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ECONOMICS AND POLITICS

**DESIGN POSSIBILITIES OF OVERCOMING THE CRISIS TENDENCIES
IN THE ECONOMY OF RUSSIA: THE CONSUMER ASPECT**

© 2013 Zeldner Alexey Grigorievich

Doctor of Economics, Professor

Russian Academy of Sciences Institute of Economy

117218, Moscow, Nahimovskiy prospekt, 32

E-mail: zeldner@inecon.ru.

In article attempt to find the system factors leading to destructive tendencies in economy of Russia and to prove necessary of their constructive decision by development of the consumer sphere promoting structurization of non-oil sector is made.

Key words: destructive tendencies, consumer sector, non-oil sector, constructive proposals.

The constructive possibilities of crisis tendencies overcoming in the Russian economy: consumer aspect.

This abstract proposes a constructive approach to overcome the destructive trends in the Russian economy at the expense of the priority development of the non-resource-based industries, providing growth in consumer demand and the multiplicative effect due to the development of related industries.

The increase in production of consumer goods on the basis of the expanding demand opportunities is an important condition for structuring and modernization of the non-oil sectors of the economy. This will be the determining point in the socio - economic growth of the country. It's about the priorities of such a huge multiplier effect as constructing, infrastructure, including road , and of course the Food sector as the most important link of growth in consumer demand, with up to 50 % of retail trade.

Under these circumstances, a slowdown in the global and Russian economy, Russia needs to really step up the course stimulating domestic demand, and by wage growth, more privileged level of consumer credit and differentiation of taxation. Growth of personal income, a significant increase in the demand factor , the role of the state, which through investment in infrastructure and the development of non-oil sectors can boost employment and incomes and promote consumer demand.

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KEY TRENDS IN INVESTMENT INDUSTRY

© 2013 Fomina Natalia Eugeniievna
PhD in Economics, Associate Professor
Samara State University of Economics
443090, Samara, Soviet Army st., 141
© 2013 Markevich Sergey Valerievich
St. Petersburg State University of Economics
191023, Saint-Petersburg, Sadovaya st., 21
E-mail: natalia.fomina@mail.ru

This paper presents the current trends in the investment process of the national industry. Analysis allowed to form the principles and directions of modernization of national industry.

Key words: investment, innovation, and industry.

The publication presents the key trends of the investment development of the national industry. In the framework of the structural analysis of investment activity in industry discussed the distribution of investments in non-financial assets, investment, factors limiting investment activity.

The first trend is defined concentration of investment in the capital - «buildings and structures» (98,5%). Technology, R & d and the OIC does not fall within the field of interest of management of the national industry - their share does not exceed 1%. The second trend investment objectives. It is detected that the main trend of investment - reconditioning of machinery and equipment that is simple reproduction (64%). The third trend continued restrictions on investment in the industry. Analysis of the causal chain of obstacles (factors). On the basis of Ishikawa diagrams («fishbone»), there are two traditional plane analysis of economic systems «external» and «internal» environment (in relation to the object - «industry») defined 4 «bones»: «market», «infrastructure», «resources», «technologies». To the bones bound 9 factors and evaluation thereof gravity. Summing up the causal chain analysis proposed a vision of two key obstacles to development investments: lack of own funds for implementation of projects of extended reproduction, and poor development of financial institutions, which could compensate for the shortage of funding.

**THEORETICAL AND METHODOLOGICAL ASPECTS OF INVESTMENTS
AND STATE REGULATION OF INVESTMENT ACTIVITY**

© 2013 Derkach Andrey Alexandrovich
Moscow State University of Economics, Statistics and Informatics
119501, Moscow, Nezhinskaya st., 7
E-mail: zeldner@inecon.ru

Theoretical and methodological aspects of the investment and how they differ from capital attachments, classification of investments, investment potential and types of investors have been reviewed in this article. Questions of state regulation of investment activity and implementation mechanism of the state investment policy have been analysed.

Key words: the investment, classification of investments, investment resources, investment potential, investment policy, state regulation.

PLACE AND ROLE OF STATE REGULATION OF PROCESSES OF INTEGRATION OF ENTREPRENEURSHIP IN THE NEW ECONOMIC CONDITIONS

© 2013 Shlafman Alexander Izevich

PhD in Economics, Associate Professor

St. Petersburg Humanitarian University of the Trade Unions

192238, St. Petersburg, Fuchika st., 15

E-mail: izevich@yandex.ru

The article considers the theoretical and scientific-practical approaches to the organization of state regulation of integration processes in the country. Wide open the conditions of a market economy in Russia and identified key problems of development of entrepreneurship in the new economic conditions.

