

MINISTRY EDUCATION AND SCIENCE  
OF RUSSIAN FEDERATION

# VESTNIK

OF ROSTOV STATE  
UNIVERSITY OF ECONOMICS (RINH)

№ 4 (48), DECEMBER, 2014

Scientifically-practical journal.  
First published in 1996.  
Periodical — 4 issues per year.  
№ 4 (48), 2014

The journal «Vestnik of Rostov State University of Economics (RINH)» is included in the «List of Russian peer-reviewed scientific journals, which should be published by a major scientific results of theses for the degree of doctor and candidate of sciences» ([http://vak.ed.gov.ru/ru/help\\_desk/list](http://vak.ed.gov.ru/ru/help_desk/list)).

The edition is registered in Federal service of control for keeping the legislation in the sphere of mass communication and defence of the heritage since the 14.09.2005 PI № FS77–22006.

Index 82537 (for one year)  
in the catalog «The Russian Press»  
or online at [www.arpk.org](http://www.arpk.org).

The International Standard Serial Number:  
**ISSN 1991–0533**

**Publishing address of the journal:**  
344002, Rostov-on-Don,  
B. Sadovaya st., 69, room 337.  
Tel. (863) 237–02–75.  
E-mail: [vestnik.rsue@mail.ru](mailto:vestnik.rsue@mail.ru)

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(RINH), 2014

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## SECTION 1. MANAGEMENT OF ECONOMIC SYSTEMS

*E. S. Akopova, A. U. Albekov, A. A. Polubotko*

### NATIONAL-STATE SOVEREIGNTY IN THE CONTEXT OF GLOBALIZATION: THE DISCOURSE OF IDENTITY

#### Annotation

The article examines the discourse of identity in the context of globalization, analyzes four main paradigms of globalization: the realist paradigm, neo-liberal paradigm, neo-Marxist paradigm and the constructivist paradigm, and is distinguished by the integration aspect of nation-state sovereignty. On the basis of the conducted analysis, the authors offer a solution to the problems of preservation of national sovereignty in the context of globalization.

#### Keywords

National-state sovereignty, globalization, the discourse of identity, integration, national border.

*M. A. Akhmadov*

### THE DEVELOPMENT OF REGIONAL SOCIO-ECONOMIC SYSTEMS IN TERMS OF IMPORT SUBSTITUTION

#### Annotation

The article sanctified implications of trade and economic sanctions; presents alternative opportunities and market threats affecting national producers and potential socio-economic systems as a whole characterized prospects of regional companies involved in service support of production; presents tendencies of forming systems of import substitution.

#### Keywords

Regional economy, socio-economic system, the conditions of import substitution.

*A. I. Dolzhenko*

### TASKS SELECTING CLOUD TECHNOLOGIES FOR ECONOMIC INFORMATION SYSTEMS

#### Annotation

The prospects of using cloud technologies in economic information systems and objectives justify the selection of vendors and cloud it services for these systems based on Fuzzy models.

#### Keywords

Information system, cloud technologies, enterprise applications, information service, vendor, business process, fuzzy set, fuzzy model.

*I. V. Kulikova*

### PROCESS OF FORMATION AND DEVELOPMENT OF THE EURASION ECONOMIC UNION: REALITIES AND PROSPECTS

**Annotation**

The Customs Union of Belarus, Kazakhstan and Russia represents the form of economic integration of three states on the post-Soviet territory. The Euroasian Economic Union (EEU) — the international integration economic association (union) into which structure now have entered Russia, Belarus and Kazakhstan, comes into force since January, 1st, 2015. EEU is created on the basis of the Customs Union, the Euroasian Economic Community (EEC) for the purpose of the further development of cooperation, strengthening of economy and increase of competitiveness of the countries-participants in the world market. The next years continuation of economic integration by member states EEC is predicted.

**Keywords**

Customs Union, integration, Customs code, uniform customs space, Euroasian Economic Community, Euroasian Economic Union.

*K. Ph. Mechantseva*

**ON THE POSSIBILITIES OF THE COMPARABLE STRATEGIC PLANNING  
OF THE MUTUAL SUSTAINABLE DEVELOPMENT OF THE BLACK SEA  
PORTS OF RUSSIA AND CRIMEA**

**Annotation**

On the bases of statistical modeling of the turnover of the Black Sea basin ports of Russia and Crimea the forecast assessment of comparable strategic planning of their mutual sustainable development was carried out and the new opportunities of logistics integration of the Russia transport system in the transport corridors net were defined.

**Keywords**

Sustainable development, strategic planning, trend modeling.

