

Scientific and Information Journal

IN THE NUMBER:

ECONOMICS AND POLITICS	129
Skorohodov E.L. Problems of implementation of state support of young families in Russia in the decision of housing problem	129
Omarov T.D., Morgunova N.V., Sinyavsky D.A. Approaches to the assessment synergy effect of the federal and regional programs (by the Vladimir region)	130
ECONOMIC THEORY	131
Sagadiyev N.K. As to the “Abstract Labor” category	131
Shakhnovich R.M. New neoclassical synthesis: firm behavior model	131
Fakhrutdinova E.V., Mokichev S.D. Formation and development of a new concept in methodology of economic theory	132
Eroshevskiy S.A., Tokar A.E. Financial soundness of an enterprise: issues of evaluation and management	133
Kormakova E.S., Mokichev S.V. Efficiency of innovative development of regional economic system and interlocal differentiation	134
Kasaeva T.V. Features of the formation, reproduction and functioning of the human capital	135
Talash H. The impact of the development of the middle class on the quality of life of the population	135
ECONOMY AND MANAGEMENT	137
Frenkel A.A., Volkova N.N., Romaniuk E.I. The relationship innovation index and GDP dynamics ...	137
Sidakova Z.A. Professional management as the factor of economic development	137
Mirgorodskaya T.V. Auditing in quality management control system in organizations: problems and prospects	137
Gimranova L.A. The gender dimension in the management (for example, the history of Russia)	138
Ramzaev V.M., Volodin M.M. Analysis of the socio-economic condition of single-industry towns at the Samara region	138
Sinyavskiy D.A., Morgunova N.V., Filimonova N.M. Improve the management system of programs and projects in the region through the application of technology road mapping	139
Grigorieva S.V. Contents and assessment of strategic stability of the motor transportation enterprise ...	140
Aroshidze A.A. Methods of the management of industry’s investment process (by the example of the railway industry)	141
FINANCE, MONETARY CIRCULATION AND CREDIT	141
Skorokhod N.V. Financial stability as a result of the organization finance economic subjects	141
Zhegalova A.S. Development of institute of collective investment in Russia	141
BOOK KEEPING, STATISTICS	142
Mirgorodskaya M.G., Mirgorodskaya T.V. Reengineering in the system of accounting and analytical support of the organization	142
Shlyapin A.P. Statistical methods of business units efficiency assessment within the framework of fund transfer pricing	143
Kuznetsova T.E. The introduction of modern methods of sales promotion and the integration of communications ensuring in the confectionery industry	143
Hairov R.R. The improvement of the development of competitive strategy of baking industry	144

ECONOMICS AND POLITICS

PROBLEMS OF IMPLEMENTATION OF STATE SUPPORT OF YOUNG FAMILIES IN RUSSIA IN THE DECISION OF HOUSING PROBLEM

© 2013 Skorohodov Evgeny

Amur State University, Blagoveshchensk

E-mail: skorohodov.e.l@mail.ru

The article examines the impact of the financial and economic problems and institutional weaknesses identified in the current sub-program “Housing for young families” of the federal targeted program “Housing” for 2011-2015, on the effectiveness of its implementation.

Key words: young family, housing, government support.

In the article “Problems of implementation of state support of young families in Russia in the decision of housing problem” analyzes the efficiency of the subprogramme “Provision of housing of young families” Federal target program “Housing” for 2011-2015 which is one of the forms of state support of young families in need of better housing conditions.

As a result of scientific research the author has identified the financial and economic problems and legal and organizational weaknesses in the current subprogram “Provision of housing of young families” Federal target program “Housing” for 2011-2015, which determined the scientific novelty of this work. Analyzes the impact of the revealed problems and deficiencies in the effectiveness of the implementation of the Federal target program. The necessity of improvement of theoretical and methodological bases of organization and management of the state support measures including making a valid subroutine relevant changes or explanations that exclude multiple options interpretation of the subprogramme will increase the amount of provided to young families social payments, will increase the use of young families means of subsidies, will encourage the leaders of the subjects of the Russian Federation channel more funds to the implementation of the event exactly this subprogramme.

Referenses

1. Kudrin A., Gurvich E. Aging of the population and threat of the budgetary crisis // Voprosy Ekonomiki. 2012. □ 3. P. 52-79.
2. The resolution of the Government of the Russian Federation of December 17, 2010 □ 1050 // SZ Russian Federation. 2011. □ 5. Art. 739.
3. Official site of the Gosstroy of the Russian Federation. URL: <http://www.gosstroy.gov.ru>.
4. Official site of the Amurstat. Blagoveshchensk. URL: <http://amurstat.gks.ru>.
5. Housing code of the Russian Federation of 29.12.2004 □ 188-FZ // SZ Russian Federation. 2005. □ 1. Art. 14.

**APPROACHES TO THE ASSESSMENT SYNERGY EFFECT OF THE FEDERAL
AND REGIONAL PROGRAMS (BY THE VLADIMIR REGION)**

© 2013 Omarov Timur

PhD in Economics

© 2013 Morgunova Natalya

PhD in Economics, Professor

© 2013 Sinyavsky Dmitriy

Vladimir State University after named A.G. and N.G. Stoletovyh

E-mail: tanyom@mail.ru, nmorgunova@mail.ru, dismas2004@mail.ru

In the article discusses the formation of assessment methodologies synergy effect as a tool for the formation of projects and programs portfolios of regional development. Authors consider that it appropriate to use as a model for assess the effect of synergy - synergy map programs and assessment matrix interdependencies. This will provide opportunity for developing and realize programs that ensure a the most complete combined effect due to synergy interaction of applied resources.

