

## Scientific and Information Journal

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**ECONOMICS AND POLITICS**

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**PROBLEMS OF IMPROVEMENT OF EXPORT  
OF LARGE RUSSIAN COMPANIES**

© 2014 Konina Natalia Yurievna  
Doctor of Economics, Professor  
Moscow State Institute of International Relations (University) of the Ministry  
of Foreign Affairs of Russia  
Russia, 125993, Moscow, Vernadskogo pr., 76  
E-mail: nkonina777@gmail.com

The main share of world trade falls on global value chains created and managed by leading international companies - multinationals. Possibilities for Russian companies to be integrated into existing global value chains are extremely low. In Russia, as in other countries of the BRICS group have developed its own multinational companies (MNCs). Russian industrial TNCs represent oil and gas companies, ferrous and non-ferrous metallurgy and production of mineral fertilizers. Among other manufacturing companies Russia greatest export potential is there for companies of military industrial complex, working under the auspices of the state corporations Rostekh and Rosatom. Problems with a low proportion of high-tech exports from Russia are associated with low competitiveness of manufacturing companies outside these sectors of production and generally prevailing backwardness of the Russian economy in key areas 5th technological wave. Prospects for growth in export of finished products associated with the implementation of the program of innovative renewal of existing facilities and the creation of potential for technology 6th technological wave. An ever greater export potential of Russian companies will be determined not by their physical assets, but their internal and external competencies and dynamic capabilities.

*Key words:* international companies, TNCs, competitiveness, global competition, factors of competitiveness, Russian major companies, global value chains, Russian multinationals, competition, the structure of exports.

**FEATURES OF REGIONAL INDUSTRIAL POLICY OF RUSSIA  
AT THE PRESENT STAGE**

© 2014 Pogudayeva Marina Yurevna  
Doctor of Economics, Professor  
© 2014 Orkusha Marina Anatolyevna  
Institute of Economics, Management and Law, Russian State Humanitarian University  
Russia, 125993, Moscow, Miuskaya square, 6, b. 3  
E-mail: pomarin@pochta.ru, marissa@mail.ru

In this article features of regional industrial policy of Russia at the present stage are considered. On the basis of the analysis of results of economic development of regions of the Russian Federation the main objectives of development of the regional industry are defined and the directions of formation of regional industrial policy are offered.

*Key words:* regional industrial policy, social and economic development, industry modernization, competitive environment, cluster policy, economic clusters, regional development.

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**THE SPECIFICITY OF THE REPRODUCTIVE ROLES OF INDUSTRY  
IN THE MODERN ECONOMY**

© 2014 Edelev Dmitry Arkadevich  
Doctor of Economics, Professor

© 2014 Kukarin Maksim Vladimirovich  
Moscow State University of Food Productions  
Russia, 125080, Moscow, Volokolamskoe sh., 11  
E-mail: edelev@mgupp.ru, maximkukarin80@gmail.com

In article specifics of modern industrial development from positions of employment of resources are considered. It is reasoned that the industrial sector in post-industrial conditions gains lines of an integrating basis of the reproduction, forming necessary conditions for expansion of employment of resources in other sectors of economy.

*Key words:* industry structure of the reproduction, employment, intermediate consumption.

**INVESTMENT POTENTIAL OF STATE CORPORATIONS**

© 2014 Shiryayeva Rimma Ivanovna  
PhD in Economics, Leading Researcher

The Central Institutions of the State Regulation of the Institute of Economics  
of the Russian Academy of Sciences  
Russia, 117218, Moscow, Nakhimovsky pr., 32  
E-mail: zeldner@inecon.ru

The article examines the meaning of the investment potential of public corporations in the current economic situation characterized by stagnation of development. The activity of state corporations are considered sources of their investment potential, makes proposals to build institutional capacities of its maximum use.

*Key words:* property, state property, private property, the state corporation, management, invest , investment activity.

