

**МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ
РОССИЙСКОЙ ФЕДЕРАЦИИ**

ВЕСТНИК

**РОСТОВСКОГО ГОСУДАРСТВЕННОГО
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РАЗДЕЛ 1. УПРАВЛЕНИЕ ЭКОНОМИЧЕСКИМИ СИСТЕМАМИ

O. N. Boyko, I. I. Afanasieva

THEORETICAL- APPLIED ANALYSIS OF THE RUSSIA ACC'S GRAIN SUBCOMPLEX

Annotation

Theoretical basis of the concept «subcomplex», «grain subcomplex» is considered in the article. The role of the grain subcomplex as a part of the Russia agricultural complex, its significance and features are revealed. Improved concept of the «subcomplex as a part of the ACC» is presented and grain subcomplex is taken as example.

Keywords

Agricultural complex, grain subcomplex, grain product.

V. V. Vanyushkina

METHODOLOGICAL PLATFORM FORMATION OF SOCIAL AND ETHICAL BRAND OF HIGH SCHOOL

Annotation

This article considers the methodical platform of brand formation of high school, which are based on a set of methods and techniques contributing to the achievement of socio-ethical orientation of university brand. Shows the three level structure of the formation of the complex values of the brand in the coordinates of the concept of marketing of influence.

Keywords

Brand of high school, social and ethical marketing, marketing of influence, social and ethical brand of high school.

N. I. Levchegov

ROLE OF LOGISTICS IN THE DEVELOPMENT OF IMPORT SUBSTITUTION OF GOVERNMENT PURCHASES

Annotation

Article presents the promising from the point of view of logistics development trends of the national economy in terms of import substitution; described the benefits and threats of the initiation process of import substitution in the framework of the public procurement system functioning; identified strategic areas of the logistics of the public procurement system; proposed and proved nominally alternative directions corrections of raw materials export orientation.

Keywords

Logistics, the system of government procurement, export, import.

E. A. Mamaev, M. V. Mikhailiuk

**DEVELOPMENT OF LOGISTICS OUTSOURCING IN RUSSIA:
ANTI-CRISIS IMPERATIVES OF QUALITATIVE TRANSFORMATION**

Annotation

The article discusses the features and justified directions for further development of logistics outsourcing in Russia, conditions of which have natural evolutionary. According to the authors, a catalyst for a larger transfer of logistics outsourcing in the enterprise market and retail stands the current crisis, which has increased competitive pressures on industry markets, for which the logistics can act as an effective lever of economic growth through cost optimization and supply chain management.

Keywords

Logistics, logistics outsourcing, competition, optimization, reduction of demand.

O. A. Mitko

**LOGISTICS TECHNOLOGIES TRANSPORTATION OF RUSSIAN GRAIN
EXPORT: TRENDS AND PROSPECTS**

Annotation

In the article the features of the organization of logistical processes of transportation of grain in Russia different types of transport. In the cereal sector, it is very important to the process of coordination of rail and road organizations with the ports, so that the most efficient use of all the existing facilities and infrastructure capabilities. With this approach, logistics, ports could double handling of grain products and improve transportation in the rhythm of the grain season in the same railway and transshipment infrastructure.

At the current stage of the economic, can be traced trends prevailing freight flows. Russia began to increase production volumes of grain products and now occupies a leading position in the global market for the export of grain products.

Keywords

Logistics, transportation, grain output, export, port, cargo, transshipment.

T. V. Parkhomenko

**LOGISTICS AS AN INCENTIVE TO INCREASE
THE EXPORT OPPORTUNITIES FOR THE ENERGY MARKET
TO CONDITIONS OF FREE COMPETITION**

Annotation

The article presents the features of the scientific content of logistics in relation to the revitalization process of Russian energy export possibilities; characterized by theoretical and methodological basis of modern ideas in the area of energy logistics; analyzed the conceptual and categorical apparatus of researched scientific direction; It focuses on the logistics component of the feasibility of development of power complex.

Keywords

Logistics, export opportunities, electric power complex.

I. O. Protsenko, M. S. Kulish

PROCUREMENT OF TELECOMMUNICATIONS COMPANIES IN IMPORT SUBSTITUTION CONDITIONS

Annotation

The telecommunications industry has some characteristics, which define strategy of management of purchases of the enterprises of this sector. The Russian telecommunications industry`s import-dependent. The article showcases procurement process features and figures negatively effect of sanctions on the technological development level of national telecommunication infrastructure.

Keywords

Procurement, procurement model, telecommunications industry, mobile network operators, import substitution.

РАЗДЕЛ 2. ЭКОНОМИКА И ПРЕДПРИНИМАТЕЛЬСТВО

S. S. Achmedov

PLACE OF TREASURY CONTROL IN THE SYSTEM OF STATE FINANCIAL CONTROL

Annotation

The article provided a theoretical and practical generalizations that reveal the substance of treasury control and define its place in the system of state financial control in terms of the need to improve the efficiency and effectiveness of state expenditure.