*G. A. Nazaryan, D. N. Hakhverdyan*

**QUANTITATIVE ASSESSMENT OF THE INTERNATIONAL INTEGRATION  
OF ECONOMY OF ARMENIA WITH USING OF THE GRAVITY MODEL**

**Annotation**

The issues of economic integration of Armenia and its consequences are being studied with the help of gravity model. It is obvious that the development of economy of RA under the conditions of constraints of internal market largely depends on the rapid growth of export volumes. So, authors come to the conclusion that by integration with the Eurasian economic union, the expected positive results for Armenia can be outweighed.

**Keywords**

Regional economic integration, foreign trade, gravity model, distance between countries, socio-cultural variables, integration index.

*D. T. Novikov, E. V. Keyvanova*

**TWO EFFECTS OF SOCIAL-ORIENTED LOGISTICS**

**Annotation**

The article deals with the problems of the state and business, forming public-essential products and services, the author revealed basis for the development of socially oriented logistics, presented the variety of socially oriented logistics on character relationships in their social and economic effects, as a prerequisite for successful market activities.

**Keywords**

Logistics, the social aspect, the effect business organizations.

*E. K. Pilivanova*

**CONCEPTUAL ANALYSIS OF FEATURES  
RETAIL IN RUSSIA: LOGISTIC ASPECTS**

**Annotation**

In article the critical of the modern institutional factography-market transformation of retail trade in Russia, especially in the light of which the identified empirical generalization and understanding of the complexities of the structural growth of the domestic retail and formed their supply chains are given.

**Keywords**

Retail, retail chain, the consumer market, supply chain.

*M. A. Ponomariova, S. G. Tyaglov, I. A. Zhukova*

**THE CONCEPT OF SUSTAINABLE DEVELOPMENT, INTERGENERATIONAL  
EXTERNALITIES AND ENVIRONMENTAL DAMAGE: RELATIONSHIP  
BETWEEN CONCEPTS AND PHENOMENA**

**Annotation**

The article presents an analysis of the main provisions of the concept of sustainable development in the context of intergenerational environmental externalities; shows the relationship of the concepts of «sustainable development», «intergenerational externalities and inefficiencies and the accumulated environmental damage» and corresponding phenomena; justification the identity of concepts «from environmental damage» and «intergenerational negative environmental externalities», where the first term is practically implemented form of last.

**Keywords**

Sustainable development, intergenerational (temporal) negative environmental externalities, experience (previous) environmental damage.

*I. A. Rakhmanina, T. V. Goryacheva*

**ACTUAL QUESTIONS OF DEVELOPMENT AND APPROACHES  
TO ASSESSING THE POTENTIAL OF LOGISTICS SYSTEMS**

**Annotation**

The article discusses approaches to evaluating potential logistics system and proposed a generalized model of the logistics system, according to which the timely change of system objectives and selection strategies for achieving them to the existing potential.

**Keywords**

Logistics system, the potential of the logistics system, logistics system development model.

*M.-S. T. Salavatov*

**DEVELOPMENT OF THE REGIONAL ECONOMIC SYSTEMS  
IN TERMS OF IMPORT SUBSTITUTION****Annotation**

The article discusses the course of the regional market reforms directed to activate reasonable import substitution; substantiates the necessity state support for regional producers, designed to provide the agricultural industrial needs of the domestic market; characterized by the integration of information, as support for business development.

**Keywords**

Regional development, economic systems, development, government support, information integration.

*A. S. Khakimov*

**FORMATION AND CAPACITY OF REGIONAL INVESTMENT POTENTIAL****Annotation**

The article presents the role of investment in strengthening regional competitive potential; characterized bases of a regional investment attractiveness; formed indicators of high investment potential of the territory; formed the initial characteristics of the investment attractiveness of the various territorial entities.

**Keywords**

Regional economy, investment attractiveness, the potential economic stability.

## SECTION 2. ECONOMICS AND BUSINESS

*L. G. Ayrapetyan*

### ARMENIANS PLACE IN THE GEO-ECONOMIC MAP OF THE WORLD IN TERMS OF PARTICIPATION OF THE EurAsEC

#### Annotation

The article discusses the current geo-economic map of the world and positioning it in Armenia. The author stresses that global competition is increasing used integration processes, one of which is the formation and development of the Eurasians economic community (EAEC) with evolutionary trend in the Eurasian economic union. The article also proves positive trend is the incorporation of Armenia in this organizational grouping.

#### Keywords

Geoeconomy, globalization, integration, global economy, Customs union, integration association, Eurasian economic community, economic potential, investment, national currency.

*M. A. Biganova*

### THE ROLE OF CORPORATE SECTOR IN HUMANIZATION OF ECONOMIC GROWTH IN THE CONDITIONS OF RUSSIAN MACROECONOMICS

#### Annotation

In the article we want to appreciate the role of corporate sector in humanization of economic growth in the conditions of Russian macroeconomics.

