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ECONOMIC THEORY

PROJECT APPROACH AS AN INSTRUMENT TO ACHIEVE STRATEGIC GOALS

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The article considers the essence the design and features of the project economy and project management, is determined the place and role of the project approach in the implementation of strategic goals, ensuring competitiveness in conditions of constant change. Are determined prospects for implementation of the project approach in modern Russian economy.

Key words: project economics, project management, project approach, project, program.

CORRUPTION: SOCIO-ECONOMIC CHARACTERISTICS AND CONSEQUENCES

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In the article “Corruption: socio-economic characteristics and consequences” corruption defines as socio-economic category. The article considers the problem of corruption, shadow economy, shadow capital and organized crime. Corruption acts as part of the shadow economy, and on the other hand, contributes to the development of the shadow economy. Both demand side and supply side are formed competitive forces seeking to monopolize the market of corruption services. Shadow income, expectations of corruption, the effect of corruption effect of the offender) are elements of the vicious circle of corruption. Proposed measures to improve the economic policy framework for combating corruption in the Russian Federation.

Key words: corruption, shadow economy, shadow capital, the subjects of the shadow economy, organized crime, economic policy to combat the corruption.

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HUMAN CAPITAL HEALTH AS A BASIC CONDITION FOR SOCIAL AND ECONOMIC DEVELOPMENT

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The article describes the main approaches to the definition of health as a multidimensional and interdisciplinary categories. The basic concept of the existing definition of health. Asked to identify the economic approach to the definition of health, based on the perception of health as a stock or a certain specific goods. The dynamics of changes in the basic health and demographic indicators in the Russian Federation in recent decades and concluded that adverse trends affecting the capital health camps.

Key words: human capital, capital health, life expectancy, health, infant mortality, morbidity.

The article describes the main approaches to the definition of health as a multidimensional and interdisciplinary categories. Systematized definition of health can distinguish four basic concepts:

1. Medical concept defines health as the opposite of ill health, ie the absence of symptoms.
2. Biomedical concept of the view of the primacy of biological processes in the human body.

3. Biosocial concept considers the unity of biological and social processes.
4. Value-social model considers health as a fundamental value for the individual and society, the need for a full life.

In addition, we propose that the definition of the concept of economic health.

5. The economic concept defines health as a stock or a specific product.

The health status of the population dynamics of disease largely determines the quality of the labor potential. Accordingly, excluding the health of both capital and reform of the state would not be realistic and visionary. Public health can be characterized by the following health and demographic indicators: life expectancy, infant mortality, mortality rate, the level of disability.

Health and demographic indicators depend on the socio-economic situation in the country and can be considered one of the indicators of quality of life. Health status is determined essentially by the standard of living of the population and socio-economic situation in the society. In turn, the health of the population affects the rate of economic development of the country, GDP growth and productivity.

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THE PROBLEM OF STUDYING THE QUALITY OF LIFE OF THE POPULATION

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Examines the concept of quality of life, problems of categorical apparatus used for evaluation of the quality of life of the population.

Key words: quality of life, standard of living, consumption, quality of life, the region.

**THE MAIN PROBLEMS OF THE PARTICIPANTS
OF THE FUNDED COMPONENT OF THE PENSION SYSTEM
OF RUSSIA IN CONDITIONS OF MACROECONOMIC INSTABILITY**

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The research identifies main problems of the continued functioning of the funded pillar in Russian pension system; analyzes the effects of recent legislative changes in the pension field. Author makes negative conclusions about the opportunities in investing pension savings of insured persons due to of the low level of profitability in comparison with the inflation rate in the short-term and mid-term periods. Identify key structural problems of the Russian economy, which are hindering the effective development of a funded pillar.

Key words: funded pillar, pension system, profitability of pension savings investing, demographic cross, market control, poor infrastructure of financial market.

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**ZEMSTVO MEDICINE IN THE RUSSIAN EMPIRE
AND IN THE KAZAN PROVINCE: FORMATION, DEVELOPMENT,
ACHIEVEMENTS (TO THE 150TH ANNIVERSARY
OF THE ZEMSTVO MEDICINE)**

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The article presents a systematization of the main directions of changes in the organization of the land of medicine and medical care in the Russian Empire and in the Kazan province in the second half of the XIX century and in the early years of the twentieth century. Created over the years, the health care system population contributed to change in a significant improvement in health care, increasing its accessibility to the city and especially the rural population.

Key words: Zemstvo medicine, Russian Empire, Kazan province.

Zemstvo medicine as a system of medical and health services to the population, which arose in the Russian Empire after the County reform of 1864, existed in '54.