The article deals with the problem of increasing the level of research investment potential of state corporations. State corporation positioned in the article as one of the areas of formation of new subjects of social reproduction , more adapted to the modern trends of technological progress and innovation to the specifics . The author substantiates the need to create their unsuitability of traditional organizational forms to ensure compliance with the new reproductive functions involving greater economic freedom of economic agents and, optionally, a constant profit maximization. The article notes the special urgency of maximizing the investment potential of state corporations under conditions currently prevailing economic situation, the prolonged stagnation “threatens “ to go into recession. The article analyzes and investment potential sources disclosed state corporations. Analyzes their activities since their inception , attesting to their specific investment activity undoubted

unconditional ability to attract private capital , including foreign . Marked lack of management and state corporations. The causes of underutilization of the investment potential of state corporations. It is shown that their main source - poor quality legislation regulating their activities , especially the poor quality of the legislative design concepts of ownership. Recommendations to overcome the institutional constraints on the use of their investment potential.

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## **ECONOMIC THEORY**

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### **ABOUT THE NEED TO BRING ECONOMIC THEORY INTO LINE WITH MODERN REALITIES**

© 2014 Nusratullin Vil Kasimovich  
Doctor of Economics, Professor  
Institute of Socio-Economic Issledovatel'skogo Scientific Centre  
of the Russian Academy of Sciences  
Russia, 450054, Ufa, October pr., 71  
E-mail: nvk-ufa@rambler.ru

This article was prepared on the basis of participation in the International Conference “Modern problems of the global economy: the triumph of the ideas of liberalism to the new” old “economic science” in celebration of the 95th anniversary of the Financial University (Moscow Financial University, March 4, 2014). Critically analyzing the individual shortcomings of Marxist political economy, the author proves the task of forming a new paradigm in the development of economic theory, based on the results of their research in the field of non-equilibrium economics.

*Key words:* marxist political economy, the non-equilibrium economics, labor theory of value, intellectual theory of value; absenteistsky productive and classes

Participation in the conference Finance State University showed that, first, almost all the speakers at the plenary as well as on section (1st section) meetings tend to “zabaltyvat” problem, that is the theme of the conference and will include sections, rather than solving their second, fanatical Marxist political economy, zombie monumental way founder of this doctrine are not inclined in any way concede opponents in their attempts to refute the truth of some of its provisions, and thirdly, because of the narrow-mindedness of such thoughts apologists Marxism they have no desire and make no attempt to recognize that this doctrine can be postulated in their basics wrong and within the theoretical foundations of economic science can exist a better teaching than Marxist political economy.

Conclusions about the imperfections of the Marxist doctrine and even his deliberate falsehood we slip on the results of our own research, we have, in particular, act as part of the developed world theory, which was called “non-equilibrium economic theory” (NET). This applies, in particular, the labor theory of value and surplus value Marx. And also ambiguous by Marx to the law of value and rental nerentnyh industries.

To improve the economic theory, bringing it into line with modern realities, raising it to the status of science with modern production, or rather socio- economic relations, it is necessary to understand that “Economics”, which are actively fighting against the Russian Marxists today, and Marxist political economy, a return to the basics which they advocate the same - they are two sides of the same coin. Medals, symbolizing two obsolete doctrine

not relevant to the main theoretical and methodological parameters of the current socio - economic relations in society and the world community. Continuation of these polemical fuss around each of their interests in apologicheskogo financier-oligarchical elite of the society and the world community exercises only plays into the hands of her and continues to contribute to the conservation of Malthusian and neo-Malthusian ideologies further development of human civilization.

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### **INFORMAL INSTITUTIONS IN CONTEMPORARY RUSSIA IN THE TRANSITION PERIOD AND THEIR FUNCTIONING**

© 2014 Photina Olga Eduardovna  
Doctor of Economics, Professor  
Moscow State University of Technologies and Management  
named after K.G. Razumovsky  
Russia, 109004, Moscow, Earthen shaft st., 73  
E-mail: oet2004@yandex.ru

Discusses the phenomenon of sustainability reproduction of arrears in a transition economy.

*Key words:* “automatizms”, formal and informal rules, non-payments, transactions, hybrid contracts, the way of institutionalization.

