

## Scientific and Information Journal

IN THE NUMBER:

### ECONOMIC THEORY

<b>Shulaeva O.V.</b> Human capital formation process based on competency approach .....	133
<b>Ivanova N.A., Burmistrova I.K.</b> Unemployment in Russia and measures to reduce tensions on the labor market .....	134
<b>Shestakov R.B.</b> Geo-economics to the singularity of control: “the twilight zone” management of socio-economic systems .....	135

### ECONOMY AND MANAGEMENT

<b>Balk I.V.</b> Mathematical modeling of the treatment effects due to the government support of the private sector using cluster analysis .....	136
<b>Abdurakhimova E.N., Kolesnikova K.S., Ivashchenko N.P., Tishchenko E.B., Tishchenko S.A.</b> Methods for evaluating the effectiveness of technology transfer .....	137
<b>Fomina N.E., Konnikov E.A.</b> Forecasting of liquidity in the cycle of economic development of industrial enterprises .....	138
<b>Khansevyarov R.I.</b> Contemporary competitive factors of business in conditions of formation innovation economy .....	139
<b>Kushkhova B.A., Shomahova M.K.</b> Guidelines for creating competitive advantage in modern conditions .....	139
<b>Leshchev M.V.</b> Model organization of suburban passenger services on the rail market in the UK .....	139
<b>Fedotov D.M., Tishchenko E.B.</b> The current state of the steel industry in the Russian Federation and the background of its modernization .....	140
<b>Tcapenko M.V.</b> Synthesis of global assessments of comparative efficiency of the innovative potential of the region .....	141
<b>Pesotsky A.A.</b> Safety economic space of Russia in the framework of regional, sectoral and social subspaces .....	142
<b>Fadin N.I., Pogudaeva M.Y.</b> Features of evaluating the effectiveness of social programs in the presence of externalities .....	143
<b>Gavrilova V.N.</b> Intranet pr as a method of increasing the efficiency of customer service and retail outlets .....	144
<b>Nabizade V.A.</b> The role of economic expertize in management of delict risks at construction of large infrastructure projects .....	145
<b>Nikolaeva A.A.</b> Systematization of risks of industrial enterprises .....	146
<b>Evseeva S.A., Gerasimova M.M.</b> Manage by mutual relations with stakeholders in quality management of managing organizations in the area of housing .....	146
<b>Vasylichenko M.Y., Nayanov A.V.</b> Strategic management of productive capacities development in livestock subcomplex .....	147

**FINANCE, MONEY CIRCULATION AND CREDIT**

- Kurmanova L.R.** Problematic issues of development of banking supervision over the activities of credit organizations ..... 149
- Otrishko M.O., Meliksetyan S.N.** Implementation of result-oriented budgeting conception in state (municipal) establishments of social sphere ..... 149

**BOOK KEEPING, STATISTICS**

- Dan'ko T.P., Zarova E.V.** Methods of assessing the competitiveness of the region based on the ratio of business positioning business ..... 150

**WORLD ECONOMY**

- Andreev P.S.** Mechanism and control of Russian-Asian economic relations ..... 150
- Sapuntsov A.L.** The methodology basis of the symbiotic approaches in consumer utility studies during the activation of third world TNCS ..... 152
- Fogel D.V.** Improvement of investment mechanisms in Africa as a factor of economic development ..... 153

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**ECONOMIC THEORY**

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**HUMAN CAPITAL FORMATION PROCESS BASED  
ON COMPETENCY APPROACH**

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The paper identified the main features of the competency approach to the evaluation and analysis of human capital, justified the inclusion of indicators of the quality of human capital in the Human development index. The article classified the leaders of the knowledge economy based on the basis of qualitative and quantitative indicators of human capital. The article presents a conceptual model of human capital formation in the knowledge-based economy.

*Key words:* human capital, competence, skill formation.

The article examines the main characteristics of the competency approach to the analysis and evaluation of human capital, the essence of the content of the concept of skill, competence. The article explains that the skill is characterized by social determinism, neoclassical economic theory does not account for this condition.