During this time in Russia:

- Was organized and gradually expanded its network of provincial and district hospitals, worked to improve their material and technical base for medical equipment, to improve the conditions of stay of patients;
- Was introduced stationary form of medical care, the center of which was the medical district, gradually increased the number of beds per 10,000 population and reduced the number of population per 1 medical district;
- Was implemented the principle of free health care for the population;
- Was the beginning of a professional association of physicians;
- Created a system of training of nursing staff (assistants, midwives and others.);
- Laid the foundation for Health Statistics, the study of factors affecting the health status of the population, the fight against epidemics and infectious diseases;
- Began to develop a system of health education of the population.

In Kazan province zemstvo medicine principles implemented actively and consistently, in some ways - a priority.

In 1864-1866 gg. Zemstvo were transferred to 11 district hospitals 455 beds, was created district hospital.

Actively implement the stationary system of medical care, in 1890 it was covered the entire province.

During the period from 1881 to 1901 decreased 1.6 times the population per doctor.

Starting from 1889, was implemented the principle of free medical care received in the community (ie, within the county of residence), by the end of the XIX century was introduced free supply of drugs in pharmacies.

In 1867 in Kazan was opened paramedic school, what was the beginning of a professional medical education in the province.

In the city of Kazan for the first time in the Russian Empire were developed principles of health statistics, the original system of collecting data on morbidity and mortality, and started work on their implementation.

In 1990, Kazan province had 270 doctors, 261 paramedics and 127 midwives.

A special role in the development of zemstvo medicine in the province belongs to the Kazan Imperial University. For the first time in Russia in the 60s of the nineteenth century there was started lecturing in public health and public hygiene in the 70s - lectures on medical geography and medical statistics. Conducts research on zemstvo medicine, published a book ("Zemstvo Medicine", "Notes from the zemstvo medicine in Kazan province," et al.), Which were highly appreciated by specialists and a large public outcry. Laid the foundations for continuing education Zemsky doctors working in the Kazan province and neighboring provinces.

Creating a health service, medical and preventive work contributed to the decline of infectious diseases.

Provincial health center was the district hospital and clinics of the Medical Faculty of the University of Kazan.

Many of the principles zemstvo medicine relevant to the present time and are used in the practice of national health care.

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ECONOMY AND MANAGEMENT

ENTREPRENEUR INTUITION: EXPERIMENT

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The proposed development in the economic plane views D. Kahneman on intuition of the entrepreneur as the operating category. The authors present the results of a statistical experiment, justifying the viability of the phenomenon of intuition in making investment decisions-tion. Scientific output is reduced to the definition of two independent mechanisms for investment decisions - the "rational" and "intuitive". Put forward the position of the relatively high level of efficiency intuitive decisions of entrepreneurs.

Key words: management, entrepreneur, investment, intuition, decision-making under uncertainty, risks.

**STRATEGIC RESOURCES AND ORGANIZATIONAL ABILITY
OF THE ENTERPRISE**

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The definition of the concept of “resources” from the perspective of companies focused on the production of certain products. For the purpose of a detailed analysis of the resources were divided into three main categories: tangible, intangible, human. Considered terms such as “basic skills” and “distinctive competence”, is the most valuable at this time. It was noted that better management of strategic resources and capabilities of the enterprise allows its management is not simply lower costs for capital maintenance, but also to get extra profit from successful placement of equity, of which significantly increases the overall investment attractiveness and liquidity of the company.

Key words: strategic resources, the ability, as the integration of resources, organizational ability profitability, diversification, competitive advantage.

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**DIRECTIONS AND INSTITUTIONAL GROWTH FACTORS
MODERN LOGISTICS MARKET IN RUSSIA**

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The article presents an analysis of the specificity of the Russian market of professional logistics in the context of an empirical evaluation of the factors and conditions that determine its origin and further development. From the point of view of the author, logistics outsourcing in Russia is not consolidated, due to low barriers to entry into the market, the narrowness of the demand for quality 3PL and 4PL-logistics, which is covered by the proposal multinational operators and a small number of Russian providers. Based on the diagnostic features of modern development of the commodity market in Russia, the macroeconomic conditions of the market growth the author proves the possibility of expanding segment of the professional logistics, including by switching it 2PL-operators.

Growth of the past can be supported by demand from domestic production and trading companies. Working with them requires flexibility and price elasticity of supply, which can not be formed more inert foreign players.

Key words: outsourcing, PL-logistics, commodity market, retail, retail network, production.

