

**МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ  
РОССИЙСКОЙ ФЕДЕРАЦИИ**

# **ВЕСТНИК**

**РОСТОВСКОГО ГОСУДАРСТВЕННОГО  
ЭКОНОМИЧЕСКОГО УНИВЕРСИТЕТА (РИНХ)**

**№ 3 (51), СЕНТЯБРЬ, 2015**

**V E S T N I K**

**OF ROSTOV STATE UNIVERSITY OF ECONOMICS (RINH)**

**№ 3 (51), SEPTEMBER, 2015**

**РОСТОВ-НА-ДОНУ**

**2015**

## РАЗДЕЛ 1. УПРАВЛЕНИЕ ЭКОНОМИЧЕСКИМИ СИСТЕМАМИ

*R. R. Bashirzade, K. A. Budunov, A. V. Pakhomova*

### RESEARCH OF LOGISTICAL COORDINATION'S QUESTIONS OF TRANSPORT SERVICES IN THE SUPPLY CHAIN

#### Annotation

The article describes the recommendations for the formation of the logistical coordination's model of transport service supply chain processes, based on a new, inter-organizational and cross-functional tiered cooperation, the practical application which allows you to set limits and terms of liability for operations and logistics service functions to ensure reliability fulfill customer orders.

#### Keywords

Logistical coordination, transportation, service, supply chain, enterprise, flow, control, service.

*A. A. Datchenko, V.I. Gissin*

### SAFETY ASSESSMENT OF LOGISTICS SYSTEMS MERCHANDISE PERISHABLE GOODS

#### Annotation

The article deals with issues of providing of safety of logistics system in order to maintain its integrity throughout the goods movement from the providing of production of raw materials and to the selling to the consumer. The studies of the importance of objectives by the expert method are presented in the article. Methodology of safety assessment of processes, allowing to identify the deviations in the process in order to conduct corrective action, is proposed in the paper.

#### Keywords

The safety, logistics system, the perishable products, the selling, methodology of assessment and reduction of risk.

*A. V. Guzenko, E. S. Valchuk*

### THE FORMATION OF MODERN MANAGEMENT OF URBAN PASSENGER TRANSPORT ON THE PRINCIPLES OF LOGISTICS

#### Annotation

This article examines the issues of forming an effective system of management of urban passenger transport through the use of intelligent transport systems. Analyzed international experience, correlated the interests of the various subsystems and provides information and technical means of control and regulation.

**Keywords**

Urban transport system, subsystem, logistics.

*E. A. Korol'kova*

**FORMATION OF PERSONALIZED THE IMPACT OF INFORMATION SYSTEMS  
AND THE RELATIONSHIP WITH THE PERMANENT CUSTOMERS IN PR**

**Annotation**

The paper presents the development trend of information space, characterized promising opportunities embodiment of PR-technologies, It identified the need to establish bilateral relations between business and society, as well as bases of formation of a personalized information system impacts and relationships with regular customers in PR, formed rules of professional work with the needs of the Internet

**Keywords**

PR, marketing, Internet technology, consumers

*V. G. Khalyn*

**THE ROLE OF INFORMATION AND PROCESS APPROACH TO REGIONAL  
DEVELOPMENT LOGISTICS SYSTEM WAREHOUSING AND CARGO  
HANDLING**

**Annotation**

The article presents the basis of the research of warehouse logistics enterprises in accordance capabilities to meet the needs of consumers, identified the characteristics of the economic performance proved that modern distribution centers, must comply with parameters of the volume of storage space, convenient access roads, storage technology of intra zoning areas, taking into account the information of cargo units

**Keywords**

Logistics, import substitution, warehouse, cargo processing system.

*L. H. Dzhandarova*

**THE IMPLEMENTATION OF A MECHANISM FOR REGIONAL RESOURCING  
IN TERMS OF TRADE AND ECONOMIC RESTRICTIONS**

**Annotation**

The article deals with the prospects for the formation programs of import substitution and development of productive capacities branches of economic complex of the country, the implementation of a mechanism for regional resourcing in terms of trade and economic restrictions, characterized by natural resources, depending on the possibilities of use presents the possibility of diversification of qualitative and quantitative indicators to measure the effectiveness,

the possibilities of administrative resources for the most effective criteria for adjustment of management functions.

**Keywords**

Regional policy, provision of resources, innovation, management.