#### Keywords

Humanization, corporate business, social responsibility, economic grows.

*V. A. Bondarenko, E. A. Semernikova*

### MARKETING PARTNERSHIPS AND ITS ROLE IN THE FUNCTIONING OF A COMMERCIAL BANK

#### Annotation

This article discusses the process of traditional marketing evolution to relationship marketing in the contemporary economic conditions, with emphasis on the role of partnerships «Bank — client» in maintaining the market position of a commercial Bank.

#### Keywords

Marketing, partnerships, commercial bank, customer, marketing mix.

*Ya. M. Gibner*

### DETERMINATION OF PARAMETERS OF THE ASSESSMENT MODEL OF THE LEVEL OF INNOVATIVENESS OF ECONOMIC OBJECTS

#### Annotation

The article discusses the model of assessing the level of innovativeness of objects of different levels: project, enterprise, industry, and region. The paper describes the ways of accounting nonstationarity and nonlinearity of the model.

**Keywords**

Innovation, mathematical model, the level of innovation, expert evaluation, informative signs, nonstationarity, nonlinearity.

*Zh. Ya. Kolycheva*

**PERSPECTIVE FORMS OF INTERACTION  
OF POWER AND ENTERPRISE STRUCTURES**

**Annotation**

In this article the main forms of integration interaction of power structures and business that causes, first of all, formation of a sustainable development of the region are considered. Integration processes proceed very slowly today. Proceeding from it, in work the main directions promoting increase of efficiency of measures of the state support of subjects of small and average business which will allow to increase stability of regional economy are also considered, to improve investment climate, will provide social and innovative development, fair competition, support of hi-tech sectors of economy, will reduce the administrative pressure upon business.

**Keywords**

Business, state, region, investment climate, innovative development, competition, administrative burden.

*A. V. Konovalova*

**DEVELOPER PROJECTS AS BASIS OF DEVELOPMENT  
OF INVESTMENT AND CONSTRUCTION ACTIVITY OF THE REGION**

**Annotation**

In article the concept «development» and «developer project» is considered. The author proves conceptual aspects of development of this concept, diversity of approaches and the importance of this phenomenon for regional economy. Is defined features of the developer project, it distinguishing with the investment and construction project. In article the author gives own definition of the concept «regional developer project», to give classification of investment and construction projects, approaches and types of development on the basis of what reveals the importance of this project for development of investment and construction branch of the region and efficiency for all economy as a whole.

**Keywords**

Development, investment and construction project, developer project, efficiency, developments of territories.

*D. D. Kostoglodov, I. S. Emelianenko*

**ORGANIZATIONAL MARKETING SOLUTIONS FOR ENHANCE  
THE COMPETITIVENESS OF RETAIL TRADE ENTERPRISES**

**Annotation**

In the article discusses the questions of group marketing organizational solutions to increase the competitiveness of retail trade enterprises, as well as the degree of their role, depending on the characteristics of the store and its location.

**Keywords**

Marketing organizational solutions, competitiveness, trade network, store format a «counter — seller», megapolis, town, middle town.

*A. A. Levchenko*

**BASIC «SKETCHES» OF CLUSTER DEVELOPMENT REGIONS  
IN RUSSIAN FEDERATION**

**Annotation**

The article discusses the fundamental principles of clustering, analyzes some of the reasons for the failure of the functioning of the vertically integrated innovative scientific-production associations, their fundamental differences from the classic cluster. The author formulates a number of conditions necessary for accounting for the clustering in the Russian regions.

**Keywords**

Innovation, cluster, region, economic development, scientific-industrial association.

*I. S. Sargsyan*

**CURRENT TRENDS IN EMPLOYER BRANDING  
IN PRACTICE OF FOREIGN COMPANIES**

**Annotation**

The article analyzes the current trends in the development of employer branding in practice, foreign companies in terms of prospects for their implementation in the Russian market.

**Keywords**

Employer branding, company, staff, employer.

*A. D. Chistyakov, V. A. Bulanov*

**THE MODEL ESTIMATES THE EFFICIENCY  
OF BUSINESS PROCESSES OF THE ORGANIZATION  
ON THE BASIS OF THE THEORY OF FUZZY SETS**

**Annotation**

The article presents a model for evaluating the effectiveness of the business processes of the organization, use of the theory of fuzzy sets. The authors provide a rationale for the developed model, the model highlighted the advantages over other instruments assessing the effectiveness of business processes of the organization.

**Keywords**

Process approach in management, business-process, fuzzy sets, term — set a linguistic variable, the Hamming distance.