Key words: region, synergy effect, assessment methodology, map of synergy, long-term programs.

Not enough high medium degree of fulfilment of target programs and the problems arising in the course of their implementation, are forced to search for hidden reserves and non-standard mechanisms for implementation of this activity. The authors see the solution of this issue in the implementation of the effect of the program-target method by exploiting synergies programs. The main prerequisites for the achievement of synergetic effect is the frequency of occurrence of the objectives and resources of target programs of regional development.

The authors made an attempt to develop a new methodological approach to the evaluation of the potential synergies between the projects within the framework of programs of regional development Vladimir region, based on the coordinated implementation of the principles of hierarchy and matrix management.

The synergy effect will be to eliminate overlapping activities, sharing (consolidation) resources, more efficient use of budgetary funds, human capital and information, and so on, through the General improvement of the management system of target programs in each direction, that will balance the targeted programs of different levels between the goals and tasks.

The offered method of assessment, and achievement of synergy effects, includes the identification of potential synergies; quantitative and qualitative assessment of the magnitude of the synergetic effect; development of a plan for achieving (increase) synergistic effect; formation of an adequate mechanism for the realisation of synergies; monitoring and evaluation of results. As a tool for implementation of the first stage, the authors propose a Map of the synergy target programs, the creation of which involves the collective work of the experts, developers and stakeholders to identify the type and strength of the linkages.

In the article the author offers a technique of a quantitative estimation of the magnitude of the synergetic effect based on the assessment of the interference of the target programs when using shared resources.

Use proposed by the authors of approaches and techniques will improve the quality of strategic planning in the region and in the country as a whole. A high level of synergy can be the reason for the inclusion of the programme into the regional government programme or the basis for decisions on financing of such programs in the conditions of shortage of budgetary resources.

Referenses

1. Strategy of socio-economic development of the Vladimir region until 2027 / INSER. M., 2008.

2. Information about financing and realization of long-term, regional and address of target programs for 9 months of 2012. URL: <http://econom.avo.ru>.
3. Resolution of the Government of the Russian Federation of 2 August. 2010 no. 588 “On approval of the development, implementation and evaluation of the effectiveness of state programs of the Russian Federation”.
4. Project management. Requirements to the program management: GOST R 54871-2011.
5. Project management. Requirements for project portfolio management: GOST R 54870-2011.
6. *Mazur I.I., Shapiro V.D., Olderogge N.G.* Project Management : textbook. manual / under the general ed. I.I. Mazur. Moscow, 2010.
7. URL: <http://www.slideshare.net/Presentationsat24point0/synergy-map>.
8. *Kendall I., Kollins K.* Modern methods of management of portfolios of projects and project management office: Maximizing ROI. Moscow, 2004.
9. *Kampbell E., Summers Lachs K.* Strategic synergies. St.-Petersburg, 2004.

ECONOMIC THEORY

AS TO THE “ABSTRACT LABOR” CATEGORY

© 2013 Sagadiyev Nurlan

Director of LLP “ILS edutainment”, Almaty, Kazakhstan

E-mail: ils_edutainment@mail.ru

The methodological aspects of the theory of value are being considered in the article. The reflection principle as the economic analysis method is brought up for discussion. Based on the principle offered, the possible corrections for theory of value and money are being discussed.

Key words: abstract labor, theory of value, law of identity, theory of reflection, principle of relativity, theory of money.

NEW NEOCLASSICAL SYNTHESIS: FIRM BEHAVIOR MODEL

© 2013 Shakhnovich Ruvim

PhD in Economics, Associate Professor

Siberian University of consumer’s cooperation, Novosibirsk

E-mail: rusha@online.nsk.su

The contents of new neoclassical synthesis are disclosed. The new neoclassical synthesis is one the promising school of modern macroeconomics. It’s described the firm behavior model in the network of new neoclassical synthesis. The specific characteristics of this model for the case of transition economy are showed.

Key words: macroeconomic model, new neoclassical synthesis, firm behavior, transition economy.

Referenses

1. *Smirnov A.D.* Lectures on macroeconomic modeling. Moscow, 2000.
2. *Mankiw G.N.* A Quick Refresher Course in Macroeconomics // Journal of Economic Literature. 1990. Vol. XXVIII (December).
3. *Goodfriend M., King R.G.* The New Neoclassical Synthesis and the Role of Monetary Policy // NBER Macroeconomic Manual. 1997.

4. *Clarida R., Gali J., Gertler M.* The Science of Monetary Policy: A New Keynesian Perspective // Journal of Economic Literature. 1999. Vol. 37.
5. *Kimball M.S.* The Quantitative Analytics of the Basic Neomonetarist Model // Journal of Money, Credit, and Banking. 1995. Vol. 27.
6. *McCallum B.T., Nelson E.* An Optimizing IS-LM Specification for Monetary Policy and Business Cycle Analysis // Journal of Money, Credit, and Banking. 1999. Vol. 31.
7. *Goodfriend M.* Monetary Policy in the New Neoclassical Synthesis: A Primer // International Finance. 2002. □ 5 (2).
8. *Mirenskiy A.I.* Unconventional monetary policy of the leading countries in conditions of global financial and economic crisis and post-crisis recovery of the economy // Economic Sciences. 2013. □ 2.
9. *Karamova O.V.* Russian discourse in economic science: methodological study // Problems of Economics and Law. 2012. □ 3.

