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SECTION 1. MANAGEMENT OF ECONOMIC SYSTEMS

A. U. Albekov, A. A. Rotermel'

FACTORS OF PRODUCTION SYSTEM INFRASTRUCTURE OF MACROLOGISTICAL SYSTEM SUPPLY GOODS ON INTERNAL MARKET OF RUSSIA

Annotation

The article presents the rationale for and the attenuation factors of production base of the domestic economy, the gradual deindustrialization of the economic complex and reduce the potential expansion of competitive supply of domestic products in the domestic market. Author actualizes the need to integrate the development of industrial policy in Russia into the problems of the modern domestic economic discourse.

Keywords

Production, consumption, industrial complex, the monetization of the economy, supply goods, industrial policy.

E. Yu. Andreeva

LOGISTIC APPROACH TO THE ORGANIZATION OF WAREHOUSE PRACTICE

Annotation

This paper considers current approaches to the organization of terminal and warehouse operations. More and more Russian companies are aware of the need for and use of information systems. In this connection, the author has reviewed and analyzed the main approaches to the organization of warehouse activities in this paper, such as system and process approaches.

Keywords

Systems approach, process approach, terminal and storage operations, logistics.

S. S. Astafurov, V. B. Ukraintsev

DEVELOPMENT NETWORK RETAIL IN RUSSIA: VECTOR AND GROWTH DYNAMICS OF INFRASTRUCTURE

Annotation

The article discusses and justifies the key factors and features of the modern development of the retail network in Russia, retaining its institutional profile in the infrastructure consumer market in the country.

Keywords

Network retail, retail chain, retailer, merchandising, market infrastructure.

Ya. A. Batygov

FACTORS AND CONDITIONS OF THE MARKET ROAD FREIGHT BUSINESS

Annotation

The author conducts a comprehensive analysis of the factors and conditions for the development of road freight transport, justifying the macro-economic and institutional constraints to further growth of the market, as well as the preconditions of its qualitative transformation as a result of increasing importance of logistics factor in the consumer market in the country.

Keywords

Road freight transport, commercial transportation, manufacturing, retail and logistics.

E. P. Bogocharova

SUPPLY OF CHAIN MANAGEMENT OF PHARMACEUTICAL MARKET IN THE REGION

Annotation

This article presents the methods of supply chain management of the pharmaceutical market, the necessity of developing tools for logistic optimization, disclosed characteristics and trends specific to the modern development of the pharmaceutical market, and describes the main challenges of the pharmaceutical industry of the Southern Federal District.

Keywords

Logistics system, the pharmaceutical market, market interaction, wholesale and retail unit.

V. V. Borisova, K. G. Gordei

WAREHOUSE LOGISTICS AS UNIVERSAL INSTRUMENT OF COMMODITY STREAMS MANAGEMENT

Annotation

The article presents information and technological support warehouse management functions in the logistics system and management of Communication; disclosed the essential characteristics of WMS — management system in warehouse storage; formed informational support logistics storage systems.

Keywords

Warehouse management, WMS (Warehouse Management System) in storage, warehouse and logistics information support systems.

R. M. Zakharova

TRENDS HOTEL CHAINS AND LOGISTICS HOTEL BUSINESS ORGANIZATION HOSPITALITY INDUSTRY IN DOMESTIC

Annotation

The article presents the conceptual underpinnings of features and trends of the institutional transformation of the market of accommodation in Russia associated with the development of a logistics network forms of organization of the hotel business. The author proves the central vector and specificity of the evolutionary transition to more advanced forms of integration of the logistics of hotels, expanding the potential market growth of hotel chains and the possibility of raising the level of hospitality services through the implementation of integrated logistics service.

Keywords

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

E. A. Mamaev, N. A. Kovaliova

RAILWAY TRANSPORT IN DEVELOPMENT OF CITY PASSENGER TRANSPORT ON THE EXAMPLE OF ROSTOV-ON-DON

Annotation

The authors consider the functioning of the transport system of the city of Rostov-on-Don and found problems in the development of city passenger transport. The possibility of the use of railways in the city for transportation of passengers are offered.