The article presents an analysis of the specificity of the Russian market of professional logistics in the context of an empirical evaluation of the factors and conditions that determine its origin and further development. The author considers the structure of the market, we justify the lack of consolidation

logistics outsourcing in Russia, empirically “legitimizing” the fact that a low barrier to enter the market, the narrowness of the demand for quality 3PL and 4PL-logistics, which is covered by the proposal multinational operators and a small number of Russian providers.

Considering the features of the modern development of the commodity market in Russia, the macroeconomic conditions of the market growth of individual sector businesses that form the system demand for logistics outsourcing, the author proves the possibility of expanding segment of the professional logistics, including by switching it 2PL-operators. To date, the gap between segments 2 and PL 3PL, 4PL and large, by virtue of which - according to the author, can be overcome only at certain stages of development of the market is not natural. Today, as a stage the author examines the growth in demand from the domestic production and trade companies, the work that requires flexibility and price elasticity of demand. The latter can not be formed more inert foreign players, which opens an additional window of opportunity opportunistic rise of Russian operators and qualitative expansion of range of services they offer.

EVALUATING THE EFFECTIVENESS OF ECONOMIC POTENTIAL BUILDING ENTERPRISES ON THE BASIS OF THE PROCESS APPROACH

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Considered the modern system of management of business processes of an enterprise, given the characteristics of business processes of construction and proposed methodological recommendations on analysis of the effectiveness of business processes.

Key words: enterprise management, business processes, costs, profitability.

THE CONCEPT OF ADVANCING INNOVATION DEVELOPMENT OF THE REGION

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Formed the concept of advanced innovative development of the region, described the constituent elements of the concept, the innovation cycle. Marked the realization of the conditions contributing to the revitalization and principles of the concept. The measures

contribute to the goal concept. The model of the formation of the cluster, the cluster model describes the Belgorod region. Proposed clustering coefficient of efficiency

Key words: concept, innovative development, cluster, region, innovation, innovation.

Formed the concept of advanced innovative development of the region defined by its purpose, tasks allocated to ensure its achievement. The ways of realization of the concept, based on the establishment of regional growth points. The factors that should contribute to the effective implementation of the concept. Describes the components of the concept, the innovation cycle. Marked the realization of the conditions contributing to the revitalization and principles of the concept.

Need government support, aimed at promoting the innovation process. Managing the development of regional innovation systems should be an essential measure aimed at cutting off non-viable elements, timely assistance to promising projects and bringing innovators performance to the end user.

The measures contribute to the goal concept. The model of the formation of the cluster, the cluster model describes the Belgorod region. Need to improve the domestic model of (definitions) of the cluster based on the integration efforts of business and government:

1. Definition of sectors and systems expertise in the region.
2. Analysis of the spatial arrangement of the enterprises studied industries.
3. Determination of the presence and closeness of relationships within selected populations, grouped by branch and territorial basis.
4. Analysis of the infrastructure, the availability of common service centers in selected populations.
5. Identification of innovative activity of the analyzed population.

Proposed clustering coefficient of efficiency. One element of the concept of advanced innovative development is the cluster approach to the management of socio-economic development of the region. Applying this approach allows to estimate the beneficial effect on the development of innovation clusters in each of the regional innovation system.

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THE CURRENT STATE AND STRUCTURE OF SMALL BUSINESS IN THE REPUBLIC OF BURYATIA

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The article focuses on the status and population dynamics of small business entities of the Republic of Buryatia. The dynamics of population and the main indicators of economic activity of small businesses and individual entrepreneurs operating in fact. The structure of small businesses in the region by economic activity.

Key words: small business, small business, microbraid-enterprises, individual entrepreneurs, Republic of Buryatia.

FINANCE, MONETARY CIRCULATION AND CREDIT**THE GLOBAL FINANCIAL SHOCKS' AS A RESULT
OF THE ACCUMULATIVE SYNCHRONIZING EFFECT'
OF THE MULTILEVEL IMBALANCES IN THE WORLD ECONOMY**

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In the article there is forming the conceptual bases of the methodological treatment of the world economy's multilevel imbalances under the financial shocks. The author structured problems in three scientific groups: revealing of the world economy' multilevel imbalances integrity increase lows; the description of the financial shock' role in the world economy' multilevel equilibrium disturbance; identification of the processes of the world economy's national elements' economic volatility asynchronization as well as its disequilibrium increase. Each of the noted above aspects is described in categories of dialectic logic and the system approach.

Key words: financial crisis, price shocks, global economy, financial shocks, disequilibriums, economic cycle asynchronization, price shocks, multilevel imbalances.