FORMATION AND DEVELOPMENT OF A NEW CONCEPT IN METHODOLOGY OF ECONOMIC THEORY

© 2013 Fakhrutdinova Elena

Doctor of Economics, Professor

© 2013 Mokichev Sergey

PhD in Economics, Assistant Lecturer

Kazan (Volga Region) Federal University

E-mail: efahr@mail.ru, mokichev.sergei@mail.ru

The article reveals and analyzes the problem of the formation and development of a new stage in economic theory and methodology and in this way the concept of “Triangle of Knowledge”, and as the purposes and tasks facing the economic theory within development of national innovation system.

Key words: innovation system, economic theory, triangle of knowledge, modernization, property, integration, network structure, alliance, system approach, strategy, innovations.

In the article the concept of formation of “a triangle of knowledge”, which includes education, researches and innovations is considered. The following question becomes especially actual in the conditions of development of innovative economy. In the article tendencies of development of innovative economy are analyzed: innovative activity, global innovative index, level of development and introductions of technologies, science intensity of gross domestic product. It was revealed that in Russia is observed lag on a number of indicators from universal level that is potential threat of technological safety of the country. Association of scientific researches, an education system and innovations has to become one of key elements of national innovative system. Transition to a triangle of knowledge represents a new stage of development of methodology of the economic theory. Formation of innovative process is impossible without formation of the triangle of knowledge concept. Formation of the concept of a triangle of knowledge - unity of the general and special principles and receptions of research of innovative economy: its social and economic relations and internal communications of forms of movement and laws which operate science, an education system and innovative activity. The methodology allows to learn laws of relationships of cause and effect between science, an education system and an innovation. In the article dynamics of expenses of the state budget on education and youth policy is analyzed. The “triangle of knowledge” model is organized according to the principles of crossing of three sets of the relations and describes strategy of innovative development through dynamics of the relations of science, an education system and innovations.

Referenses

1. *Koksharov V.A., Courts S.V., Shulgin F.B.* Federal University: strategies and mechanisms of development of innovative activity // *Innovations*. 2012. □ 11. P. 13-14.
2. The Global Innovation Index 2012 Report. URL: <http://www.globalinnovationindex.org>.
3. *Goryunova E.* Macroeconomic regulators innovative development of Russian economy // *Bulletin of the Institute of economy RAS*. 2012. □ 6.
4. *Kochanowskiy V.P.* Methodology and Philosophy of science. Rostov n/D, 1999.
5. *Korotkov E.M.* Research of management systems. Moscow, 2003.
6. *Lakatos I.* Falsification and methodology of scientific research programmes // *Structure of scientific revolutions*. Moscow, 2003.
7. *Brunko V.A.* Methodology of the economic theory in an open society // *Journal of economic theory*. 2011. □ 4. P. 19.
8. *Mokichev S.V.* Methodology of economic research. Kazan, 2009.
9. *Mokichev S.D.* Transformation of the structure of property in the conditions of modernization of the economy : avtoref. dis. ... cand. econ. sciences. Kazan, 2012. P. 20.
10. *Allen F., Babus A.* Networks in Finance // Wharton Financial Institutions Center Working Paper. 2008. □ 08-07. August.
11. *Sidnina V.L.* Inertia as a property of the economic system: author's abstract of the dissertation ... doctor of economic sciences. Volgograd, 2002. 35 p.
12. Russia's economic development. 2012. T. 19. □ 12. 56 p.
13. *Cohen M.C.* Issues in School - Level Analysis of Education Expenditure Data // *Journal of Education Finance*. 1997. Vol. 22. P. 225-279.
14. *Jung Hong-Sang, Thorbecker E.* The Impact of Public Education Expenditure On Human Capital, Qrowth, and Poverty in Tanzania and Zambia: a General Equilibrium Approach // *Journal of Policy Modeling*. 2003. Vol. 25. P. 701-725.
15. *Malyshev E.A.* Theory and methodology of choosing priorities of innovative development of the border area : author's abstract of the dissertation ... doctor of economic sciences. Ekaterinburg, 2012. 41 p.
16. *Fakhrutdinova E.V.* Priority national projects in the social sphere of the Russian Federation as a factor to improve the quality of life of the population. Kazan, 2009. 308 p.
17. *Fakhrutdinova E.V.* Role of the social sphere and social policy in ensuring sustainable socio-economic development of the country // *Economic science*. 2009. □ 57. P. 7-11.
18. *Fakhrutdinova E.V.* Determinants of state regulation of social responsibility of business in the development level of the quality of life of the population // *Economic science*. 2012. □ 97. P. 32-39.

**FINANCIAL SOUNDNESS OF AN ENTERPRISE:
ISSUES OF EVALUATION AND MANAGEMENT**

© 2013 Eroshevskiy Sergey

PhD in Economics, Associate Professor

© 2013 Tokar Alexander

Samara State University of Economics

E-mail: ekonomp@rambler.ru, alex_tokar@bk.ru

In the article the notion of financial soundness is considered as an element of the system of a company's overall economic soundness. The peculiarities of financial soundness management in companies, operating in the real sector of economy are characterized. Various criteria and indices used in financial soundness assessment are described, key internal and external factors influencing the ability of a company to remain stable are outlined. The methods of financial soundness evaluation are analyzed, the problematic issues, preventing us from forming the right view of a company's ability to overcome crisis and negative economic environment fluctuations are highlighted.

Key words: financial soundness, economic soundness, real sector of economy, financial solvency, innovative economy, economic equilibrium, internal and external factors, liquidity index, integral financial state assessment.