Keywords

City, transport, rail transportation in the city, efficiency, advantage, organization.

T. V. Parkhomenko

LOGISTIC FORSYTING POWER COMPLEX DEVELOPMENT OF THE REGION

Annotation

This article contains the basic characteristics using a logistic forsyting in the electricity sector of the Russian regions, reveals the direction of forsyting application research in Russia and abroad, is the prospects of forming the most effective in the use of futures development projects strategically important sector of the national economy.

Keywords

Logistics, forsyting, electric power complex.

S. A. Petrosyan

DIRECTIONS OF COMMERCE INFRASTRUCTURE DISTRIBUTION IN THE DOMESTIC MARKET OF TOYS

Annotation

The author carries out scientific and practical substantiation of basic directions of development of trade and marketing infrastructure of distribution in the Russian market of toys based on the empirical diagnosis of current and forecast future changes in the empirical part of the institutionalization of the logistics of distribution channels and geographic diversification in the considered industry market.

Keywords

Market for children's toys, distribution channel, logistics, marketing, trade and marketing infrastructure.

O. M. Pushkar'

ECONOMETRIC ANALYSIS OF THE FACTORS OF PRODUCTION AND FINANCIAL PERFORMANCE OF EGG PRODUCTS: LOGISTICAL ASPECTS

Annotation

In the article conducted correlation and regression analysis of the structure of production costs of egg production on a large poultry farm egg direction of Rostov region, which allows the evaluation of the results justify the possibility of increasing the efficiency of the financial markets on the basis of competitive proposals in established sales channels in the region.

Keywords

Egg products, financial services, profitability, cost of production, sales, distribution costs.

S. N. Reznikov

INSTITUTIONAL TRANSFORMATION OF GLOBAL LOGISTICS AND FORMATION OF REGIONAL SUPPLY CHAINS: CONCEPTUAL ASPECTS

Annotation

The paper discusses the main features of the modern development of the supply chain in the global commodity exchange. Stand evolutionary transition phase in their development, forming a stable vector of institutional transformation of the global logistics towards the formation of regional supply chains.

Keywords

The supply chain, trade flows, global supply chain, the regional supply chain.

SECTION 2. ECONOMICS AND BUSINESS

V. V. Vanushkina

UNIVERSITY BRAND IN THE SOCIAL CONTEMPORARY PROBLEMS OF EDUCATION

Annotation

Ideas of socially-ethical, socially responsible marketing play constructive role in the formation and development of the university brand. Unlike communications between market subjects of educational services, the cumulative decision is not the object of marketing management in sphere of educational services. Social and ethical value of the university brand consists in maintenance of the higher consumer value and the social responsibility of all participants of the external and internal environment of the university by formation in their consciousness such feelings as respect, admiration and sympathy, aspiration on long wellbeing.

Keywords

Brand, social and ethical marketing concept, the higher professional education, the social value of the university brand.

K. V. Grinchenko, T. B. Erokhina

INTEGRATED MARKETING COMMUNICATIONS — A UNIQUE COMMUNICATION TECHNOLOGY XX CENTURY

Annotation

The article is devoted to the new communication concept marketing — integrated marketing communications. Are analyzed and described the characteristic features of the tools of marketing communications in the structure of the integrated marketing communications, identifies the main features of the integrated marketing communications.

Keywords

Communication concept, integrated marketing communications, marketing communications tools.

V. E. Ershov

TENDENTIONS OF ADVERTISING MARKET DEVELOPMENT ACCORDING TO IT'S INFLUENS ON CONSUMER BEHAVIOR

Annotation

Article provides the analyses of growth rates of advertising market and increasing level of advertising noise in Russia nowadays. Considered the basic ways of advertising influence on consumer's mind and the goals of that process. The positive and negative effects of advertising influence on society are explored, and the methods of negative impact reducing are suggested.

Keywords

Advertising market, advertising, rational and irrational consumer choice, the unconscious, public service ads, brand in the consumers consciousness, methods to reduce advertising's negative impact.

