the current state, concerns and perspectives for the development of transit potential of the Common Economic Space of Russia, Belarus and Kazakhstan.

**Keywords**

Common Economic Space and Customs Union, regional integration, transit potential.

*M. V. Charaeva*

**RESEARCH OF SOURCES OF FINANCING OF INVESTMENT ACTIVITY  
OF RUSSIAN ORGANIZATIONS**

**Annotation**

In article the various points of view on classification and structure of sources of financing of investment activity of the Russian enterprises that allowed to allocate a perspective in the field are investigated. In particular, indistinct division of sources of financing into the loan and attracted doesn't give the chance of them to identify and to define advantages and use shortcomings from the point of view of practice. The author's point of view is presented in

article on the matter, allowing to remove this contradiction and to analyse practical benefits of use of various sources of financing in modern economic conditions.

**Keywords**

Financing sources, own, loan, attracted, profit, depreciation, bonds, issue of actions.