The economic soundness of an enterprise is a complex system notion, covering financial, production, investment, social and other aspects of a company's functioning. In case of possible risks and connected with them variances of key characteristics of its development from acceptable limits the economically sound company should be able to return to equilibrium state due to its own or borrowed resources, diversification, reorientation and other possible steps.

Financial soundness is one of the main elements of the overall economic soundness of an enterprise. The problem of preserving financial soundness became especially relevant during the period of the economic crisis, when the imbalance between private and borrowed resources for financing the current operations led to breaking the paying capacity and bankruptcy of a number of companies. But it is wrong to consider the control of key characteristics of financial soundness a less priority aim of a company's financial management during the period of economic stability. The investment attractiveness of a firm, its capability for realizing massive innovation projects is deeply correlated with the financial and overall economic stability of a company.

Another important issue is the fact that the system of financial soundness indicators, the normative values, widely used in Russian economic practice, are often inadequate to the real situation at the enterprise. Further investigation of the criteria of financial soundness assessment is still extremely relevant. These criteria should include the peculiarities of a particular sphere of industry, the market, the length of production and financial cycles and various other important factors influencing the ability of a company to preserve stability in response to different internal and external fluctuations.

Referenses

1. *Mikhailov A.M.* Perfection of the institutes of national innovation system // Vestnik of Samara Financial-Economic Institute. 2012. □ 2.
2. *Charaeva M.V.* Investigation of financial soundness, its influence on the investment potential // Finance and Credit. 2013. □ 5.
3. *Mikhailov A.M.* Institutional relations, interests and legal norms // Issues of Economics and Law. 2013. □ 5. P. 12-13.
4. *Tuktarova L.R.* Analysis of approaches towards the determination of the notion «Economic stability of an enterprise» // Vestnik of Saratov State Social-economic University. 2009. □ 4. P. 146-147.
5. *Eroshevskiy S.A., Tokar A.E.* Cost management in enterprise competitiveness increase system // Vestnik of Samara State University of Economics. 2012. □ 11 (97).

EFFICIENCY OF INNOVATIVE DEVELOPMENT OF REGIONAL ECONOMIC SYSTEM AND INTERLOCAL DIFFERENTIATION

© 2013 Kormakova Ekaterina

Leading counselor, Strategic Development Department,
Forecast and Strategic Development Division, Ministry of the Economy
of the Republic of Tatarstan, Kazan

© 2013 Mokichev Sergey

Doctor of Economics, Professor
Kazan (Volga region) Federal University
E-mail: efahr@mail.ru

The article presents that interlocal differentiation is a base of efficiency of innovative development in regional researches. According to the theory of a triple helix close interaction of the state, science and education and business is the central element of innovative

process that completely corresponds to time requirements. On the basis of the analysis of experience of interlocal differentiation in the Republic of Tatarstan the integrated index of efficiency of innovative development of regional economic system through calculation of private indexes for each of subjects of innovative activity - the state, business and a science in a cut of municipalities and economic zones is formulated.

Key words: efficiency of innovative development, interlocal differentiation, triple helix, economic zones.

Nowadays recurrence of municipal differentiation is the base of innovative development of regional economic system. Lag of the modern municipal economy using technologies of the fourth technological way is proved. Reduction overcoming condition of intermunicipal differentiation is definition of social and economic opportunities of the population, definition of the directions of modernization of municipal economy and development of economic strategy of transformations. The role of motivational institutes in the conditions of transformation of regional economy is considered. In article locates that to the foreground of scientific administrative activity of regional scale there is a creation of conditions for continuous updating and enrichment of modern scientific methodology. The Triple Helix model providing territorial integration of set of scientific and educational, production and innovative and regulating structures is considered. Need of modernization of the complex scheme of economic zoning of municipalities for the Republic of Tatarstan is proved. An integrated index of efficiency of innovative development of regional economic system is calculated. Factorial indicators for the analysis of efficiency of innovative development of the Republic of Tatarstan economic system are analyzed. The grouping of municipalities on an index of efficiency of innovative development is made, on the basis of the obtained data the actions directed on the solution of problems of innovative development through strengthening of a state policy of the republic are offered.

FEATURES OF THE FORMATION, REPRODUCTION AND FUNCTIONING OF THE HUMAN CAPITAL

© 2013 Kasaeva Tatiana

PhD in Economics, Associate Professor

Pyatigorsk State University of Linguistic

E-mail: Kasaeva@pglu.ru

In connection with the change of individual's role in economy, the problems of formation, reproduction and functioning of human capital are becoming highly topical. The article contains the scheme of effective functioning of human capital, the analysis of its sources as social investment of family, business, state. It is proved that family is the key agent of this investment, as a result it is necessary to develop corresponding state family policy.

Key words: human capital, social investment, family as an economic agent, state family policy.

THE IMPACT OF THE DEVELOPMENT OF THE MIDDLE CLASS ON THE QUALITY OF LIFE OF THE POPULATION

© 2013 Talash Hasan

Kazan (Volga region) Federal University

E-mail: efahr@mail.ru

Background articles due to the existing conditions of development of the Russian economy and pursued an active social policies aimed at improving the quality of life and development of the middle class in Russia. Analyzes the main trends and identifies the level of development of the influence of the middle class on the quality of life of the population.

Key words: middle class, human capital, quality of life.

Implementation of an active social policy in Russia, which goal is to improve the life quality of the population is one of the current priorities of the state development. Life quality of the population represents a complex multidimensional category, which includes a set of factors. One of the main indicators of society development is the level of development of the middle class of population. Currently there are no accurate criteria of belonging to middle class, therefore study of questions connected with identification and influence of middle class on the society development remain actual. The middle class of society is represented as a result of actions connected with acquisition and use of set of knowledge, abilities, skills, and actions aimed at meeting diverse needs of the person, in particular, material, non-material and social.