Key words: economics of entrepreneurship, government regulation.

The study of the system of state regulation goes through stages. Study of any process starts with the definition of the place and role of the process under investigation in a series of such processes. So the state regulation of integration processes has common characteristics with antitrust doctrine ensure free competition on the market of goods and services, the system of requirements to the quality of goods and services. State regulation of integration processes forms the requirements to the complex economic systems. They are of a different origin. Structural integration processes built around the concentration of capital. The key task of state regulation of integration processes is to ensure the acceptable level of concentration of capital and raising the value of new products. Structurally, these objectives can be achieved through regulation of the branch. Modern society requires more common requirements that would be clear and available to many market participants. This article defines the system requirements to organization and implementation of state regulation of integration processes in the economy of Russia.

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SOCIAL AND ECONOMIC IMPACT OF HOSTILE TAKEOVERS

© 2013 Grigoryan Karen Karenovich

Russian University of Economics after named Plekhanov

115054, Moscow, Stremyanniy pereulok, 36

E-mail: karenkarenovich@gmail.com; karenkarenovich@me.com

This article provides an overview and analysis of the negative and positive impact of hostile takeovers on the economic and social sectors, includes the official statistics of corporate conflicts, and given the examples of takeovers.

Key words: hostile takeovers, statistics of corporate party disputes and crimes, social and economic harm to hostile takeovers, examples of hostile takeovers.

In conditions of financial instability hostile takeovers are considerable threat to the economic security of Russia, which affects the production cut, the growth of social

tension, reducing the investment attractiveness of the national economy, etc. Their targets are often strategic and socially important companies, research and municipal institutions, monuments, history, culture, etc.

The article gives an overview of the large number of statistical data showing a general decline in the number hostile takeovers a bnm kjuind other economic crimes, however, the decrease is not significant.

A good example of a hostile takeover of city-forming Company is happening at the moment - is a conflict in the "Energotekhmash" in Zhiguliovsk. Upon reaching their goal by raiders a unique manufacturing complex of extrusion metalworking could be destroyed by - the last in the Samara region and one of the six remaining in the country.

The influence of hostile takeovers in the economy should not be seen only as a negative or a positive way, because there are some of arguments in favor of the positive and negative effects of such processes.

Major ratings of the aggregated effect of hostile takeovers at the level of the country is not yet available, as there is no systematic analysis of the influence of the characteristics and behavior of company managers on the probability of capture and the subsequent fate of the company. The lack of proper analysis of the problem promotes the spread of two opposing within the meaning of myths, "Raiders - brutal, avid aggressors, destroying healthy companies just because of personal benefits" and "Raiders - medics forests to help the transition of assets in the hands of a more effective, thus improving the economy" . So the list of the negative impact of the corporate raiding in the article, it becomes apparent that the number of negative impacts on the socio-economic environment of the country is huge, and it prevails over the positive effects.

Such a way hostile takeover of potentially carries both a positive and a negative start. On the one hand, the transfer of control over the company can be regarded as an efficient transfer of capital, on the other hand hostile takeovers have extremely negative consequences for individuals and for the whole economy. However, this material is obvious that the quantity and quality of the impact of negative factors are more important than the positive aspects of this problem.

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ECONOMIC THEORY

**THE ECONOMIC CONTENT OF THE SIGN IN STRUCTURALISM
(POST-MODERN)**

© 2013 Naidenov Nikolay Dmitrievich

Komi branch of Viatka state agricultural academy
167003, Republic of Komi, Syktyvkar, Rucheynaya, 31

© 2013 Golovko Alexander Viktorovich

© 2013 Golovko Vladimir Alexandrovich

Syktyvkar branch of St. Petersburg State University of service and economy
167000, Republic of Komi, Syktyvkar, Sysolskoye Highway, 64

E-mail: ND.Naidenov@mail.ru

The paper analyzes the basic theoretical principles of political economy of a mark (structuralism, post-modern in the economy) and their development in the theory of power based on the work of Jean Baudrillard's "Critique of political Economy of mark". A comparison of the main provisions of structuralism and non-political Liberalism is given.

Key words: economy of a mark, theory of power, structuralism, post-modern.