Keywords

State financial control, treasury execution, treasury control, efficiency, effectiveness.

Gorban T. S.

ROLE OF PUBLIC-PRIVATE PARTNERSHIP IN THE IMPLEMENTATION OF INFRASTRUCTURE PROJECTS ON THE EXAMPLE OF ROSTOV REGION

Annotation

Implementation of major infrastructure projects is important for creating conditions for innovative development of the national economy. Key role in the realities of sanctions restrictions and difficulty of access to investment resources is the mechanism of public-private partnership.

Keywords

Public-private partnerships, economic development, infrastructure project

V. M. Dzhukha, E. V. Kapelist

STATE SUPPORT OF SMALL BUSINESS AND COOPERATION AS OF IMPERATIVE OF EFFICIENCY OF AGRARIAN BUSINESS

Annotation

The authors reveal the features of the modern forms of diversification of small business activity in the agricultural sector, substantiate the direction of effective market transformation of agrarian business within its current form cooperatives in rural areas.

Keywords

Small agrobusiness, government regulation, cooperation, entrepreneurship, credit, agro-industrial complex.

O. K. Karpova, N. A. Lobakhina

**ASSESSMENT OF POTENTIAL AND QUALITY OF BUSINESS IDEA
IN THE CONTEXT OF THE THEORY OF INTERESTED PARTIES**

Annotation

The article describes an important characteristic the effectiveness of business ideas determination in modern conditions. It introduces the definition of «quality of business idea» and «potential of business idea». It demonstrates the necessity of assessment and analyzing the business idea from the point of satisfaction of basic stakeholders in the long term, that will allow to develop a mechanism to evaluate business ideas, improve the adequacy and reasonableness of investment decisions.

Keywords

Business idea, quality of business idea, potential of business idea, stakeholders theory.

G. B. Pivovarova

**DEVELOPMENT OF PRIMARY RESIDENTIAL REAL ESTATE MARKET
OF ROSTOV-ON-DON: AN EMPIRICAL ANALYSIS**

Annotation

The article focuses on the primary residential real estate market development in Rostov-on-Don in the period from October 2011 to October 2015. It resulted in the following main conclusions: first, the economy-class segment active development is not conducive to the implementation of the Federal target program «Home» in the city. The main problem is that under construction economy-class housing is quite expensive. Second, only the state's participation in the social housing construction will form a segment of procurable housing.

Keywords

Real estate market, real estate market segmentation, economy-class housing, Federal target program «Home», construction volume, square meters price, social housing.

M. A. Ponomarova, N. B. Kuzmenko

**ISSUE OF CONTENT OF ANALYSIS
OF SOCIO-ECONOMIC DEVELOPMENT OF THE REGION**

Annotation

Substantiates the necessity of forming a holistic instrumentation and methodological support of the analysis of socio-economic development of the region, to analyze the object of analysis of socio-economic development of the region, shows its complexity and multi-piece and determine its basic properties, revealed differences analysis of the socio-economic region from other types of regional analysis; concretized the content analysis of the socio-economic development of the region, including a reflection of the qualitative changes in the economy of the region and their impact on the level and quality of life; substantiated the main objective analysis of the socio-economic development of the region, consisting of the economic justification of administrative decisions take in the region to improve the lives of people.

Keywords

Region, socio-economic development, instrumentation and methodological support, economic analysis.

I. S. Sarkisyan

HR-BRANDING AS A COMPETITIVE ADVANTAGE IN THE MODERN MARKETPLACE

Annotation

In the article the author researched the options of personnel motivation of the company within the marketing management business processes, but also revealed a specific role of HR-branding as competitive advantage in modern conditions.

Keywords

HR-branding, marketing management, competitive advantages, motivation.

T. A. Skvortsova, E. A. Parshina

CLUSTER AS A SPECIAL ORGANIZATIONAL FORM OF ASSOCIATIONS IN THE FIELD OF ENTREPRENEURSHIP

Annotation

The article discusses the economic content of the clusters as associations in the field of entrepreneurship and the possibility of their development in Russia in modern conditions. The necessity of including in the legislation of the cluster as a special organizational-legal form of business Association in order to create the universal institutional environment for entrepreneurship development.

Keywords

Cluster, cluster model associations, associations in the field of entrepreneurship, the classification of clusters, innovative territorial cluster.

S. G. Tyaglov, E. A. Garibova

PUBLIC-PRIVATE PARTNERSHIPS MECHANISMS IN THE CONTEXT OF EDUCATIONAL INFRASTRUCTURE MODERNIZATION: CURRENT TRENDS AND PROSPECTS OF IMPLEMENTATION

Annotation

In this article the indicators of the security infrastructure of education and analyzed the existing definition of the infrastructure of the educational sphere, the author's definition is derived based on them, highlighted the factors affecting the performance of the university. The authors have developed the mechanism of the development of educational infrastructure through public-private partnerships.