The interrelation of the social capital development and of the middle class formation is shown in the article. Development of middle class is described as a process of investments into the human capital which leads to serious positive changes both in rates and structure of the economy and in the social system of society. Process of the middle class formation is considered as a basis for the human capital formation. Formation of middle class increases the level of survival of the nation in the modern world, becomes the most important economic factor of social development, provides the base for reproduction of scientific and technical potential of the country.

Referenses

1. The impact of social policy on the formation of the middle class in Russia. URL: <http://мир-экономики.рф/articles/влияние-социальной-политики-на-форми-4.html>.
2. *Fakhrutdinova E.V.* The role of social sphere and social policy in the provision of sustainable socio-economic development of the country // *Economic Sciences*. 2009. □ 57. P. 7-11.
3. *Fakhrutdinova E.V., Khusnutdinova L.M., Malyshev A.L.* Social policy : the role and importance in improving the quality of life of the population // *Economic Sciences*. 2010. □ 12 (73). P. 55-60.
4. *Fakhrutdinova E.V., Vasiliev A.K.* The dualistic nature of the interdependence of the quality of life of the population and the middle class in the modern economic system // *Economic Sciences*. 2011. □ 12 (85). P. 83-87.
5. *Sergeyev V.M.* Network and other aspects of the problems of training in the social sciences. Moscow: MGIMO (University), Prospect, 2010. 229 p.
6. *Yakunin V.I., Roik V.D., Sulakshin S.S.* The social dimension of the state social policy. Moscow: JSC "Economy", 2007. 198 p.
7. Yaroslavl Roadmap "10-15-20": Report of the New York Academy of Sciences // The New York Academy of Science. August 20. 2010. 301 p.
8. The modernization of the Russian economy : from theory to practice : a report to the Global Policy Forum. Yaroslavl, 2010. 78 p.
9. *Podberiozkin A.I.* National human capital : the center of regional practices. URL: http://ratingregions.ru/sites/default/files/apl/doc/3_3/t3b3g6_8.pdf.
10. *Kirillov T.A.* The system of indicators to measure the level of payment // Measurement and remuneration in the industry. 2011. □ 3. P. 29-33.
11. *Lukyanchikova T.* New approaches to the payment of public sector employees and civil servants // *Personnel Management*. 2008. □ 3. P. 41-42.
12. *Valentey S.* Russia in a changing world : the external and internal challenges // *Questions of Economics*. 2002. □ 3.
13. The main parameters of the socio-economic development of the Russian Federation until 2020-2030 years: application to the concept of sustainable development. Moscow, 2008. 114 p.

14. *Fakhrutdinova E.V., Yagudin R.H.* The quality of life of the population and demographics : the dialectic interaction. *Economic sciences*. 2011. □ 12 (85). P. 88-93.
15. *Fakhrutdinova E.V.* Features of the quality of life of the population of the Republic of Tatarstan // *Economic Sciences*. 2012. □ 12 (97). P. 115-117.
16. *Fakhrutdinova E.V.* Quality of life : a theoretical aspect // *Economic Sciences*. 2009. □ 10 (59). P. 130-133.
17. *Fakhrutdinova E.V., Vasiliev A.K.* The problem of corruption in the Republic of Tatarstan // *Economic Sciences*. 2012. □ 12 (97). P. 7-10.

ECONOMY AND MANAGEMENT

THE RELATIONSHIP INNOVATION INDEX AND GDP DYNAMICS

© 2013 Frenkel Alexander

Doctor of Economic, head of the Center for Macroeconomic Analysis and Forecasts

© 2013 Volkova Nataliya

PhD in economics, Leading Researcher

© 2013 Romaniuk Evelina

Scientific Associate

Institute of Economics of the Russian Academy of Sciences, Moscow

E-mail: zeldner@inecon.ru

This article is devoted to studying the relationship between innovation and increasing of the gross regional product in Russia regions. It describes the results of experimental calculations of correlation between the index of innovation activities in Russia regions and the gross regional product and productivity.

Key words: regions, investment, innovation, productivity, clustering, efficiency, models, methods, innovative regional specialization.

PROFESSIONAL MANAGEMENT AS THE FACTOR OF ECONOMIC DEVELOPMENT

© 2013 Sidakova Zhanna

Kabardino-Balkar State University of Agricultural after named M.V. Kokov, Nalchik

E-mail: salima@list.ru

In article it is told about results of an expert estimation of a condition of professional management in subjects of regional economy. Problem aspects at all official levels are accurately designated. Recommendations are given.

Key words: management, professional management, the top-manager, a production cycle, a financial cycle, profitability of sales.

AUDITING IN QUALITY MANAGEMENT CONTROL SYSTEM IN ORGANIZATIONS: PROBLEMS AND PROSPECTS

© 2013 Mirgorodskaya Tatiana

PhD in Economics, Associate Professor

Moscow State University of Technology and Management after named K.G. Razumovsky

E-mail: center_audita@mail.ru

The methodological approaches to the organization of internal audit, designed to improve the quality management system and improve management.

Keywords: management, standards, management, efficiency, internal audit.

Developing practice of internal auditing has attracted more and more attention of researchers of the methodological problems and ensure its use in the practice in organizations management.

The information needs of organizations management are broad because of their activities in the implementation of quality management systems, ISO and their Russian counterparts in need of data reliability and timeliness of their submission. This will determine the effectiveness of management and efficient use of all resources of the organization.