FUZZY MULTI-CRITERIA ANALYSIS OF THE CHOICE OF INSTRUMENTS ELECTRONIC BUSINESS RELATIONS

Annotation

In this article we consider the formulation of the problem of choice of alternatives on many criteria that have a quantitative and qualitative characteristics. Implementation tasks considered by the example of the choice of instruments electronic business relations. The proposed technique allows the selection of the direction of improvement of business processes according to many criteria, taking into account the fuzzy ideas about the properties of alternatives. It does not require the calculation of any quantitative evaluations of partial criteria, since it uses only the information about the quality of variants in the form of paired comparisons.

Keywords

Electronic business relationships, multi-criteria analysis, fuzzy choice.

V. S. Zolotariov, N. I. Nevskaya, T. G. Komarova

THE LIFE ACTIVITY OF THE POPULATION OF RUSSIA IN THE CONDITIONS OF CHANGED ENVIRONMENT: INFORMATION SYSTEMS APPLICATION

Annotation

In this research the evaluation of the application of estimation of information switching technologies (IST) in life activity of the population of Russia is given. The basic tendencies of change in the life activities are defined, the comparative analysis of IST introduction in Russia, in the European countries and the USA is carried out, necessity of expansion the work on IST introduction in Russia as the important factor of the quality improvement of the human capital and maintenance of the steady economic growth is proved.

Keywords

Information-switching technologies, interactive space, an information society, life activity, the human capital, steady economic growth.

A. V. Kaplina

ANALYSIS OF THE MODELS OF FORMATION OF CLUSTER STRUCTURES IN THE REGIONAL ECONOMY: ADMINISTRATIVE ASPECT

Annotation

On the basis of summarizing the global practice of regional clustering is performed simulations of cluster initiatives within the boundaries of the region with an emphasis on management methodology implementation in the framework of the system-integration theory.

Keywords

Cluster initiatives, clustering model, the management of cluster initiatives in the region.

B. I. Linchenko

INCREASE OF INNOVATIVE COMPETITIVENESS OF REGIONS

ON THE BASIS OF CLUSTER APPROACH

Annotation

The article is devoted to topical issues of clustering, due to the general laws of development of the economy at the present stage. Identified specific institutional development of regional industrial clusters.

Keywords

Analysis, business, institution, institutional environment, a cluster competitiveness, the region, stimulating the economy.

Ju. Ju. Lozovaja

DEFINITIONS OF «INNOVATION» AND «NATIONAL INNOVATION SYSTEM» AS ECONOMIC CATEGORIES

Annotation

Despite the generally accepted importance of Russia's transition to the knowledge-based economy, such fundamental concepts as «innovation» and «national innovation system», so far do not have clear-cut interpretations, which is causing uncertainties involved in implementations of innovative development. To prevent errors, we consider it necessary to review all the available views and interpretations of the concept to formulate the most adequate definition that reflects all the relevant parties and events.

Keywords

Innovation, national innovation system.

A. N. Palagina

INTEGRATION OF SYSTEM OF CONSULTING CENTERS AND INSTITUTES OF OMBUDSMEN IN RUSSIAN FEDERATION

Annotation

Appointment to the post of Commissioner for the protection of the rights of businessmen in 2012, has created a powerful reserve in the organization of new forms of business support at all levels. The article describes a mechanism of interaction of the system information and consulting centers of support SMEs with the institution of the Commissioner for the Protection the rights of entrepreneurs.

Keywords

Consulting support, ombudsman for entrepreneurs, small and medium business.

N. V. Przhedetskaya

CONCEPT DEVELOPMENT AND DELIVERY OF EDUCATIONAL SERVICES IN THE MARKET OF BUSINESS EDUCATION

Annotation

The article presents the interpretation and semantics of educational services in today's market of business education. It is shown that the identification of consumers of educational services is a key step for the formation mechanism of the interaction of marketing in the edu-

cational market .A model of choice of educational services through the mechanism of determining the weights determined by experts on the basis of comparison.