The article considers the possibility of using the results of international research programs, PISA and PIAAC as indicators of assessing the quality of education and human capital. The article proposes to add to the Human Development Index indicators of the quality of human capital, calculated the adjusted index, taking into account assessments PISA. The article contains a table with figures adjusted ranking of countries, compared the rating change.

Based on the analysis PIAAC assessments and quantitative indicators of the educational system of the country paper classifies leaders of the knowledge economy in terms of quality and principles of human capital formation.

The paper presents a conceptual model of the process of reproduction of the human capital in the economy based on knowledge. On the basis of studies of the effect of cognitive, non-cognitive skills in the follow-up results, the article focuses on the need for their formation from an early age.

The article notes that human capital formed through both general and specific skills: firm-specific, industry-specific, job-specific. The article deals with a group of economic agents are actively involved in the formation of human capital - industry and professional associations, unions, professional associations, regional authorities and the state.

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#### UNEMPLOYMENT IN RUSSIA AND MEASURES TO REDUCE TENSIONS ON THE LABOR MARKET\*

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This article examines the problems of the development of unemployment in Russia. Analyzes data on dynamics of unemployment for several years and identified its causes. The authors observed that the youth is in the group of highest risk to be unemployed Suggested ways of reducing the level of unemployment in an unstable economic environment.

*Key words:* unemployment, employment, labor market.

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\* The study was conducted with financial support from the Russian science Foundation (RSF), project □ 14-18-02801, based Iagp wounds.

**GEO-ECONOMICS TO THE SINGULARITY OF CONTROL:  
“THE TWILIGHT ZONE” MANAGEMENT OF SOCIO-ECONOMIC SYSTEMS**

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In this article, the problems of a socio-economy systems management in the transition period of the technological structure junction are determined, that we, because of practically vague vector of the global meta-system and its subsystems evolution, called “the twilight zone”. The most probable result of the modern “geo-economic” dominant transformation to the future state is a one of management singularity.

*Key words:* the socio-economy systems, management, metasystem management, evolution, technological structures, geo-economy, the singularity of management.

1. The term of management, in our opinion, can be used as a full-fledged economic category, describing the control effect on any socio-economy system, regardless of their objectives and economic interests.

2. The essence of management should be considered from the historical and logical approach point of view on the development of the society in general, and on the socio-economy systems in particular. Here we can distinguish the following management concept approaches: traditional management, creative and innovative (in our time) one, and the supposed so-called “management singularity”.

3. We believe that geo-economy, following objective historical laws, is not the unchanging structure of the global metasystem. Further management evolution, in our opinion, is “the management singularity”, the uncertain state reflecting characteristics of future technological and economic orders. Singularity control, according to a progressive transformation, will be the result of technological and economic singularity.

4. Increased uncertainty in the socio-economic systems developing involves adjustments of the modern management, which should be based on the ability of adaptation, self-regulation and self-organization with the possibility of rapid reprogramming of the above expressing properties. Management innovations have to anticipate the transformation vector in technological structures and socio-economic systems.

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## ECONOMY AND MANAGEMENT

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### MATHEMATICAL MODELING OF THE TREATMENT EFFECTS DUE TO THE GOVERNMENT SUPPORT OF THE PRIVATE SECTOR USING CLUSTER ANALYSIS

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Mathematical model developed to assess the effectiveness of measures of the state support of the economy. For a more accurate assessment of the effects of selective state support is proposed to use cluster analysis methods to find a control group, not receiving support from the state.

*Key words:* innovative economy, government support of innovation, cluster analysis.