Particular emphasis in the article is made on the issue of effective utilization of human resources and institutions, by virtue of their professional competence in various activities require different types of audit information, including environmental. The article noted that the audit of compliance in the field of preservation of the environment is logically connected with inspections of key indicators for reporting. The system of indicators of environmental performance, there are thirty-integrated indicators, no doubt, be an internal audit. A wide range of tasks of internal audit can not only evaluate the internal control system, but also implement measures in the process of risk management in the fight against fraud in the preparation of financial statements. The development of methodological tools of internal audit should be given more attention, given the legal forms of the different organizations.

THE GENDER DIMENSION IN THE MANAGEMENT (FOR EXAMPLE, THE HISTORY OF RUSSIA)

© 2013 Gimranova Leysan

Kazan (Volga) Federal University

E-mail: Leysangim@mail.ru

This article provides a gender analysis of women leaders in business, science and politics.

Key words: history of women in management, the historical aspect of the gender approach to management.

ANALYSIS OF THE SOCIO-ECONOMIC CONDITION OF SINGLE-INDUSTRY TOWNS AT THE SAMARA REGION

© 2013 Ramzaev Vladimir

Doctor of Economic Sciences

© 2013 Volodin Mikhail

International Market Institute, Samara

E-mail: volodin.mm@gmail.com

The article examines the socio-economic condition of company towns of Samara region in 2009-2011. Individual blocks characterized social and economic component, which describes the level of development. The trends, dynamics of development and the current level of socio-economic status of single-industry city districts in the Samara Region (enterprise performance, financial flows circulating, standard of living, etc.). The objects of research are urban districts Otkjabrsk, Pohvistnevo, Chapaevsk in the use of statistical data.

Key words: socio-economic status, one-industry town, the region, the dynamics of development.

An analysis of the trends and dynamics of development, as well as the current level of socio-economic status of single-industry city districts on the Samara Region (enterprise performance, financial flows circulating, standard of living, etc.) is the basis for policy development of monocities.

The article examines the socio-economic condition of monocities of Samara region in 2009-2011. Individual blocks characterized social and economic component, which describes the level of development. The trends, dynamics of development and the current level of socio-economic status of single-industry city districts in the Samara Region (enterprise performance, financial flows circulating, standard of living, etc.). The objects of research are urban districts Oktjabrsk, Pohvistnevo, Chapaevsk in the use of statistical data.

According to the current classification of single-industry towns are towns that are unable on their own to compensate for the risks of the external economic environment, excluding the possibility of sustainable development in the village. In each single-industry town do not live more than 100 thousand people, and the share of single factory for more than half of the volume of industrial production.

The results of analysis of socio-economic status of single-industry town can identify problem areas of modern single-industry towns, which for the most part, are similar. Having formed, so the overall problematic basis for the single-industry towns in general, we have the opportunity to further develop mechanisms to index the current negative trends in the life of single-industry town districts.

Referenses

1. *Volodin M.M., Ramzaev V.M.* Risks of transformation of small towns in the company towns: col. abstracts VII Int.scient. Practical Conference. Is. 7. Samara, 2013. P. 68-69.
2. *Ramzaev M.V.* Manage competitive development of municipalities (for example, small cities of Samara region) // *Economics*. 2009. □ 3. P. 312-320.
3. *Volodin, M.M., Ramzaev V.M.* Actual problems of development management company towns on the basis of public-private partnerships // *Bulletin of the International Institute of the market*. Samara, 2012. □ 1 (8). P. 39-47.

IMPROVE THE MANAGEMENT SYSTEM OF PROGRAMS AND PROJECTS IN THE REGION THROUGH THE APPLICATION OF TECHNOLOGY ROAD MAPPING

© 2013 Sinyavskiy Dmitriy

© 2013 Morgunova Natalya

PhD in Economics, Associate Professor

© 2013 Filimonova Natalya

Doctor of Economics, Professor

Vladimir State University after named A.G. and N.G. Stoletovyh

E-mail: dismas2004@mail.ru, nmorgunova@mail.ru, natal_f@mail.ru

In the article discusses creation of a mechanism program and project management, providing the achievement of the strategic objectives for the region. Represented roadmap, which is one of the tools of strategic planning, is a specific coherent vision of project management. Application of project management methods will improve the transparency of the activities of the executive authority in government system. This leads to the creation of a favorable administrative environment, optimize and improve the quality of the mechanism of program and project management of socio-economic development of regions.

Key words: project management, state management, long-term program, roadmap.

The application of project management for the last 10 years is facing a lot of difficulties due to the non-systemic approach to its implementation.

Implementation of a systematic approach, according to the authors, could serve as a roadmap presented by forming a system of program and project management in the region.

In general roadmap of formation of program and project management helps focus attention on long-term planning, and improve the relationship, the autonomy plan and it is the basis for further detailed planning, identification of needs, strengths and weaknesses.

Drafting the roadmap and visualization of formation of program and project management is the catalyst for the development of the parties involved in the project, helping them to specify their goals, focus the knowledge to make informed strategic choices of technologies and processes that will meet the requirements of the project in the most effective way.

As a part, the management of problem and failures programs and projects, that quite topical to date, is proposed to use a new technology project management, such as a flexible development methodology (agile-methods) and technology resource conflict resolution.

The application of project management methods will improve the transparency of the activities of the executive authority in government system. This leads to the creation of a favorable administrative environment, optimize and improve the quality of the mechanism of program and project management of socio-economic development of regions.