Keywords

Public — private partnership, infrastructure, educational sphere, provision of infrastructure, the educational sphere.

R. A. Tsoy

STATE SUPPORT AS EFFICIENCIES IN AGRIBUSINESS OF ROSTOV REGION

Annotation

The purpose of this paper is the research of the effective government financial support for the agricultural sector's performance in the current market conditions. The observed data has been collected for the Rostov region. Provision for financial and economic stable agricultural producers is one of the modern Russian economic policy's goals. Consequently, it results in the active government participation in regulating of organizations' of AIC activities. Therefore, state support creates favorable trends in the formation of investment opportunities and improvement of pricing conjuncture in certain segments of the agrifood market.

Keywords

Efficiency, agriculture, agrarian policy, budget support, subsidies, dotations.

O. B. Chernenko

ECONOMIC SECURITY OF REGION: DEFINITION AND METHODOLOGICAL APPROACHES TO SECURITY

Annotation

The article presents the author's definition of regional economic security; its semantic analysis justifies the use of the methodological assumptions of the theory of expanded reproduction, competitiveness and sustainable development as a methodological basis for regional management process to achieve a safe state of the regional economy.

Keywords

Regional economic security, destructive factors, reproductive approach, the region's competitiveness, sustainable development, quality of life.

РАЗДЕЛ 3. ФИНАНСОВО-КРЕДИТНЫЕ ОТНОШЕНИЯ И БУХГАЛТЕРСКИЙ УЧЕТ

G. A. Batishcheva, E. A. Batishcheva, G. V. Lukyanova

STUDY OF THE DYNAMICS OIL PRICES MAIN ECONOMIC INDICATORS IN RUSSIA

Annotation

The strategic goal of Russia's economic policy is to achieve economic growth. Significant impact on economic growth in the country by external factors, the most important of which are the world prices for hydrocarbons. In this context, this article presents the results of a study based on econometric modeling of quantitative and qualitative patterns of influence of the dynamics of world oil prices in the main macroeconomic indicators.

Keywords

Economic growth, investment, oil prices, the econometric model.

E. A. Ivanova, O. M. Pushkar'

STRATEGIC PARTNERSHIP BETWEEN INSTITUTIONS OF HIGHER EDUCATION AND BUSINESS COMMUNITY ON THE VOCATIONAL GUIDANCE OF UNDERGRADUATES IN CONTEXT OF MULTI-LEVEL ECONOMIC EDUCATION

Annotation

The article analyses development stages of guiding students who are getting master's degree in Russia in general and in specifically taken higher education institution in particular. The main priorities of development of magistracy at higher school, key tasks and the most burning issues have been formulated. The author offers possible model of interaction of higher education institutions and business community, which assumes continuous participation of employers in the course of training undergraduates.

Keywords

Vocational guidance of undergraduates, master's degree programs, cooperation with employers.

E. O. Kiryanov

FORMATION OF FINANCIAL INVESTMENT STRATEGY AT INDUSTRIAL ENTERPRISES

Annotation

Using of financial-investment strategy at industry enterprises of Russia is important instrument of ensuring stable development, competitiveness and leveling of negative economic factors. Most domestic industry enterprises don't apply in practice instruments of financial-investment planning. In article were determined factors, braking investment activity of

industry enterprises; reviewed the possibility of using financial-investment strategy at enterprises, to solve problems related to the difficulties of investment activity; described problems and directions of development considering development of financial-investment strategy.

The article showed, that with the application of financial-investment strategy at enterprises, developed with regional and branch features of economic entity, possible significantly to increase competitiveness of products a number of factors, strengthen economic safety and improve social importance of company in region. This expands and summarizes knowledge about potential of financial-investment strategy, underlined importance of its development and application.

Keywords

Financial-investment strategy, sustainable development, industry enterprises, real sector of economy, competitiveness.

T. V. Nikitina, P. V. Mikailov, A. V. Repeta-Tursunova

TENDENCIES OF REGULATION OF FINANCIAL AND CREDIT INSTITUTES IN EUROPE

Annotation

Article is devoted to research of main tendencies in sphere of regulation of financial-credit institutes in Europe. Analyze consequences of debt crisis of European countries, reveal existence of dependence between banks and a sovereign debt of the states, investigate the reasons and idea of creation of European banking association are given. The mechanism of functioning of European banking association in general is in details considered. The separate attention is paid to scenarios of work with problem banks.

Keywords

Regulation, financial-credit institutes, financial market, debt crisis of the European countries, European banking association.