One of the key elements in the government appropriation of the innovation support projects is a need for the unbiased mathematical modeling of the treatment effects. The main issue is that any government support program has a selection bias either due to human factor or to the program rules based on not economics factors. Such a selection bias has to be accounted in any mathematical model used for the appropriation of such program. In another words we can say that if effect of the treatment can be written as in case of no selection bias

$$E(\alpha_{tt}) = E(Y^t | S=1) - E(Y^c | S=0),$$

where  $E(Y^t | S=1)$  corresponds to the company resiving the treatment and  $E(Y^c | S=0)$  to the untreated company. To compensate for the treatment effect we have to find untreated companies, which are substantially similar to the treated companies in which case the treatment effect, can be written as

$$E(\alpha_{tt}) = E(Y^t | S=1, X=x) - E(Y^c | S=0, X=x)$$

In order to find such a companies k-means clustering algorithm was used.

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#### **METHODS FOR EVALUATING THE EFFECTIVENESS OF TECHNOLOGY TRANSFER**

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The article is devoted to the existing methods of evaluating the effectiveness of technology transfer. The article presents the methodological approaches to the method of data collection and analysis to assess the effectiveness of technology transfer.

*Key words:* technology transfer, commercialization of innovation, performance evaluation, information network extension.

The article is devoted to the existing methods of evaluating the effectiveness of technology transfer. The article presents the methodological approaches to the method of data collection and analysis to assess the effectiveness of technology transfer.

The study can be represented most of the existing methods and approaches of analysis of the process of technology transfer to the following system (see Tabl).

Table shows that to date, despite a number of significant attempts to create a common methodological system for analyzing and evaluating the effectiveness of the process of technology transfer, it was not achieved. The reason is that there is a difficulty in the conduct complete statistics of the spread of technology due to the fact that the process is a multi-faceted and often difficult measurable.

**Existing approaches in the world to analyze and evaluate the process of technology transfer**

Accepted international methodological recommendations in the development of	Recommendations	Methods for the analysis of other areas of scientific and technological innovation
<ul style="list-style-type: none"> <li>• activity R &amp; D (Frascati methodology)</li> <li>• the number of patents, innovation (Oslo methodology)</li> <li>• technological balance of payments (TBP)</li> <li>• the volume of produced high-tech products (HT), and knowledge-intensive service sector (KIS)</li> <li>• indicators of human development in scientific and technological fields (HRST- Canberra methodology)</li> <li>• bibliometric information search</li> </ul>	<ul style="list-style-type: none"> <li>• statistics on the use of advanced technologies in production (AMT), information and communication technologies (ICT)</li> <li>• method LBIO (literature-based innovation output indicators)</li> <li>• the volume of intangible investments</li> <li>• measurement of non-technological innovation</li> <li>• analysis of public attitudes and understanding of new scientific and technological developments</li> </ul>	<ul style="list-style-type: none"> <li>• patent databases and indicators of scientific and technological activities</li> <li>• the international flow of industrial property and know-how</li> <li>• demand, supply, use of information and communication technologies</li> <li>• Guide Bogota Ibero-American Network of Science and Technology indicators</li> <li>• Handbook of Economic Globalization Indicators</li> </ul>

Another problem of creating a unified methodology of assessing the effectiveness of technology transfer is the access to the necessary sources of information that can be closed due to the reluctance of exclusive information disclosure because of the protection from competition, and often individual nature of accounting statistics, which complicates the process of aggregating data.

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**FORECASTING OF LIQUIDITY IN THE CYCLE  
OF ECONOMIC DEVELOPMENT OF INDUSTRIAL ENTERPRISES**

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In this article the author offers an innovative way to assess the level of financial stability. This way is based on the theory of real options. The author suggests that the modern companies have the properties of real options.

*Key words:* liquidity ratio, financial stability, forecasting, Black-Scholes option mode, option.

Financial stability is an integral characteristic of enterprises in the period of overall macroeconomic instability. However, financial stability indicators are momentary. The question of forecasting the company's financial condition is hardly considered in modern economic science.

First of all, these properties are manifested in the possibility of the company to adapt to rapidly changing market conditions. The adaptation process is shown in the revaluation of management decisions and the formation of new decisions.

Based on the "Black-Scholes option model", the author formed a model for predicting the level of company's liquidity. According to this model, the coming level of liquidity depends on the amount of assets which are accepted for calculation, the amount of short-term liabilities, the price index and the average value of fluctuations in liquidity.