CONTENTS AND ASSESSMENT OF STRATEGIC STABILITY OF THE MOTOR TRANSPORTATION ENTERPRISE

© 2013 Grigorieva Svetlana

PhD in Economics

Volga State University of Technology, Yoshkar-Ola

E-mail: center_audita@mail.ru

General understanding of strategic stability of the motor transportation enterprise is presented in article, the algorithm of its assessment reveals, and are specified the factors, having impact on enterprise development in the long-term period.

Key words: sustainable development, motor transportation enterprise, strategic management, strategic stability, временнбя and spatial stability, complex indicator, trend analysis.

Questions of a sustainable development of the enterprises received broad development in connection with acceptance in 1996 of the Concept of transition of the Russian Federation to a sustainable development. This concept is directed on the balanced solution of social and economic tasks and problems of preservation of favorable environment and natural and resource potential in the purposes of satisfaction of requirements present and future generations of people.

It is important to note that a basis of the concept of a sustainable development is economic approach. The economic science which in a basis of economic development put three main resources - the earth, work and the capital defined possibilities of economic growth from the point of view of achievement of higher volumes, a gross national income and profit of the enterprises. However sharply shortage natural and a manpower eventually began to be felt, and lack of sufficient volumes of financing quite often led to that natural resources were used without necessary requirements to ecology.

At the same time the economic science prepared necessary base for the solution of questions of a sustainable development. It is connected with development of methodology of strategic planning and management of the enterprises, development of mathematical tools at justification of strategic decisions, the analysis and an assessment of strategic risks.

However, questions of strategic stability in relation to development of the motor transportation enterprises remain almost unconsidered in spite of the fact that motor transport possesses an exclusive role in providing streams of material raw material resources and production of the enterprises. The solution of questions of strategic stability of the motor transportation enterprises will allow not only to define the directions of strategic development of branch, but also will create a strong basis for a sustainable development of economy as a whole.

References

1. *Ansoff I.* Strategic management. Moscow, 1989. 563 p.
2. *Dudin M.N., Lyasnikov N.V.* Ensuring strategic stability of enterprise structures in the conditions of an economic crisis//the Guide of the businessman. Scientific and practical edition. Release of IV-V. Moscow, 2009. P. 74-86.
3. *Pozdeev V.L.* Assessment of a continuity of activity of the enterprise in the analysis of economic activity // Auditor sheets. 2012. □ 1-2. P. 22-28.

**METHODS OF THE MANAGEMENT OF INDUSTRY'S INVESTMENT PROCESS
(BY THE EXAMPLE OF THE RAILWAY INDUSTRY)**

© 2013 Aroshidze Alyona

Siberian State Transport University, Novosibirsk

E-mail: alena-aroshidze@rambler.ru

The article is devoted to the theoretical aspect of the management mechanism of the railway industry's investment process. It also suggests the author's interpretation of its constituents. It has been represented stages and aspects of this management system.

Key words: railway industry, investment process, management mechanism.

FINANCE, MONETARY CIRCULATION AND CREDIT

**FINANCIAL STABILITY AS A RESULT OF THE ORGANIZATION
FINANCE ECONOMIC SUBJECTS**

© 2013 Skorokhod Nataliya

Financial Academy under the Government of the Russian Federation, Moscow

E-mail: f_skor@mail.ru

The article is dedicated to ensuring the financial stability of economic subjects through the control and regulation of entrepreneurial business.

Key words: financial sustainability, entrepreneurial business, system interactions and calculations, control and regulation, responsibility.

DEVELOPMENT OF INSTITUTE OF COLLECTIVE INVESTMENT IN RUSSIA

© 2013 Zhegalova Alexandra

Samara State University of Economics

E-mail: Zhegalova@rambler.ru

Collective investment is the main source of accumulation of means of small investors in the financial market and a leading elements of system of effective mechanisms of a mobilizations of savings, promotes their transformation in an investment for real sector of economy. In article actual problems of formation and development of the market of collective investment in Russia are considered, the subject structure of participants is opened, definition of institute of collective investment is given.

Key words: collective investment, financial market, investments, investor, professional financial intermediary, institute of collective investment.

References

1. The act of the Russian Federation of July 3, 1991 □ 1531-1 “About privatization of the state and municipal enterprises in the Russian Federation”.
2. The resolution of the government of RSFSR of December 28, 1991 □ 78 “About the adoption of provision on release and the circulation of securities and stock exchanges in RSFSR.
3. *Alekseev M. Yu.* Securities market. Moscow, 1997.
4. *Balabanov I. T.* Risk management. Moscow, 1996.
5. *Boldyreva N. B.* Collective investors in the region // Messenger financial academia. 2005. □ 4.
6. *Oleynik A. I.* Institutional economy. Moscow, 2000.
7. *Ponomareva E. N.* Collective investment. URL: <http://domzakon.ru/artikles/inoe/895314>.
8. *Tsybzhitova T. O.* Prospects of the share mechanism of collective investments. Moscow, 2008.

BOOK KEEPING, STATISTICS

**REENGINEERING IN THE SYSTEM OF ACCOUNTING
AND ANALYTICAL SUPPORT OF THE ORGANIZATION**

© 2013 Mirgorodskaya Marina

PhD in Economics

Volga State University of Technological, Yoshkar-Ola

© 2013 Mirgorodskaya Tatiana

PhD in Economics, Associate Professor

Moscow State University of Technology and Management

after named K.G. Razumovsky

E-mail: center_audita@mail.ru

This article describes the content of re-engineering, which allows to transform the accounting and analytical information about the business and the individual business processes for the management and achievement of planned outcomes.