T. K. Platonova, T. V. Alekseychik

METHODS OF REGIONAL INVESTMENT INDUSTRIAL POLICY'S FORMATION

Annotation

In article analyse the investment processes in industry of Rostov region. The methods of the statistical analysis and econometric methods are used is given. The scientific novelty of the study is to consider the risk-based approach of identifying strategies to enhance the region's investment potential. The resulting recommendations for the economic factors' analysis can be used both in the macroeconomics and in the microeconomics.

Keywords

Investment, industry, econometric model, correlation and regression analyses, statistical dependence equations' method.

M. S. Sagidullaeva

**MARKET RESEARCH IN THE SYSTEM OF MONITORING
OF MARKET SITUATION OF THE TRAVEL COMPANY**

Annotation

In the face of increasing competition and the rise of the crisis development and successful operation of the companies in the field of tourism services is only possible with an effectively functioning system of monitoring of the environment, assess the changing consumer preferences and tastes, which serve as the basis for the choice of its development strategy. The necessity of forming such a system within the company and covers the basic research methods, allowing to process available information.

Keywords

Marketing, marketing tools, competitiveness, tourism sector, SWOT-analysis, consumer preferences, environmental monitoring, information.

V. A. Slavyanskaya

**ABOUT SOME QUESTIONS OF THE TAX LIABILITY
AND THE TAX ARREARS**

Annotation

The greatest part of the income of budgets are the share of tax revenues. The one part of the not timely arrived funds taxpayers deposit independently, the other part remains the burden which is negatively influencing refill of the budget. The concepts «the tax arrears» and «the tax liability» are widely applicable in practice. Having the similar nature of emergence, these categories at first sight are interchangeable, but by more thorough examination of a question there are obvious distinctions which are important at a choice of methods of work on increase of tax revenues in the budget. Development of practical recommendations about stimulation of interaction of municipalities and federal structures concerning decrease in a tax debt is possible at the clear understanding and differentiation of the key concepts facilitate effective work to this direction.

Keywords

Taxes, taxation, tax arrears, tax liability.

Ya. A. Sukhodolov

**MODERN SPECIFICS OF FOREIGN TRADE COMMUNICATIONS
OF RUSSIAN FEDERATION WITH PEOPLE'S REPUBLIC OF CHINA**

Annotation

In article specifics of the foreign trade communications of Russian Federation with People's Republic of China at present stage of development are considered. Data on dynamics of bilateral trade and analysis of commodity structure of export-import transactions between the countries are submitted. The main directions of development of Russian-Chinese foreign

trade are shown and need of change of commodity structure of Russian export by increase of competitiveness is export the focused branches of the Russian industry.

Keywords

Foreign trade, export, import, Russia, China.

V. V. Filonich

**DEVELOPMENT OF SMALL AND AVERAGE BUSINESS IN RUSSIA:
LEGAL ASPECTS, FINANCIAL CONDITIONS**

Annotation

In article legal and financial conditions of development of small and average business (MSP) in Russia are investigated. It is defined that in 2014 a large number of legislative initiatives promoted optimization of financial operating conditions of MSP. The special attention was concentrated on the state control and supervision, tax burden and ensuring access to purchases of state companies. Regulation of these parameters will allow MSP to come to a new level of development, will provide their financial stability and proliferation in the future. Meanwhile existence of unresolved problems, first of all, with financial security of MSP, causes the necessity of formation of effective system of subsidizing and opening of access for MSP to external sources of financing.

Keywords

Small and average business, state control and supervision, tax burden, government procurements, subsidies.

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T. G. Tumarova, A. E. Suleimankadieva*

***ON THE ORGANIZATION AND ECONOMIC MODEL OF THE
MANAGEMENT OF CONTINUOUS EDUCATION SYSTEM***

Annotation

This paper examines the main directions and tasks of the state policy in the field of Knowledge Economy and focuses on the system of master's program education, which is one of the top levels of the system of continuous education. We propose organization and economic model of innovation partnership triad members "Continuous Scientific System – Lifelong Education System - The system of the Real Economy", the state and the market system.

Keywords

The triad "Continuous Scientific System – Lifelong Education System - The System of the Real Economy", organization and economic mechanism of innovative partnerships, the system master's program education.

**PRE-EXPORT FINANCING IN RUSSIAN PRACTICE,
IN THE CURRENT ECONOMIC SANCTIONS**

Annotation

The article describes the features of pre-export financing of projects in the current economic sanctions. Possible directions and long-term pre-export financing scheme of development in Russia in the current economic conditions. The author suggests that currently the banking market of the Russian Federation a favorable situation for the development of export financing, and concludes that Russian banks need to find new sources of capital investment, one of which is a highly competitive export financing.

Keywords

Trade finance, pre-export financing, economic sanctions, economic development, the letter of credit.