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**ECONOMY AND MANAGEMENT**

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**REPRODUCTIVE CONTRADICTIONS INDUSTRIAL DEVELOPMENT**

© 2014 Kukarin Maksim Vladimirovich  
Moscow State University of Food Productions  
Russia, 125080, Moscow, Volokolamskoe sh., 11  
E-mail: maximkukarin80@gmail.com

In article it is noted that the industrial sphere of the Russian economy differs high level of wear of fixed assets and insufficient dynamics of investments into fixed capital. Thus, investments into fixed capital are carried out generally with the purposes of restoration and strengthening of existing productions. Problems of introduction of new technologies, extensions of the nomenclature of production and creation of new workplaces don't use special relevance.

*Key words:* industry, fixed assets, investments, reproduction.

**COMPLEX AND METHODS OF INNOVATION PROTECTION**

© 2014 Alexeev Andrey Alekseevich  
Doctor in Economics, Professor  
St. Petersburg State University of Economics  
Russia, 191023, S-Peterburg, Sadovaya st., 21  
© 2014 Fomina Natalia Eugeniievna  
PhD in Economics, Associate Professor  
Samara State University of Economics  
Russia, 443090, Samara, Soviet Army st., 141

The results of studies by "Centre of innovative development SPbGEU" modern methods of innovation protection. Totality of legal, technological and economic methods of protection for each phase of the innovation process is represented as a complex.

*Key words:* innovation, protection, investment, innovation process.

**THE METHODS OF FORM AND INCREASING OF COMPETITION STABILITY  
OF INDUSTRY'S ENTERPRISES AS THE BASE OF STRATEGIC AND TACTICAL  
MANAGEMENT IN MARKETS WITH DIFFERENT INTENSITY  
OF COMPETITION**

© 2014 Bepalko Vitalij Alekseevich  
PhD in Economics  
Krasnodar Cooperative Institute (filial) of Russian University of Cooperation  
Russia, 350015, Krasnodar, st. named after Mitrofan Sedin, 168/1  
E-mail: ecsn@sciex.ru

The article is devoted to description of new methodological approach to management of industry's enterprises, which used competition's stability as the base of strategic and tactical management in markets with different intensity of competition. This approach provides growth of competitive ability due to optimization of markets for sale on criterion of competition's stability.

*Key words:* competition, competition's stability, competition's maneuver, competition's initiative, competitive ability, industry's enterprises.

The scientific novelty of author's approach is this modernization of methodology of management for industry's enterprises in markets of major kinds of industry's production on base of calculation, achievement and keeping of competition's stability. Competition's stability is degree of dependence target's value of sale for enterprise in operational cycle (value of sale for break-even and target's value of profit) of sales in competition's segment of market. The suggested matrix "Profitability of operational deals / Intensity of competition" is the an advanced stage of development of basic methodology's models, its features provides the possibility of increase for contents of competition's strategy on base of conjuncture of profitability and intensity of competition in differential markets of industry's production. This approach provides ability for logical realization of phase of competitive strategy for targets of competition's stability and competition's ability at the expense of competitive maneuver and competitive initiative.

### **KEY PERFORMANCE INDICATORS AS A FACTOR IN INCREASING THE COMPANY'S COMPETITIVENESS**

© 2014 Utochkin Nikita Alexeevich  
Samara State University of Economics  
Russia, 443090, Samara, Soviet Army st., 141  
E-mail: nikita.utochkin@gmail.com

The article presents an approach from the viewpoint of the key indicators of the company. The main conclusions are aimed at improving the competitiveness of enterprises in the conditions you need to select strategic initiatives.

*Key words:* key performance indicators, a key principle of management activities, management of business processes, key indicators of the results, balanced key indicators, maintenance key performance indicators.