Key words: re-engineering, process accounting and analytical support, organization management.

The development of accounting and analytical support of the organization to a greater extent influenced by the reforms in standardizing accounting harmonization of specific requirements in terms of reporting formats. Foreign experience of using different accounting methods, the analysis based on the process approach, a Russian organizations as an innovative approach.

The practice of construction processes, classification, separation of smaller business process management is fraught with difficulties, for each individual entity. These difficulties are related to industry characteristics, organization and production technology, the choice of organizational structure-activity, with key and ensuring business processes and business process management and development.

In the process of improving the management systems it is often necessary to improve existing business processes in order to achieve the desired results of strategic development. This practice spread to the re-engineering of all accounting and analytical support of the organization. Business processes are isolated in the accounting, monitoring, analysis, planning.

Effectiveness of generating information in the context of business processes can be achieved through the integration of information through the use of advanced information and computer technologies such as MRP-and ERP-systems. This position, in my opinion, better reflects the possibility to improve the accounting and analytical support of the organization with the tools of reengineering.

STATISTICAL METHODS OF BUSINESS UNITS EFFICIENCY ASSESSMENT WITHIN THE FRAMEWORK OF FUND TRANSFER PRICING

© 2013 Shlyapin Alexander

Russian University of Economics after named G.V. Plekhanov

E-mail: Alexander.Shlyapin@otkritie.com

The article considers the aspects of statistical methods application for an analysis of transfer pricing model and interpretation of model results. Practical application of FTP rate for an assessment of business divisions activity of a bank, dependence of FTP rate on factorial variables is also considered.

Key words: transfer pricing, bank, business unit, effectiveness, statistical evaluation.

Fund transfer pricing (FTP) is fundamental to evaluate the profitability of business units in bank. FTP system measures the value of products furnished by a profit center to other responsibility centers within a bank. Internal rates that are measured by transfer prices result in profitability for the responsibility center selling the product and costs for the responsibility center buying the product.

FTP system allows:

1. Centrally control Net Interest Margin
2. Control cost of fund
3. Set targets for interest income and fee-based income
4. Incorporate risk-return-based product pricing
5. To manage liquidity across business units, fund liquidity mismatches at an optimal cost

The choice of FTP methodology depends largely on resources available: manpower, quality of data bases, IT systems capacity and the budget for FTP.

Most researches focused on general framework of FTP system and implementation in whole bank. Taking into account special aspects of Russian banking system most method are hard to implement in practice. In this article described practical aspects of implementation FTP rate in order to evaluate profitability of one business unit. Methodological aspects are also described.

Banks need to employ one of FTP methods in order to be able to analyze contributions to overall interest profit, to control and evaluate business units and products results. Lack of a FTP system negatively influences bank's overall profits and deteriorates the quality of risk control. FTP system is crucial for financial institutions and no bank can successfully expand without implementing one.

THE INTRODUCTION OF MODERN METHODS OF SALES PROMOTION AND THE INTEGRATION OF COMMUNICATIONS ENSURING IN THE CONFECTIONERY INDUSTRY

© 2013 Kuznetsova Tatiyana

Saransk cooperative Institute (branch) of Russian University of cooperation

E-mail: t.e.kuznetsova@rucoop.ru

The article provides recommendations for promoting sales of confectionery industry, discusses the use of BTL-advertising, the introduction of integrated marketing communications as a method of improving the effectiveness of sales promotion programs offered PR.

Key words: sales, promotion, enterprise, market, confectionery, program, incentives, marketing communications, integration.

References

1. *Ansoff I.* The strategy management / translated from English. Moscow, 1989.
2. *Barinov V.A., Kharchenko V.L.* The strategy management. Moscow, 2006.
3. *Vigman S.L.* The strategy management in questions and answers. Moscow, 2006.
4. *Vikhansky O.S.* The strategy management. 2nd edition. Moscow, 1999.
5. *Gaponenko A.L., Pankrukhin A.N.* The strategy management. 2nd edition. Moscow, 2006.
6. *Zub A.T.* The strategy management: theory and practice. Moscow, 2005.
7. *Minzberg G., Alstrand B., Lamel J.* Strategy schools. St.-Petersburg, 2001.

THE IMPROVEMENT OF THE DEVELOPMENT OF COMPETITIVE STRATEGY OF BAKING INDUSTRY

© 2013 Hairov Roman

Saransk cooperative Institute (branch) of Russian University of Cooperation

E-mail: t.e.kuznetsova@rucoop.ru

The article assesses the practice of developing a competitive strategy of the regional market leader of bakery industry in Mordovia. Stages of the process of developing a competitive strategy are systematized. The author gives some recommendations on the use of models of matching internal capabilities of the enterprise to market needs.

Key words: competition, enterprise, competitive advantages, process, competitive strategy, management, process approach, the market of bakery and flour confectionery products.

References

1. *Domnin V.N.* Branding: new technologies in Russia. St.Petersburg, 2002. 352 p.
2. *Moiseeva N.K.* Branding in the marketing activity management. Moscow, 2003. 419 p.
3. *Aaker D.A.* Strong brands creation. Moscow, 2003. 544 p.
4. *Gad T.* 4D Branding / Stockholm business school. 2008. 228 p.
5. *Lepla F.G.* Integrated Branding. Moscow, 2003. 320 p.
6. *Pringle H.* The trade mark energy. St.-Petersburg, 2008. 288 p.
7. *Rice E.* Positioning: the battle for recognition. St.-Petersburg, 2009. 288 p.