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**CONTEMPORARY COMPETITIVE FACTORS OF BUSINESS IN CONDITIONS  
OF FORMATION INNOVATION ECONOMY**

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During the research was represented and substantiated a new market-structural model of competition - "innovation competition" as subtype of monopolistic competition, was determined indicator system of compliance competitive factors to innovative development.

*Key words:* competition, competitive factors, competitive relationship, free competition, competitive environment, competitive market, innovation, competitiveness of economy.

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1. *Aveni R.* Hypercompetition: Managing the Dynamics of Strategic Maneuvering. New York, 1994.

**GUIDELINES FOR CREATING COMPETITIVE ADVANTAGE  
IN MODERN CONDITIONS**

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The main directions of the strategy for the formation of the competitive advantages of the territories. Clarified the problems of territorial development. The analysis of main parameters of strategy for competitive advantage. The main factors identified, offered new factors and their composition.

*Key words:* strategy, competitive advantage, territory, factors.

**MODEL ORGANIZATION OF SUBURBAN PASSENGER SERVICES  
ON THE RAIL MARKET IN THE UK**

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The article focuses on the existing model of interaction between the key actors and the formation mechanism of economic cooperation within the suburban passenger rail traffic in the UK.

*Key words:* urban passenger transport, the model of interaction of participants of suburban passenger transportation, railway infrastructure and transportation system of the United Kingdom.

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**THE CURRENT STATE OF THE STEEL INDUSTRY  
IN THE RUSSIAN FEDERATION AND THE BACKGROUND  
OF ITS MODERNIZATION**

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The article deals with the problems of modernization of the steel industry in Russia. In the article the problem of modernization of the steel industry in the Russian approach “advanced development”, deals with modern trends in the world of the steel industry, proposed directions of modernization elements for the steel industry of the Russian Federation due to the introduction of a new element industry - mini-mills. The advantages of building mini-mills, and presented their key characteristics in comparison with the classical metallurgical plants.

*Key words:* modernization and innovation development, introduction of new technologies, advanced development.

The article deals with the problems of modernization of the steel industry in Russia. In the article the problem of modernization of the steel industry in the Russian approach “advanced development”, deals with modern trends in the world of the steel industry, proposed directions of modernization elements for the steel industry of the Russian Federation due to the introduction of a new element industry - mini-mills.

The advantages of building mini-mills, and presented their key characteristics in comparison with the classical metallurgical plants.

As a result, we can say that Russia is possible a gradual upgrade path is not the one-stage modernization of the sector as a whole, and in phases, starting with the most dynamic part of it - a mini-steel plants and factories for the production of iron, direct reduced. The choice of this trend is due to a variety of advantages of the concept of development of such plants, which has been repeatedly confirmed by the practice of leading countries.

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**SYNTHESIS OF GLOBAL ASSESSMENTS OF COMPARATIVE EFFICIENCY  
OF THE INNOVATIVE POTENTIAL OF THE REGION**

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The article presents the results of testing models of synthesis of global assessments of comparative efficiency of innovative potential of the region, members of the Volga Federal District. The study prepared by the synthesis of design mathematical models of global characteristics of the innovative potential of regional ecosystems. On the basis of these models it has been implemented convolution partial indicators that characterize the innovative potential of the region in a global, generalized criterion of comparative efficiency. The quantitative characteristics of comparative, multicriteria evaluation of innovative potential of the region. The model is the synthesis of global estimates put the way of multi-criteria evaluation of Data Envelopment Analysis.

*Key words:* regional economy, innovation potential, efficiency, multicriteria evaluation, Data Envelopment Analysis.

The object of the research is the innovation potential of the regional economic system, the subject of the study - valuation models, the quantitative calculation and synthesis of generalized indicators of the relative efficiency of investment, which are based on the method of multi-criteria assessment - Data Envelopment Analysis.

A distinctive feature of this approach to the problem of the synthesis of global priorities is a joint constructive application of statistical surveys and formal method of multi-criteria evaluation of efficiency - DEA.