**SECTION 3. FINANCIAL-CREDIT RELATIONS AND ACCOUNTING**

*G. A. Batishcheva, E. A. Batishcheva*

**MODELING OF INTERCONNECTIONS INVESTMENTS  
INDICATORS OF ECONOMIC GROWTH IN RUSSIA****Annotation**

The most important goal of economic policy of any country is to ensure economic growth, one of the main factors which are investments in fixed capital. The most important objective of economic policy of any country is to stimulate economic growth, one of the main factors which include investments in fixed assets. In this context, this article presents the results of studies of the effect of investment on economic growth in the country. Built econometric models multiplier and accelerator relationship investment to GDP, which revealed the quantitative and qualitative patterns of the impact of investment on growth.

**Keywords**

Investment, economic growth, the multiplier, the accelerator, econometric model.

*A. G. Burtseva*

**BUDGETARY CREDIT AS ONE OF MARKET INSTRUMENTS  
OF INCREASE OF LIQUIDITY OF THE TREASURY ACCOUNT****Annotation**

In article experience of development of the budgetary credits in Russia for the purpose of definition of prospects of their granting to subjects of the Russian Federation and to municipalities on replenishment of the remains of means on accounts of budgets of the corresponding public educations is systematized. Need of increase of a role of bodies of Federal Treasury for the organization of granting and timeliness of return of the budgetary credits locates. Actions for development of the budgetary credit as one of market instruments of increase of liquidity of the treasury account are offered.

**Keywords**

Budgetary credit, sources of financing of a budget deficit, form of financing of the budgetary expenses, Federal Treasury.

*O. B. Ivanova, G. G. Pogosyan*

**FISCAL STIMULS INVESTMENT  
IN THE PUBLIC-PRIVATE PARTNERSHIP HOUSING****Annotation**

The author substantiates the direction of fiscal investment incentives in the public-private partnership housing, which form a coherent strategy to stabilize rates and the organization of the investment process in the industry.

**Keywords**

Utilities, public-private partnerships, fiscal incentives, investment.

*G. G. Korobova, F. H. Kodzoeva*

## **ORGANIZATION OF BANK CONTROL OF THE PROBLEM CREDITS**

### **Annotation**

The article explains the importance of banking supervision for problem loans in the credit risk management of the bank. The authors examine the present state of outstanding loans in the banking sector by the statistical analysis, the method of comparison. The modern system of organization of banking supervision for problem loans. The dynamics of growth of problematic and delinquent loans for the period from 1, January, 2014 on 1, January, 2005. Noting the special role of extended loans in determining the level of risk of the loan portfolio of the bank. Made new proposals to improve banking supervision for problem loans.

### **Keywords**

Banking supervision, credit, debt.

*V. A. Kochka*

## **THEORETICAL FOUNDATIONS OF OPERATIONAL RISKS AND PRINCIPLES OF THEIR REGULATE**

### **Annotation**

This article deals with not only the nature and characteristics of operational risk, but also an opportunity to assess the risk in the bank, as well as the marked path to minimize it. The paper notes that the activities of any business organization is always fraught with operational risk, which depends primarily on the human factor, as well as the use of technical and technological systems, selection methods and models for the implementation of all operations, analysis and accounting. In this paper, an analysis of the nature of operational risks and their classification in order to improve the system of corporate management and internal control in the financial and credit institutions. The analysis of the theoretical foundations of operational risks on the basis of a number of authors. A number of additions to the author's definition of operational risk. The article describes the nonlinear classification approaches to the formulation, describing the parameters and point of application of operational risks in order to reduce the financial losses of the economic entity in difficult market situations. The analysis of the effects of operational risk in specific organizations, based on the Russian and foreign experience. The article presents the author's specific recommendations methods of regulation of operational risk, to limit its possible negative impact on the company.

### **Keywords**

Financial markets, financial instruments, investment risks, evaluation, investment, operational risk, the Basel Committee, the banking system, banking risks.

*M. V. Charaeva, E. V. Goruynova*

## **ELEMENTS OF THE FINANCIAL AND INVESTMENT MECHANISM OF THE CONSTRUCTION ENTERPRISE**

### **Annotation**

In modern conditions of instability of a macroeconomic situation the construction enterprises felt decrease in demand for the services, and most it mentioned the market of architectural design that, first of all, was connected with aspiration of developers to lower costs for construction. An object of research — financial and investment activity of the Russian construction enterprises. Use of elements of the financial and investment mechanism will allow to increase efficiency of investment and to intensify development of the construction enterprises in modern economic conditions.

#### **Keywords**

Financial and investment mechanism, elements, financial security, resource approach, financial resources, construction enterprises.