*M. A. Akhmadov*

**DEVELOPING IMPLEMENTATION STRATEGY THE REPRODUCTIVE  
CAPACITY WITHIN THE INTERREGIONAL AND INTERNATIONAL  
INTEGRATION**

**Annotation**

The article presents the necessary conditions for the growth of the agricultural sector of the economy of regions characterized by the need for modernization of agricultural production regional characteristics, forming a set of competitive advantages of the socio-economic development, which cashed in by a comprehensive analysis of economic subjects, the fundamentals of the formation program of import substitution and the development of implementation strategy the reproductive potential.

**Keywords**

Regional economy, modernization of production, reproductive potential..

## РАЗДЕЛ 2. ЭКОНОМИКА И ПРЕДПРИНИМАТЕЛЬСТВО

*L. G. Ayrapetyan*

### THE FORMATION OF A NEW MODEL OF INTERACTION OF THE ECONOMIES OF RUSSIA AND ARMENIA

#### **Annotation**

The article discusses the formation of a new model of interaction of the economies of Russia and Armenia. The author emphasizes mutual benefit and economic efficiency of the two States. The article also substantiates the descriptive model of international cooperation between Russia and Armenia.

#### **Keywords**

Eurasian integration, strategy, international cooperation, energy potential, transit, EurAsEC.

*K. A. Borisovskaya*

### RUSSIAN ECONOMIC INTERESTS AND ASSESSMENT OF FOOD IMPORT SUBSTITUTION UNDER THE SANCTIONS

#### **Annotation**

The paper analyzed the processes in the Russian food market import under the food sanctions and anti-sanctions. The high level of Russian agriculture integration in the global processes for the end product and production factors is highlighted. Priority groups for import substitution are offered. In 2015, it projected reduction in imports, although this group of products is one of the most stable in decline compared with the other groups.

#### **Keywords**

Foodstuffs, economic interests, WTO, import, sanctions, anti-sanctions, import substitution.

*A. M. Basenko, I. V. Ishanov*

### STRATEGY FOR THE INTEGRATION OF DEVELOPMENT AND FUNCTIONING OF THE CUSTOMS UNION WITHIN THE EURASEC

#### **Annotation**

In this article the authors examine the strategy of the development and functioning of the Customs Union-Belarus, Kazakhstan and Russia in the framework of the Eurasian Economic Community. Scientific theoretical basis of the Customs Union in the current composition causes certain advantages and prospects for economic development.

### **Keywords**

Customs union, economic integration, the Customs Code of the Customs Union, the Common Economic Space, the Eurasian Economic Union, World Trade Organization (WTO), the Eurasian Economic Community, external *torgvolya*.

*R. H. Bekmurzaeva*

## **FORMATION OF REGIONAL PROGRAMS BASED ON IMPORT SUBSTITUTION POTENTIAL OF INFRASTRUCTURAL RESOURCES AND DEVELOPMENT CONDITIONS**

### **Annotation**

The article analyzes the results and the possibility of development of trade cooperation between Russian regions in the field of high-tech manufacturing, characterized optimally possible relationship between the value of human resources, fixed assets, working capital and financial, to implement programs of regional import substitution on a strategic basis, shows the need to address areas of market efficiency of natural resources and the formation of regional programs based on import substitution potential infrastructural resources and development conditions.

### **Keywords**

Regional development; import substitution, limited sanctions, environmental management.

*I. A. Karachev*

## **INSTITUTIONAL REFORMS IN THE RUSSIAN REGIONS AS THE FACTORS OF COUNTRY'S ECONOMIC GROWTH**

### **Annotation**

The article is devoted to assessing the current state of the incoming and outgoing flows of foreign direct investment (FDI) in countries with economies in transition. FDI flows in these countries reached record levels in 2013.

Russia was third on the list of recipient countries of FDI and the fourth in the list of the largest investor countries largely due to a major transaction for the merger, "Rosneft" and TNK-BP.

In South-eastern Europe, most of the increase in incoming investment flows was observed due to the privatization of the remaining state-owned enterprises in the services sector. FDI in the transition economies is likely influenced by the uncertainties related to the regional conflicts in Ukraine.

Most of the incoming FDI in countries with economies in transition account for the state of the European Union (EU). At the same time, FDI flows are differentiated according to sectors of the economy. The article deals with the current trends of the investments in sectors such as the financial sector; the electricity sector; the mining sector; the automotive sector.