### **THE METHOD OF CALCULATION EROEI, TAKING INTO ACCOUNT FACTORS USEFUL ENERGY**

© 2014 Temukuyev Timur Borisovich  
PhD in Economics  
Kabardino-Balkarian State Agricultural Academy named after V.M. Kokov  
Russia, 360030, Nalchik, Lenin Av., 1b  
Email: energoconsul@mail.ru

The article discusses the method of calculating EROEI (energy returned on energy invested), taking into account the efficiency of energy use. To accurately determine a ratio of the amount received and the energy invested in the extraction of fuel for fishing or mine for materials used therein, heat and electric energy necessary to consider the energy loss at all stages of the processing chain.

*Key words:* EROEI, the efficiency of energy use, reproduction coefficient of energy, fuel, heat of combustion.

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**FINANCE, MONETARY CIRCULATION AND CREDIT**

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**ON THE MATTER OF BANKS' BUSINESS MODELS\***

© 2014 Korolev Oleg Gennadievich  
Doctor of Economics

Financial University Under the Government of the Russian Federation  
Russia, 125993, Moscow, Leningradsky pr., 49, GSP-3  
Member of Directors' Board of "Economics-Bank", Moscow, Russia  
E-mail: ogkorolev@gmail.com

In the present paper it is argued that a business model of a credit institution should be considered comprehensively, not only in the terms of internal business processes but taking in account the relationships with business environment and, above all, with bank's customers.

*Key words:* bank's business model, bank's strategy, strategic management concepts

Strategic management, integrating activities goals, ways of achieving them, and methods of control, is now of great importance for the long-term, stable and efficient bank development. Business models of credit institutions being the instruments for implementing banks' strategies have the particular importance.

The study of foreign and Russian authors' approaches to the formulation of business model has allowed to define four parameters for determining the nature of the business model: the value for customers, the way to generate income, the key processes and key resources.

The decomposing representation of interrelation between the strategy and the business model of credit institution is shown in the paper. It determines the interdependence and the mutual influence of the business model and the strategy of bank development. Separating strategies from the process of achieving the results seems to be impractical because a strategy contains decisions on activities directions and corresponding value chains implemented under a bank's business model.

This article was prepared according to the results of research carried out by the government task assigned to the Financial University in 2013.

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## BOOK KEEPING, STATISTICS

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### ANALYSIS OF THE FACTORS INFLUENCING THE FORMATION OF BANKING COMPETITION OF THE RUSSIAN FEDERATION

© 2014 Khmeleva Xenia Eduardovna  
Samara Academy of State and Municipal Management  
Russia, 443084, Samara, of Stara Zagora st., 96  
E-mail: pavlovaks@list.ru

On the creation of competition in the banking business depends on many factors, some of which restrict competition, others-to encourage the development of competition. On the activity of the banking sector is affected by a number of macroeconomic and political parameters in the article the analysis of the identified factors.

*Key words:* factors, structural indicators, banking competition.

The main idea of the article is that on banking competition is influenced by many factors, which have a different direction and degree of influence. Most of them are not quantifiable and the more quantitative comparison between themselves.

According to the results of the factor analysis, we can conclude that under such conditions there can be only qualitative analysis, a quantitative model meaningless. When analyzing the dynamics should all factors to replace the action of one variable - the time and the level of banking competition to quantify only through the structure of the market.

### **STATISTICAL INTERRELATION OF BUSINESS CYCLES AND FINANCIAL MARKET IN RUSSIA AND ITS INFLUENCE ON FUND TRANSFER PRICING IN COMMERCIAL BANK**

© 2014 Shlyapin Alexander Pavlovich  
Russian Economic University named after G.V. Plekhanov  
Russia, 117997, Moscow, Stremyanny Lane, 36  
E-mail: sasha-shlyapin@yandex.ru

The article generalizes main conclusions of economic growth factors known for today and business cycles (in reference to developing countries). The interrelation of financial intermediaries and financial instruments on the basis of researches of scientists-economists is also characterized. Using statistical methods of the analysis the interrelation between business cycles periodization and Russian financial market is analyzed during 2007-2013.

*Key words:* Russia, financial market, business cycles, commercial bank, transfer pricing.