The political economy of the mark (structuralism) this is a new direction of development of economic theory, which introduces into scientific circulation the economic content of the sign, information exchange, symbolical exchange, needs that were not previously included into a subject of political economy.

We understand under the sign of the phenomenon, which acts as a signal of another appearance. For example, demand for both (one thing) acts as a signal about the social status of the customer (another phenomenon)

The bright representative of the postmodern (structuralism) the second half of XX century it was J. Baudrillard with his book «The critique of political economy of the sign», published in 1972.

According to J. Baudrillard, in the modern market economy *потребительные* value of nowhere discover. The logic of the subject/sign. This is the main thesis of political economy sign (structuralism).

Recognition of the importance of the system of signs, institutions and values in the economy unites structuralism and non-political liberalism. Non-political liberalism is the concept of social progress on the basis of the sign. Non-political liberalism protects the active position of the person Human in the interaction and social relations. Non-political liberalism raises the question about the symbolic content of public interaction as a matter of sovereignty of the country. The problem consists in the fact that their own national characters, the essence and the structure of values should be synthesized and Western liberal values.

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**IMPLEMENTATION OF ECONOMIC AND INSTITUTIONAL INTERESTS
IN THE PROCESS OF FORMING INNOVATION ECONOMY IN RUSSIA**

© 2013 Mikhailov Alexander Mikhailovich
Doctor of Economics, Professor
Samara State University of Economics
443090, Samara, Soviet Army st., 141
E - mail: 2427994@mail.ru

Stable innovation development in Russia is possible only when engaging in this process, most of the groups and layers of the population. This article examines the economic and institutional interests of the owners of production factors. Examines the main directions of improvement of institutions of innovation economy of Russia.

Key words: innovative economy, postindustrial society, the effectiveness of institutions, economic interests, institutional interests, institutional environment, a national innovation system.

**THE ENTERPRISE AS THE CONSUMPTION INSTITUTION
OF HUMAN CAPITAL IN THE MODERNIZED ECONOMY**

© 2013 Murtazina Gulnara Ravilovna
Kazan state University of culture and arts
420059, Kazan, Orenburgsky trakt, 3
© 2013 Ulesov Denis Vasilevich
© 2013 Safiullina Alina Maratovna
Kazan (Volga) Federal University
420008, Kazan, Kremlyovskaya st., 18
E-mail: lenar_s@mail.ru

The article describes the conditions of business operation as an institution of the human capital consumption in the modernized economy. On the basis of the resource approach to the innovation essence and modernized enterprise the most important conditions have been identified, they reflect not only a change in priorities of the requirements which are demanded of qualitative characteristics of human capital, but also the shift of the internal environment factors of human capital consumption. The analysis of current trends in the consumption of human capital by enterprises was carried out in terms of the modernization changes in the Russian economy.

Key words: the consumption of human capital, the economic modernization, the enterprise as an institution, the enterprise as a consumer of human capital, the internal conditions of effective human capital consumption.

**THE METHODOLOGICAL SIGNIFICANCE OF SCIENTIFIC PARADIGM
FOR THE HISTORY OF THE DEVELOPMENT OF ECONOMICS**

© 2013 Chernikov Timur Stanislavovich
Moscow Academy of Economics and Law
117105, Moscow, Varshavskoe shosse, 23
E-mail: timur_chernikov@mail.ru

In this article considers the methodological significance of research in economic science for analytical reconstruction of the process of scientific-theoretical development of the history of economic teachings. The author drew attention to peculiarities of interaction of scientific paradigms, defined the essence of the paradigmatic measurement of development of economic science.

Key words: methodology, paradigm, the concept of science, history of economic theory.

ECONOMY AND MANAGEMENT

**STRATEGY FOR IMPROVING THE EFFICIENCY OF INVESTMENT
IN AGRICULTURAL LAND USE**

© 2013 Ognitsev Sergey Borisovich

Doctor of Economics, Professor, Chief Researcher

All-Russian Institute of agrarian problems and Informatics after named A.A. Nikonov
105064, Moscow, B. Kharitonievskiy lane, 21/6, building 1

E-mail: zeldner@inecon.ru

The article presents classifications of investments in agricultural lands: the classification by the origin of investments and the classification by investment directions. The evaluation methodology of the investment effectiveness is proposed. The article provides the analysis of the effectiveness of investments in changing the legal status of lands, investments in the fertility rate of lands, investments in land reclamation, in the technology of production of agricultural products, in engineering and social infrastructure of agriculture, in scientific, normative and legislative, information and marketing support of agriculture. The article gives a number of practical recommendations on efficiency improvement of the agricultural land investment.