**Keywords**

Countries with economies in transition, foreign direct investment, the investment «from scratch», cross-border transactions of mergers and acquisitions, investor countries, recipient countries.

*I. V. Mishurova*

**MATRIX APPROACH IS IN STRATEGIC PLANNING OF ENTERPRISES****Annotation**

The Strategic planning of human capitals is important component part of all system of the strategic planning of enterprise. The prognosis of motion of personnel taking into account the different factors of external and internal environment on the basis of probabilistic matrices gives an opportunity more precisely to plan events on the decline of fluidity of personnel, hiring, selection, and adaptation of new workers, to develop the programs of planning of career.

**Keywords**

The Strategic planning of human capitals, probabilistic matrix of transition of personnel, prognostication of requirement in workers.

*A. Y. Panychev*

**TERMS AND PROSPECTS OF TRANSPORT AND ECONOMY  
QUALITY EDUCATION****Annotation**

The analysis of the current state and dynamics of the industry of education in Russia. In particular, disclosed: Prospects for the labor market and the industry outlook for education, the prospects for the industry of education. It comments on the appropriate international experience. The conditions for a viable and competitive development of the transport education in Russia.

**Keywords**

The transport sector, labor market, sectoral education, the quality of transport education.

*M. A. Ponomareva*

**EFFECTIVE TOOLS INCENTIVE REDUCE TEMPORALITY-TERRITORIAL  
ENVIRONMENTAL EXTERNALITIES IN THE RUSSIAN CONDITIONS****Annotation**

In the article the problem of temporal and territorial (mezhpokoleneskih) negative environmental externalities; practical manifestations of this phenomenon in modern Russian con-

ditions, in particular, in the Rostov region; shows the main examples of their manifestations; The analysis of existing tools in the world, and they reduce the effectiveness of these instruments in the Russian conditions; the basic directions of possible improvement of the tools considered, taking into account international practice.

### **Keywords**

Sustainable development, intergenerational (temporal) negative environmental externalities, environmental fees, environmental valuation, the best available technology.

*G. I. Checkmareva*

## **ON THE QUESTION OF HOLDING MANAGEMENT**

### **Annotation**

This essay is devoted to the issue of holding companies management. The questions of strategy management of company are considered. Functional potential questions of managing company's structural subdivisions are classified.

### **Keywords**

Competitiveness, competitive advantage, forecasting, competitiveness, competitiveness of a business entity.

*S. G. Yaroshenko*

## **EVOLUTIONARY APPROACH TO UNDERSTANDING THE ROLE OF CLUSTERS IN IMPROVING INTERACTION SUBJECTS SOCIO-ECONOMIC SYSTEM OF THE REGION**

### **Annotation**

In the article the problem of ensuring the effective interaction of economic agents for the functioning of the socio-economic system of the region, to ensure competitiveness and sustainability of its businesses. The analogy between the interaction of living organisms and entities of regional reproduction processes, allows us to prove the evolutionary role of clusters in the interaction of the past and the development of socio-economic system of the region (similar to the evolution of the living world). The basic types of cluster interaction (cross-sectoral, cross-sectoral, in the context of "large-medium-small business") in the regional economy, as well as its dominant form: cooperation, symbiosis, partnership. It has been shown that the development of the clusters is only possible when the data types and forms of interaction have significant limitations for practical implementation; identified inefficient forms of interaction (parasitism symbiotic form, leading to loss of economic independence of the members).

### **Keywords**

Region, socio-economic system in the region, cooperation entities, cluster.



### РАЗДЕЛ 3. ФИНАНСОВО-КРЕДИТНЫЕ ОТНОШЕНИЯ И БУХГАЛТЕРСКИЙ УЧЕТ

*E. A. Danchenko*

#### PARADIGM OF MODERN FORMING ISLAMIC BANKING

##### **Annotation**

Since the late 20th century Islamic financial institutions actively appear in the financial markets of Europe and America. In the United Kingdom, Germany, the US banks appear to offer products based on the norms of Islamic law. The study aims to study the propagation of Islamic banking products and their relevance in the global financial market. The article concluded that the interest of both the Western financiers to Islamic banking products and Islamic banks in expanding product range by adapting products Anglo-Saxon model to the norms of Islamic law.