### **MODERN STATE OF TELECOMMUNICATIONS INDUSTRY AND PROSPECTS OF MANAGERIAL ACCOUNTING DEVELOPMENT COMMUNICATION COMPANIES**

© 2014 Cheremushnikova Tatiana Viktorovna  
Orenburg State University  
Russia, 460018, Orenburg, Pobedy pr., 13  
E-mail: ogubua@mail.ru

The article revealed the modern state of the telecommunications industry in the Russian Federation in general and in the Orenburg region in particular. Problems of the current system of separate accounting of incomes and expenditures by type of services recommended by the Ministry of communications of Russian Federation for leading operators of communication and ways of them solving are systematized, the necessity of management accounting by business - processes as one of the directions of improvement of accounting is provided.

*Key words:* telecommunication industry, telecommunication companies, business- processes, management accounting.

Further development of the Russian economy is largely down to telecommunications activities, contributing to the growth of the business and intellectual activity, competitiveness at the global level, and forming the infrastructure of any business.

The peculiarity of the modern development of the telecommunications industry is the development of new information and communication technologies and the convergence

of technological platforms, which provides simultaneous all kinds of services with using of universal access networks that will lead to increased competition and, accordingly, to increase the accessibility of telecommunication services.

Therefore for increase of efficiency of activity of local telecommunications companies, especially companies operating in the Orenburg region, it is necessary to change approaches to the management and formation of managerial information.

To obtain competitive advantages telecommunications companies have needs in timely and quality information: about operating activities for the adoption of the financial and managerial decisions; on the actual cost of services for justification of tariffs on communication services; about the most and least profitable customers, tariffs and communication services; about the ways to reduce costs. In such conditions the role of cost accounting and costing, the effectiveness of which depends on the cost of telecommunication services and the final financial result.

Analysis of legislation in the field of communications, information technology and mass communications, as well as scientific literature devoted to the method of separate accounting of income and expenses, helped to identify the problems and their solutions, which are summarized in article.

Thus, the dynamic development of the telecommunications industry requires adequate reflection of information in business-processes, timely receipt of which allows making effective management decisions in short-term and long-term nature.

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**ECONOMIC AND THE INTERNATIONAL  
ECONOMIC ATTITUDES**

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**FOREIGN EXPERIENCE OF DEVELOPMENT DEYATELNOSTYU  
THE CREATION OF URBAN REAL ESTATE**

© 2014 Demin Alexander Vasilyevich  
Doctor of Economics, Professor

© 2014 Stein Elena Mikhailovna  
Doctor in Economics, Professor

Moscow State Construction University  
Russia, 129337, Moscow, Yaroslavl h., 26

© 2014 Alexeeva Julia Vladimirovna  
Phd in Economics, Associate Professor  
The Odintsovo University for the Humanities  
Russia, 143,000, Moscow region, Odintsovo, New-Sports st., 3  
E-mail: oet2004@yandex.ru

The article investigates the development, as a way of organizing the management of investment Onno-building activities, with a high potential of development in the Russian conditions, an attempt is made to analyze foreign experience of development activities in order to identify the totality of its benefits, and the formation of directions of development of domestic companies.

*Key words:* Development, a development company, development model, investment and construction activities, development projects, the investor-developer.

**INTERNATIONAL FEATURES OF LABOUR MARKET REGULATION  
IN MODERN CONDITIONS**

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PhD in Economics, Associate Professor

Pridnestrovian State University named after T.G. Shevchenko

Russia, MD-3300, Tiraspol, October 25 st., 107

E-mail: naterz@yandex.com

The article examines the process of labour market regulation, international organizations and state international legal regulation of labour, organization of control over observance of employees ' rights, decent employment and income workers.

*Key words:* international labour organization, employment, unemployment, labour market

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**IMPROVEMENT OF MANAGEMENT PROCESSES IN RUSSIAN CUSTOMS  
AUTHORITIES THROUGH THE INTRODUCTION OF AUTOMATED  
ELECTRONIC DOCUMENT MANAGEMENT SYSTEM**

© 2014 Elova Galina Viktorovna  
PhD in Economics, Associate Professor  
© 2014 Kakorina Marina Vyacheslavovna  
PhD in Sociology, Associate Professor  
Institute of Service, Tourism and Design (Pyatigorsk),  
North-Caucasian Federal University  
Russia, 357500, Pyatigorsk, 40 years of October pr., 56  
E-mail: Elova@yandex.ru, sobaka09@rambler.ru.