In the course of solving the problem were obtained by the structure of local criteria of efficiency of investment, methods for their synthesis in the generalized comparative efficiency indicators, calculated the comparative effectiveness ranked the innovative capacity of 14 regions in the Volga Federal District.

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#### **SAFETY ECONOMIC SPACE OF RUSSIA IN THE FRAMEWORK OF REGIONAL, SECTORAL AND SOCIAL SUBSPACES**

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The article discusses the concept of "economic space" from the perspective of improving the system of economic security. Characterization of sectoral, social and regional subspaces forming the economic space of Russia. Discusses the application of the method of cyclic graduations in safety analysis of economic space.

*Key words:* economic security, economic space, subspace, the method of cyclic graduations, national economy.

**FEATURES OF EVALUATING THE EFFECTIVENESS  
OF SOCIAL PROGRAMS IN THE PRESENCE OF EXTERNALITIES**

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In the article the peculiarities of the evaluation of the effective St of social programs in the presence of externalities by the example of the employment of disabled persons. The reasons of formation of externalities and their impact on the effectiveness of employment programs for the disabled. Disclosed is the composition of aggregate efficiency in the system of employment of persons with disabilities in the presence of externalities. Presents a method of evaluating the effectiveness of social programs in the presence of externalities.

*Key words:* social programs, externalities, program disability employment, evaluation, costs, results, effectiveness.

The need to improve the effectiveness of social programs in the face of a deteriorating financial situation and economic sanctions determines the relevance of the topics addressed in the article “Features of evaluating the effectiveness of social programs in the presence of externalities”. The development plan of the country by the year 2020 in a world-class leader means not only the transition to the modern innovation economy, but also create a comfortable common living conditions for people with different physical features. In this regard, significantly increased the role of the regular research and analysis of the effectiveness of social programs at the Federal and regional levels. The article presents the results of research of features of evaluating the effectiveness of social programs in the presence of externalities. The reasons of formation of externalities and their impact on the effectiveness of employment programs for the disabled. Disclosed is the composition of aggregate efficiency in the system of employment of persons with disabilities in the presence of externalities. Presents a method of evaluating the effectiveness of social programs in the presence of externalities. The obtained results and conclusions have a scientific basis, making a definite contribution to research methods effectiveness of social programs.

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### **INTRANET PR AS A METHOD OF INCREASING THE EFFICIENCY OF CUSTOMER SERVICE AND RETAIL OUTLETS**

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The article discusses the significance of internal corporate PR-management in the retail network, along with the traditional. Of particular influence on the development of the internal PR in Russian retailers played integration of foreign companies, whose arrival brought with them new technologies, service standards, investment, and a new corporate culture. As a result, Russian companies are extremely important, it was to develop the internal PR-strategy in order to be competitive on the level of service to the world and foreign corporations.

*Key words:* customer service, retailer, customer loyalty, employee loyalty, internal corporate PR, corporate culture, attitude.

The article discusses the importance of intra-PR-strategy in retail networks. With the advent of global corporations on the Russian market, domestic companies had to change their business approach to meet the level of service and quality standards, foreign companies which offered buyers. Employee loyalty to the company was one of the key success factors for ensuring a high level of customer service, and hence the good reputation of the company and, consequently, the high rate of economic activity of the enterprise. The article reviewed many tools of internal corporate PR, which provide the corporate culture and awareness of personal significance of each employee in achieving the goals of the organization. In today's world, it is necessary to invest in programs and activities that provide favorable communication between the top management of the retail network and its staff. Close-knit working team will allow the company to cope with the crisis and improve the financial performance of the company and ensure its long-term profitability.

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**THE ROLE OF ECONOMIC EXPERTIZE IN MANAGEMENT  
OF DELICT RISKS AT CONSTRUCTION  
OF LARGE INFRASTRUCTURE PROJECTS**

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In the article the author analysed specifics of infrastructure projects, proved need of the accounting of delict risks with construction. The author considered a case of the construction company which was carrying out imaginary deals at implementation of the infrastructure project and proved need of carrying out preventive expertise.