Key words: agricultural lands, investments, efficiency.

**MONITORING OF THE STATE OF FOOD AND PROCESSING INDUSTRY
OF THE KARACHAY-CHERKESS REPUBLIC IN THE ASPECT
OF THE CREATION
OF THE FOOD MARKET OF THE REGION**

© 2013 Shardan Saida Kemalovna

Associate Professor

© 2013 Gogusheva Tauzhan Muhamedovna

Associate Professor

© 2013 Mahova Lejla Kanamatovna

Associate Professor

North Caucasian state humanitarno-technological academy
369000, Karachay-Cherkess Republic, Cherkessk, Stavropol st., 36

E-mail: salima@list.ru

In aspect of maintenance of the population of republic foodstuff, the organisations of the food market the important place is taken away food and process industry. The appreciable contribution to manufacture of food products is brought by the large and average enterprises of the food-processing industry of republic.

Key words: the Karachay-Cherkess Republic, food and processing industry, food market.

The food industry - one of considerable branches of modern industrial manufacture. On gross output it takes the second place after mechanical engineering. The food-processing industry role in development of productive forces is defined first of all that it satisfies a prevailing part of requirements of the population in the foodstuffs. The food-processing industry provides more a population balanced diet promote elimination of non-uniformity of consumption of foodstuff both in time, and in a regional cut, allows to use effectively agricultural raw materials, to reduce its losses.

The urgency of a theme of research is defined by a role and the importance of the food-processing industry as in formation of structure of an economic complex of the country, and in the food problem decision.

As object of research the food-processing industry of Karachaevo - of Circassian republic as a component of a food complex acts.

Object of research is the policy of the regional authorities on development of the food industry in 1930-1950.

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MECHANISMS TO IMPROVE THE FUNCTIONING OF THE INSTITUTIONS OF FORMATION AND DEVELOPMENT AREAS MONOPROFILE

© 2013 Pyankova Svetlana Grigorievna

PhD in Economics

Institute of Economics, Ural Branch of Russian Academy of Sciences

620014, Ekaterinburg, st. Moscow, 29

E-mail: silen_06@list.ru

The author examined the mechanisms for evaluating the effectiveness of interventions, analyzed the results of one-company towns of the Sverdlovsk region after the support of the federal institutions of development, a scheme improve the efficiency of formation and functioning of the institutions of the territory of the single-industry.

Key words: single-industry areas, development institutions, and performance evaluation.

At the present time, the increase of efficiency of activity of local self-government is becoming an important and necessary task, especially in periods of crisis. From rational decisions depends on the implementation of all social obligations at the regional and Federal levels, in particular, the Decrees of the President of the Russian Federation from may 7, 2012, implementation of infrastructure issues, achievement of priority objectives of the strategic development of the city, the level of life of the population of the city.

The paper discusses the mechanisms to evaluate the effectiveness of regional and municipal authorities, presented by scientists: Fedorov M.V., Animitsa E.G., Пешина ЕВ, Petrov A.N., A.V. Gerasimov, L. Chistov, Ahromenko A.S., Юрецкий Е.А. and others.

Attention was focused on the importance of the selection and the formation of development institutions and the need for monitoring and evaluation of efficiency of activity of development institutions.

The author analyzed the results of the development of monoprofile territories after the financial support of institutes of development (on the example of single-industry towns of Sverdlovsk region), and also revealed factors insufficient effective approach to allocation of funds of development institutes on the problematic single industry territory.

In the work the author proposed a scheme of increasing the efficiency of formation and functioning of the institutions of development of single-industry territory.

The proposed mechanism will allow to raise efficiency of formation and functioning of the institutions of development of single-industry territory, as well as to develop public-private partnerships, increase in investment activity in the city, monitor and reduce infrastructure failures mono territory.

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THE NEED TO IMPROVE METHODS OF STRATEGIC MANAGEMENT OF INNOVATION ACTIVITY IN THE CITY COMMUNAL INFRASTRUCTURE

© 2013 Grechishkina Olga Viktorovna
Institute of economy and crisis management
117312, Moscow, Vavilova st., 53, building 3
E-mail: oet2004@yandex.ru

The article is devoted to the justification of the relevance of innovative strategies to upgrade the housing and communal services of the city, minimization of risks of innovation.