##### **Keywords**

Islamic banks, banking products, the assets of Islamic banks, the global financial markets, lease.

*M. A. Komissarova, I. N. Storozhuk*

#### MULTI-CRITERIA EVALUATION OF THE EFFICIENCY OF THE POWER GENERATING COMPANIES

##### **Annotation**

At the moment special relevance is gained by the ways and methods of a mnogokriterialny assessment of activity of the enterprise which are based on a basis of a number of the indicators which are in a complex characterizing efficiency of production activity. The structure of corporate management which developed now in the power generating enterprises demands application of various methods quantitative and quality standard of efficiency of activity for the purpose of identification of weak links in activity of the organization. In article the mathematical model of an assessment of efficiency of activity of the power generating enterprises on the basis of the modified production function and the theory of indistinct sets is offered.

##### **Keywords**

The power generating enterprise, multicriteria assessment, efficiency of activity.

*V. V. Litvin*

#### SAVINGS MARKET TODAY: ESSENCE, FUNCTIONS, FEATURES OF FUNCTIONING

**Annotation**

In the article author attempts to identify the savings market in the external environment, to determine its essence and basic functions. Solved the problem of structuring savings market, highlighted its main segments based on studies of tangible and intangible forms of savings. Identified and characterized features of savings market at the present stage, which account when improving public savings and investment strategy would achieve a new level of institutionalization of the market with a view to its sustainable functioning and development.

**Keywords**

Real savings, forms of saving, function and segments of savings market, saving-investment strategy.

*R. R. Pogosyan*

**SMALL INNOVATIVE ENTERPRISES: PROBLEMS AND PROSPECTS OF FUNCTIONING****Annotation**

In article considered problems of creation and functioning of the small innovative enterprises . Features of the small innovative enterprises, their role in infrastructure of innovative system are considered. The main barriers limiting developments of small business in Russia are defined.

**Keywords**

Small innovative enterprises, business management, innovative policy, innovative economy.

*M-S. T. Salavatov*

**THE POSSIBILITIES OF FORMATION AND DEVELOPMENT OF REGIONAL PROGRAMS OF IMPORT SUBSTITUTION****Annotation**

The article covers the basics of formation of economic targets regional producers in the sanctions struggle, is the intensification of the development prospects of the national economy, reveals the main differences between forecasting and planning in the framework of regional development, the author analyzes the consequences and prospects that have arisen as a result of trade and economic relations.

**Keywords**

Regional development, the prospects for import substitution, prediction.

*O. G. Semenyuta, T. V. Maznyak*

**ADAPTATION POTENTIAL OF THE RUSSIAN ECONOMY IN THE CONDITIONS OF "PARADOX OF SAVINGS"****Annotation**

Article is devoted to research of influence of paradox of savings on economic growth. The conclusion is drawn on short-term nature of influence of paradox of savings on economic development. Need of proportional development of the investment and savings sphere locates. Studying of norm and motives of savings led to a conclusion that activation of savings process in Russia requires development of such motives of saving as investment and insurance. As the instrument of savings answering to investment and savings motives precious metals are offered.

#### **Keywords**

Savings, investments, paradox of savings, motives of savings, investments into precious metals, investments into gold..

*E. N. Smertina, N. T. Labyntsev*

### **CURRENT PROBLEMS OF APPLYING IFRS IN RUSSIA**

#### **Annotation**

The article studies current problems and difficulties in applying international financial reporting standards in Russia as well as it points out the practicability of their introduction and demonstrates the exact factors slowing down the overall process of applying the IFRS by Russian companies under modern conditions.

#### **Keywords**

IFRS conventions, accounting system transformation, problems of applying IFRS, legal and regulatory framework of accounting, reporting, accounting system, introduction of IFRS in Russia.

*M. I. Seredin*

### **RISK MANAGEMENT OF THE FOREIGN TRADE ACTIVITY OF THE RUSSIAN INDUSTRIAL ENTERPRISES IN MODERN CONDITIONS**

#### **Annotation**

In this article the reasons of emergence of risks of the foreign trade activity are analysed. Main types of risks which are inherent in the Russian industrial companies are considered. Need of management of the foreign trade risks is defined. Author's approach to risk management at the enterprise is presented.

#### **Keywords**

Foreign trade risks, industrial enterprise, algorithm of management, world economy, methods of management of risks.

[rsue@mail.ru](mailto:rsue@mail.ru)