*Key words:* infrastructure projects, construction, delict risks, expertise.

The Ensuring effective implementation of the large infrastructure projects realized with the state participation is one of the main problems of improvement of quality of public administration and optimization of expenses on building of similar objects. In recent years large cases of plunders and violations accompany implementation practically of any large infrastructure project. The most actual example is construction of the Vostochny spaceport, and also a construction of objects to the Olympic Games in Sochi. There is a question: whether it is possible to avoid abuses in this sphere and to ensure effective functioning of contract and subcontract organizations? According to the author, it is necessary along with proposed measures on introduction the mechanisms of the controlling , to pay attention to management of delict risks.

In the conditions of established practices of conducting construction business and that it is accepted to call rules of a business conduct in construction, delicts became an integral part of construction. Thus neither tax, nor accounting, neither legal, nor technical expertizes aren't able to reveal and prove all complex of violations as highly specialized approach is inherent in these types of examinations. We suggest to consider use of the instrument of complex economic examination for identification of possible and actual delict risks and timely prevention of their approach. A basis of our methodological approach - a case method of the analysis.

In article the author considered a case of the construction company which was taking part in realization of works at a construction of Olympic venues with involvement of the subcontractor.

1. The first step of expertize - confirmation of the fact of implementation of real business activity. Implementation of real business activity is confirmed, including, implementation of formal requirements of the current legislation.

2. The second step of expertize - the formal and intrinsic analysis of the turnkey contract, . The civil contract establishes the civil rights and duties by agreement of the parties

3. The third step of expertize - the analysis of the documents closing contracts.

The result of expertize was the proved the ostensibility of transactions at the conclusion of subcontract contracts that increase the cost of works.

Economic examination of delict risks is required not on only at a stage of the proof of the revealed violations. It has to precede process of the conclusion of contract contracts and provide the analysis of results of performance of similar contracts by potential contractors. Detection of imaginary deals and fictitious contracts have to close forever access of unfair contractors participation in construction of infrastructure projects with the state participation

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## SYSTEMATIZATION OF RISKS OF INDUSTRIAL ENTERPRISES

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The article considers the problems of development of Russian industrial enterprises in the management view of subjective and objective risks arising in the process of business entities, analyzes the different approaches to risk identification.

*Key words:* risk, engineering, subjective factors of risk, objective risk factors, the subject-oriented approach.

## MANAGE BY MUTUAL RELATIONS WITH STAKEHOLDERS IN QUALITY MANAGEMENT OF MANAGING ORGANIZATIONS IN THE AREA OF HOUSING

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The article is devoted to Manage by mutual relations with stakeholders in quality management of managing organizations in the area of housing. In the article describes the features of the interaction of the managing organization in the area of housing with the owners of premises in the apartment

building, the organization supplying resources and contractors organizations. Revealed interests in respect of which arise conflicts between stakeholders managing organization in the area of housing. Present the results of the analysis of instruments and methods selecting the optimal strategy of interaction with the stakeholders of the organization. In this paper proposes strategies of interaction managing organization in the area of housing with its stakeholders based on using of stakeholders map (Stakeholder's Map) and table of the interest and interaction the stakeholders

*Key words:* quality management, stakeholders, managing organization, managing the apartment building, conflict of interests.

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## **STRATEGIC MANAGEMENT OF PRODUCTIVE CAPACITIES DEVELOPMENT IN LIVESTOCK SUBCOMPLEX**

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They are compared targets and indicators of the State program of agricultural development and regulation of markets of agricultural products, raw materials and food for 2013-2020, that characterize productive capacity development in livestock subcomplex. It is made a conclusion about the importance of compliance with the principles of strategic management in the context of a concrete

subprogram. It is offered to adjust the indicators and measures aimed at addressing the problem of import substitution.

*Key words:* strategic management, productive capacities, livestock subcomplex, import substitution, state support.