Key words: public infrastructure, process innovations.

SYSTEMATIC APPROACH TO THE FORMATION OF INVESTMENT STRATEGY FOR THE REGION

© 2013 Pogosov David Karlenovich
State Maritime University named after Admiral F.F. Ushakov
353918, Novorossiysk, prospekt Lenina, 93
E-mail: pogosov@mail.ru

The paper describes a new copyrigth methodical approach to the formation of state regulation of investment in the region. As a basic distinguishing feature of the new approach by the author are highlighted in the procedure for determining the type of the region and generation of software-focused events in the investment strategy for the region.

Key words: methodical approach, regional investment, the effectiveness of regulation, investment environment, governmental regulation measures.

**THE DEVELOPMENT OF MARKETING IN BUSINESS AS A WAY TO IMPROVE
THE COMPETITIVENESS OF PRODUCTS**

© 2013 Kartashov Konstantin Arkadievitch

PhD in Economics

Krasnodar University of the Ministry of Internal Affairs of the Russian Federation

350005 Krasnodar, Str. Yaroslavl, 128

E-mail: economical@rambler.ru

The present article is devoted to the evaluation of marketing activities in enterprises, the analysis of the relationship between consumers and competitors aimed at meeting the interests of the organizations.

Key words: marketing, of competitive products, the competitiveness of enterprises.

At present, under conditions of growing competition in all spheres of economic activity of enterprises, and the sustainability of the competitiveness of enterprises depends on rethinking the role and importance of marketing activities that objectively determines the need to update thinking managers. Many aspects of the designated scientific issues presented in the writings of scholars from the perspective of economists justify their proposals to improve the technology and equipment - yes, of course, is a necessary element of the enterprise in the market conditions, but it does not mean that the manufactured products will immediately demanded by society. The entire above stated objective determines the need to consider marketing the company as one of the landmarks of the effectiveness and efficiency of the enterprise.

Existing national foreign experience in marketing demonstrates proven approaches and tools of marketing, which allows considering marketing as an art and decision multidimensional challenges.

Therefore, based on the existing theoretical and practical marketing experience possible, to determine the specific vector of formation and development of the competitiveness of enterprises in different sectors of the economy.

The article clarifies that marketing is not the main objective of the company, as Marketing is needed only when the reduced profits and increased competition from marketing that requires some effort and expense, and that marketing - is the engine of new creative and innovative ideas, one of the ways to improve the effectiveness and efficiency of the enterprise, one of the ways to improve the quality of product and price range, and infrastructure development of business relations.

Marketing does not just stop on the competitiveness of products, and is based on the achievement of competitiveness of the enterprise.

We hope that this article will serve as a springboard for our next and your reasoning and will not cause criticality in its presentation.

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**TO THE PROBLEM OF SOIL FERTILITY AND SUBSIDIZATION
OF CHEMICAL FERTILIZERS**

© 2013 Sokolov Nikolai Alexandrovich

Doctor of Economics, Professor

© 2013 Torikov Vladimir Efimovich

Doctor of Agricultural Sciences, Professor

© 2013 Lobyrev Igor Sergeevich

© 2013 Poddubnaya Ekaterina Alexeevna

Bryansk State Agricultural Academy

243365, Bryansk region, Выгоничский district, the village of Kokkino, Sovetskaya st.,
2A

E-mail: biblio@bgsha.com.

It is proved that the price disparity is the main financial instrument, pumping out profits of agricultural enterprises and organizing their access to mineral fertilizers, which mainly restore soil fertility. A higher extent of manifestation of the disparity of prices at cultivating crops in the Bryansk region than in Russia is revealed.

Key words: price disparity, grain crops, fertilizers, nutrient balance, degradation of soil fertility.

Removal of major nutrients is not compensated by mineral and organic fertilizers, biological nitrogen.

Grain farming, being profitable, has no capacity to develop effectively, as the fall of fertility is connected with the ambulance of nutrients.

Their exports reached 90% of total production. Though the “scissors” of prices and other financial instruments of 1,2 - 1,3 trillion of roubles is pumped from agriculture.