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**ECONOMIC DEVELOPMENT AND THE INEVITABLE REDUCTION
OF BUDGET EXPENDITURES: INFLUENCES AND CURRENT TRENDS**

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The article investigates the problems of budget expenditures in terms of their impact on the reduction and economic development. It is argued that the optimization of budget expenditures confirmed by a reduction in the share of the cost of increasing the revenue component of the economy. It is concluded that the amount of budget spending should be determined by a system of indicators evaluated in the relationship and logical alignment.

Key words: budgetary expenditures, optimization of budget expenditures, the amount of the expenditure, the building of budgetary resources.

**FINANCING OF AGRICULTURAL PRODUCTION
IN THE RUSSIAN FEDERATION**

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The article discusses options for agricultural financing from the budgets of different levels, in accordance with the federal target programs

Key words: federal budget, agriculture, regional budgets and the consolidated budget, the federal targeted programs.

**REFORMING THE SYSTEM OF SELF-REGULATION OF CREDIT
COOPERATIVES BASED ON THE ASSESSMENT
OF CREDIT COOPERATION IN THE RUSSIAN FEDERATION**

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Presents an analysis the market credit cooperatives in the Russian Federation. Problem is identified of activities of credit cooperatives, non-membership of self-regulatory organizations. Developed principles association of credit cooperatives in self-regulatory organizations, based on the requirements of the draft law “On self-regulatory organizations in the financial markets.”

Key words: self-regulatory organization of credit cooperatives, association self-regulatory organizations of credit cooperatives, draft law “On self-regulatory organizations in the financial markets,” credit Cooperative.

**MODELING COMPETITIVE INTERACTIONS
BETWEEN COMMERCIAL BANKS IN THE DEPOSIT
AND CREDIT MARKET CONDITIONS, PRICE COMPETITION**

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The analysis of the Bank’s interaction with the external environment through the Deposit and loan markets, formed and solved the problem of the parametric stability of their competitive interaction. The technique of iterative selection procedure, the equilibrium values of interest rates and lending, borrowing.

Key words: operating income, competitive interactions, financial strategy, price competition.

BOOK KEEPING, STATISTICS

**STUDYING OF FACTORS AFFECTING ECONOMIC DEVELOPMENT DISPARITY
IN A REGION**

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To implement comprehensive study of economic development differentiation of region municipal foundation it is required to study factors exercising a significant influence and thereby to find the most adequate methods for solving issues of uneven intra-regional development. Author prefers to evaluate the intra-regional economic disparity in different spheres of the economic by use of variation coefficients and to study the influence of different factors on these coefficients. The main instrument for studying this problem is method of ridge regression. Usage of this method allows obtaining of more adequate static models.

Key words: economic development disparity, ridge regression, variation coefficient, region.

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**ECONOMIC AND THE INTERNATIONAL
ECONOMIC ATTITUDES**

**ECONOMIC COOPERATION VIETNAM - RUSSIA AND ITS PROSPECTS
FOR THE FUTURE**

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This article considers the strategic and traditional partnership between Vietnam and Russia in the field of imports and exports, investment, defense, tourism... Although there are still many difficulties but in recent years, both countries always take the incentives for economic cooperation of business investment in the two countries, contribute the economy to a more sustainable development.

Key words: bilateral trade turnover, the trade balance, the traditional market, the prospects for economic cooperation, the oil and gas industry, energy, tariff barriers, Customs Unions.

Trade relations between the two countries have gone through difficult times in the early of 90-ies of the 20th century, gradually recovered and became stable and developed. Due to the efforts of both sides trade relations Vietnam - Russia at the beginning of the 21st century have developed considerably.

Vietnam and Russia have established strategic partnerships and are traditional partners. Lists of imports and exports between the two countries are not competitive, but complementary and necessary for the production demand and consumption in each country. As of June 2014, Russia ranks 18th among countries and territories investing in Vietnam, mostly major economic organizations in Russia focused on the oil and gas industry and energy, construction, fisheries, processing industry.

With the growing of demand of Russian tourists to Vietnam, airlines, travel agencies and hotel systems of the two countries have coordinated projects to increase transport capacity and to meet the needs of Russian tourists, to improve not only in quantity but also in quality.

Although there is a number of difficulties, which limits the cooperation between the two countries, but in the future, through the FTA, the prospects of cooperation between the two sides will be more effective if the parties will take advantage not only in trade but also in the fields of services and investment.

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TOURISM CHINA: 12 YEARS IN THE WTO

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The article is to analyze the intermediate results of China's joining the WTO as well as an impact of joining the WTO upon the development of incoming and domestic tourism and hotels base. The further rapid growth is predicted.

Key words: domestic tourism, international tourism, WTO, development mechanism.