Keywords

Consumers of educational services , meeting the needs of formalizing model the optimal solution , the principle of Bellman-Zadeh method hierarchy Saaty .

S. V. Rogozhin, N. S. Tsimbalenko

REAL ESTATE INVESTMENT APPEAL WITH MORTGAGE

Annotation

In this article we consider the problem of real estate investment appeal with mortgage and construct mathematical model. Method of optimal solution of the problem was found.

Keywords

Investment, mortgage, mathematical model, real estate.

A. Yu. Rozhkova, V. V. Filonich

**PRODUCTIVITY OF POLICY OF SUSTAINED ECONOMIC GROWTH
OF THE REGION**

Annotation

In article approach to the determination of the effectiveness of policies for sustainable economic growth in the region, which can be considered subjective. But it makes sense because it provides an opportunity to determine the effectiveness of regional growth strategies, and thus form a general idea of the policy itself.

Keywords

Region; regional policy; innovations; innovative system; investment strategy; innovative strategy; sustained economic growth.

A. V. Sklyarov

**ANALYSIS ALGORITHM OF RANKS OF DYNAMICS
OF ECONOMIC INDICATORS, ON THE BASIS OF THE DEVICE
OF THE SMOOTHING NORMALIZED B-SPLINES**

Annotation

The analysis algorithm of ranks of dynamics of the economic indicators is presented in article, developed on the basis of mathematical apparatus of the smoothing cubic normalized V-splines which is capable to consider effectively stochastic nature of dynamics and isn't critical to aprioristic uncertainty of a type of function of distribution.

Keywords

Analysis, B-spline, number of dynamics.

A. V. Burmistrov

**PROBLEMS OF THE EFFICIENCY AUDIT
OF MUNICIPAL PROGRAMS**

Annotation

The article is devoted to the problems of the efficiency audit of municipal programs. The author analyzes the efficiency audit of municipal programs, its criteria and proposes concrete measures for improving the efficiency of municipal programs that would allow for more productive work municipal formations.

Keywords

Performance audit municipalities, municipal financial control, audit criteria of efficiency of municipal programs, control and accounting bodies of municipal formations.

S. N. Goncharova, O. V. Gudenitsa

ANALYTICAL STUDY OF TYPICAL OF VIOLATIONS IN REFLECTION REORGANIZATION PROCEDURES IN THE ACCOUNTING

Annotation

The article provides an overview of typical violations of the reflectionized reorganization procedures in accounting. An analytical study of typical violations of the reflection of reorganization proceedings in the account. The algorithm of inventory reorganized and re-structured organizations.

Keywords

Strategic accounting, auditing, financial reporting, legal and tax aspects.

S. A. Kurbanov, D. D. Saidulaev

PROBLEMS OF BUDGET SECURITY AND INTER-BUDGETARY TRANSFERS IN THE CHECHEN REPUBLIC

Annotation

The article considers current issues of intergovernmental relations and the mechanism of increasing fiscal capacity of the Chechen Republic at the expense of intergovernmental transfers.

Keywords

Interbudgetary transfers, fiscal policy, intergovernmental fiscal relations.

I. A. Omelchenko, V. O. Omelchenko

METHODOLOGICAL ASPECTS OF FORMING KEY PERFORMANCE INDICATORS OF THE COMMERCIAL ORGANIZATION

Annotation

In the practice of modern management link between the development strategy of the company and its operating activities are the key performance indicators, as reflected in the balanced scorecard concept. In the article the methodical bases of the formation of the cluster key performance indicators of a commercial organization.

Keywords

Balanced scorecard, cluster of key performance indicators, financial sustainability, strategy.

**SYSTEMATIC AND ANALYTICAL STUDY OF LIQUIDITY
IN THE RUSSIAN FINANCIAL MARKET**

Annotation

The article discusses the current state of liquidity indicators, analyzed financial liquidity characteristics of Russian and foreign banks operating in the territory of the Russian Federation, presented promising future directions to prevent the negative impact of the European financial market trends.

Keywords

Liquidity of the bank, the financial system, commercial banks, liquidity rating.