It increases if the laws of farming and market are used, as a result people’s heads for basic foodstuffs are better satisfied. With the transition to a market monopolies have greatly increased the price of equipment, fuel, fertilizers. At the same time they inhibit the growth of purchasing prices for grain, milk and other agricultural products. It was revealed that in the Bryansk region disparity in prices is seen more deeply. As a result the application of mineral fertilizers is greatly reduced. An other peculiar feature is proved: favorable weather conditions increase productivity and depletion of soil fertility.

The imperfection of the mechanism of subsidizing is drawn attention to.

As a matter of fact with the increase of crops large farms and companies are increasing subsidies. Subsidies should be linked to an optimal yield, component in the Bryansk region of 25-30 c/ga.

**METHODICAL APPROACH TO ASSESSMENT OF SOCIO-ECONOMIC
DEVELOPMENT OF MUNICIPALITIES IN THE ARCTIC ZONE
OF THE RUSSIAN FEDERATION**

© 2013 Matvienko Irina Ivanovna

PhD in Economics, Associate Professor

© 2013 Chizhova Lyudmila Aleksandrovna

PhD in Economics, Associate Professor

Arkhangelsk scientific center of UB RAS

163000, Arkhangelsk, Sadovaya st., 3

E-mail: iim1978@rambler.ru, chizhova.mila@yandex.ru

In the article there is a new methodical approach to assessment of socio-economic development of municipalities in the Arctic zone of the Russian Federation, to identify strategic directions of development of municipal formations of the Russian Arctic zone.

Key words: Methodological approach, the assessment of socio-economic development, municipalities, the Arctic zone of the Russian Federation.

In the present socio-economic development of the Arctic zone of the Russian Federation has received considerable attention, as the Arctic is a strategically significant and important for the state. Position and socio-economic development of the country in General, and the Arctic zone of the Russian Federation in particular, depends primarily on the development of staying in its territory of municipalities. In the article there is a new methodical approach to assessment of socio-economic development of municipalities in the Arctic zone of the Russian Federation, the proposed approach takes into account the territorial specifics factors and indices of the level of socio-economic development. The authors define the specific types of factors and factors affecting both economic and social development of municipal formations of the Russian Arctic zone. Economic development of municipal formations of the Arctic zone of the Russian Federation is characterized by a number of factors, the main of which are the following: natural resources, production, labor, financial, infrastructural, and institutional. Social development of municipal formations of the Arctic zone of the Russian Federation is characterized by a number of key factors: demographic, social, financial, managerial, ecological, criminal. Only on the basis of the aggregated indicator of socio-economic development of municipalities in the Arctic zone of the Russian Federation no opportunity to make an informed decision, for example, associated with the allocation of interbudgetary transfers, support of programs of socio-economic development. However the presence of the matrix positioning in terms of socio-economic development in the coordinates of "Social indicators X Economic indicators allows more objective approach to the adoption of managerial decisions. Proposed by the authors of methodical approach includes positional (matrix) and a rating components that will properly and fully assess the situation of each individual municipality in the Arctic zone of the Russian Federation relative to its level of economic and social development, as well as to identify strategic directions of the socio-economic development of municipal formations of the Russian Arctic zone.

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MODEL OF DEVELOPMENT OF INTERNATIONAL TRANSPORT INFRASTRUCTURE ON EXAMPLE OF RUSSIAN AUTOTRANSPORT COMPANIES

© 2013 Chizhuk Yuriy Nikolaevich
Rostov State Economic University
344002, Rostov-on-Don, Bolshaya Sadovaya st., 69
E-mail: oet2004@yandex.ru

The authors develop the model of development of international transport infrastructure on the example of Russian autotransport companies and piloted it in OAO "AvtoVAZ". The authors assess solvency indicators, including indicators of liquidity, financial stability and independence, as well as indicators of turnover and profitability and make recommendations for improving the competitiveness of "AvtoVAZ".

Keywords: international transport infrastructure, Russian autotransport companies, competitiveness of enterprise, development, economic analysis.

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FINANCE, MONETARY CIRCULATION AND CREDIT

THE GROWTH OF COMPETITIVENESS OF RUSSIAN COMMERCIAL BANKS IN THE PROCESS OF REDUCING THE CREDIT RISK OF CORPORATE BORROWERS

© 2013 Vlezkova Victoriya Igorevna
Samara State University of Economics
443090, Samara, Soviet Army st., 141
E-mail: vlezkova@yandex.ru

Considered is the problem of reducing the credit risk of corporate borrowers as a growth factor for competitiveness of Russian commercial banks. The analysis applied to the methods of assessment of the credit risk on an example of “Sberbank of Russia”.