Outlined the features of business organization and workflow system with the customs authorities. Considered essential foundations influence the introduction of systems automation clerical processes and electronic document management systems for quality management process, the Federal Customs Service of Russia. The experience of implementation and use of workflow systems in the organs of the Federal Customs Service.

*Key words:* management of customs business, electronic document management, electronic document management system.

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**FOREIGN EXPERIENCE IN MANAGING FOREIGN INVESTMENT,  
ASPECTS OF IMPROVING INVESTMENT CLIMATE IN RUSSIA**

© 2014 Mulyar Vladimir Yurievich  
National Research University Moscow State University of Civil Engineering  
Russia, 129337, Moscow, Yaroslavl h., 26  
E-mail: lvs@mail.ru

In today’s world legislation plays an important role, especially in the economic sphere, where it has a direct effect on the level of economic development. The Russian economy is going through tough times, out of the crisis required a series of structural reforms and the large amounts of capital to finance major investment projects in a number of sectors of the national economy. For this purpose it is necessary to create attractive investment

conditions for foreign investors, the Russian investment market conditions should be more attractive than the domestic market of the country of the investor.

*Key words:* foreign investments, legislation, Management, Project management

In today's world legislation plays an important role, especially in the economic sphere, where it has a direct effect on the level of economic development and can either stimulate growth and improve the welfare of citizens, or to bring the economy into recession and outflow of investment capital, which will affect most negative impact on medium and long term development of the state.

The Russian economy is going through tough times, out of the crisis required a series of structural reforms and the large amounts of capital to finance major investment projects in a number of sectors of the national economy. However, the Russian investment market does not have real time sufficient resources to provide the necessary investment in industry and infrastructure.

The need for large amounts of capital investment requires Russia to enter the international capital market, but not as a borrower and as a country with attractive investment potential. For this purpose it is necessary to create attractive investment conditions for foreign investors, the Russian investment market conditions should be more attractive than the domestic market of the country of the investor.

At the heart of solving this problem is a creation of an effective system of control foreign investment at the state level, as it is the state is the guarantor of the rights of foreign investors.

Efficient control of foreign investments is a multifaceted system including both legal regulations and methods for monitoring and control of execution. This article discusses the international experience of the Foreign Investments in the West and tools to protect national interests, along with methods of liberalization legislation.

Existing Russian legislation in the field of foreign investment from the legal point of view provides full legal support of all types of permitted legal transactions involving foreign investors, but in fact is not effective.

Overloaded standards management system largely prevents foreign investment than promotes foreign relations with international capital markets.

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**ECONOMIC SCIENCE AND EDUCATION**

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**THE TRANSFORMATION OF THE ECONOMIC STATUS  
OF THE MODERN HIGHER SCHOOL**

© 2014 Gorbunov Alexandr Pavlovich  
PhD in Historical Sciences, Professor  
The Pyatigorsk Linguistic University  
Russia, 357532, Pyatigorsk, Stavropol territory, Kalinina pr., 9  
E-mail: info@pglu.ru

Formation of the “knowledge economy” actualized the issue of definition and categorial characteristics of the economic status of a modern University. Attempts to estimate the economic status of the University from positions of specificity of its macroeconomic functions shows that the modern University has a unique economic status as the primary link of social production, occupies in the history of the development of the “economy of knowledge” socio-recognized centers of science and education. However, the universities are the tools and the integration of all branches and spheres of culture and technology that gives them an unprecedented scale and complexity. But this means that the success of a University depends on its willingness and ability to interact with other industrial, research and educational centres.

*Key words:* formation of the “knowledge economy”, the economic status of the University, macroeconomic features of a modern University.