Keywords: competitiveness, credit risk, default corporate borrower, Lorenz curve, Gini coefficient.

In modern conditions the credit risks of corporate borrowers determine the level of competitiveness of Russian commercial banks. Minimization of credit risks requires an efficient system of accounting and analysis of possible losses when lending to corporate clients. The most effective method for the assessment of credit risk currently is the methodology proposed by the Basel Committee on Banking Supervision based on the assessment of the probability of default of the corporate borrower by taking account of its rating.

For the Russian banking system are becoming particularly relevant models for the assessment of credit risk based on internal rating based system of banks (IRB), based on the calculation of expected and unexpected losses.

To assess credit risk in Basel II are two options approach:

- BIRB - the basic approach based on internal ratings;
- AIRB - the advanced approach based on internal ratings.

In the first approach the banks themselves estimate only the probability of default for each corporate borrower of the bank and apply the values of the other parameters set by the regulator.

The second method involves correlation of the internal credit rating with some external credit ratings, the result of which is the corresponding probability of default.

The article discusses the model AIRB created with consideration of international experience of OJSC “Sberbank of Russia”. This model is intended for:

- determination of expected and unexpected losses when lending to corporate borrowers of the bank;
- analysis and monitoring of the level of credit risk, determine capital adequacy of the bank’s potential losses from credit risk, definition of high-risk assets in the corporate credit portfolio, the forecast of their impact on the amount of the credit risk of the bank as a whole.

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BOOK KEEPING, STATISTICS**THE STABILITY OF THE REGIONAL REAL ESTATE MARKETS
IN THE ASPECT OF STATISTICAL ANALYSIS OF PATTERNS OF PRICING**

© 2013 Konnova Tatiana Olegovna

© 2013 Titov Valeriy Alexandrovich

PhD of Technical Sciences, Doctor of Economics, Professor

Russian Economic University after named G.B. Plekhanov

117997, Moscow, Stremyanny lane, 36

E-mail: konnova.to@gmail.com

The article presents the results of a statistical analysis of the situation in the real estate market in Moscow in terms of the comparative aspect of pre-crisis and post-crisis periods. The assessment of the distribution of prices per square meter of residential real estate in regions of the Russian Federation was developed by the Grubbs test. The specificity of Moscow region was proved.

Key words: real estate market, the dynamics of average prices in the primary market, Grubbs test, variation, uniformity of distribution, velocity, acceleration.

ECONOMIC SCIENCE AND EDUCATION**PLANNING PROBLEMS OF THE EFFECTIVE USE OF THE SCHOLARSHIP
FUND IN THE STRUCTURE OF THE MECHANISM OF SCHOLARSHIP
SUPPORT FOR STUDENTS IN HIGHER EDUCATION INSTITUTIONS**

© 2013 Guskova Marina Fedorovna

Doctor of Economics, Professor

© 2013 Ivanova Valentina Nikolaevna

Doctor of Economics, Professor

© 2013 Sterlikov Fedor Fedorovich

Doctor of Economics, Professor

Moscow state University of Technologies and Management

after named K.G. Razumovsky

109004, Moscow, Earthen Shaft st., 73

E-mail: oet2004@yandex.ru

In the article the analysis of the structure of the mechanism of scholarship support for students, identified indicators - indicators mechanism affecting the efficiency of the scholarship Fund, identify opportunities and problems of their planning. Added a new component of information: disclosed her role in the mechanism link to specific material incentives, the role of advance information in stimulating students to the development of their educational programs.

Key words: mechanism scholarship security, indicators of scholarship security, the information component of the mechanism of stimulating the information component.

DEVELOPMENT OF STRATEGIC BUDGETING IN THE REGIONS

© Mysin Pavel Eugenievich

Advisor to the Department of Social and Transport to Ensure the Management Affairs
of the State Duma of the Federal Assembly
103265, Moscow, Georgievsky pereulok, 2
E-mail: 5mysin88@mail.ru

The article deals with theoretical aspects of regional strategic budgeting, allowing, in their relation to the formation of the federal budgeting process, to carry out a long-term single line of development of the regional economy and its relationship with the processes of socio-economic development in modern conditions.

Key words: strategic budgeting, innovative development, investment, modernization, fixed assets.

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