Need of strategic management of the animal husbandry production potential taking into account the importance of this subsector to solve the problem of Russian food security is proved. State programs' tasks and indicators relating to a livestock subcomplex are compared. It allowed drawing a conclusion on the observance of the principles of strategic management according to the different subprogrammes. The detailed analysis of the subprogramme No. 2 attested an insufficient compliance of indicators to purposes and objectives. For example, such objective of the subprogramme as increase in volumes of animal husbandry production, directed to the accelerated import substitution, is characterized by indicators of production of cattle and a bird for slaughter without consideration of structural shifts. There is also a need for corresponding correction of actions of the subprogramme in the field of expansion of export and support the resource producing branches. There is also no interrelation between objectives and the used indicators in the subprogramme of technical and technological modernization and innovative development. In order to characterize innovative development of animal husbandry it is offered to use such indicators as a share of production made with innovative technologies; indexes of innovation of production of separate types of production. According to an author's position, identification of key factors and conditions of development of production potential of animal husbandry of regions and territorial economic systems should precede a choice of methods of strategic management of import substitution process.

To transform territorial competitive advantages of livestock products production in rod competences (as which we understand innovative balance of production resources) it is necessary to use a number of the indicators characterizing a condition of process of import substitution according to the concrete types of production.

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**FINANCE, MONEY CIRCULATION AND CREDIT**

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**PROBLEMATIC ISSUES OF DEVELOPMENT  
OF BANKING SUPERVISION OVER THE ACTIVITIES  
OF CREDIT ORGANIZATIONS**

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In article basic provisions of the organization of bank supervision of activity of the credit organizations and need of introduction of the differentiated supervising principle to activity of the regional banks which are actively developing investment crediting of social and economic programs for financing of development of the territory are considered.

*Key words:* supervision, regulation, regional banks, supervision differentiation.

**IMPLEMENTATION OF RESULT-ORIENTED BUDGETING CONCEPTION  
IN STATE (MUNICIPAL) ESTABLISHMENTS OF SOCIAL SPHERE**

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The peculiarities and perspective of implementation of result-oriented budgeting in state (municipal) establishments of social sphere are described in this article. The advantages of introduction of result-oriented budgeting conception for the participants of budgetary process are also presented in the article.

The article also touches upon the problems of argumentation of the necessity of using activities of effectiveness of functioning in state (municipal) establishments of the Russian Federation in the terms of introduction of result-oriented budgeting.

*Key words:* state (municipal) establishments; result-oriented budgeting; social sphere.

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**BOOK KEEPING, STATISTICS**

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**METHODS OF ASSESSING THE COMPETITIVENESS  
OF THE REGION BASED ON THE RATIO  
OF BUSINESS POSITIONING BUSINESS**

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Strengthening positions of the Russian economy on the world market, essentially depends on the competitive positioning of regions of the Russian Federation. This leads to the need to improve the existing system of statistical accounting and reporting, development of a new system to assess competitive positioning of regions. The article proposes an improved technique for assessing the competitiveness of the territory and its economic characteristics. The methodology of ratio calculation of business positioning business in the market areas. The article considers these questions in relation to the Leningrad region.

*Key words:* regional competitiveness, evaluation indicators, competitive advantage, positioning factor of the business in the region, an integral indicator of the competitive position of the region.

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**WORLD ECONOMY**

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**MECHANISM AND CONTROL OF RUSSIAN-ASIAN ECONOMIC RELATIONS**

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The article provides a brief history and analysis of the current state of the organization and management mechanism of the Russian-Asian economic relations. Key terms of the effectiveness

of economic cooperation of Russia and Asia-Pacific countries is not only the management, control and improvement of the infrastructure of foreign economic activity, but also search for opportunities of mutual adaptation of national mechanisms for countries in the region.

*Key words:* FEA; the Russian-Asian Communication? Asia and The Pacific? ASEAN? South-East Asia? Trade and economic relations.

Countries in East and South-East Asia, in contrast to the Russian Federation, not only maintained the mechanism of centralization of its external economic relations, but also able to adapt this mechanism under the modern demands of the world market. In fact the Russian FEA subjects confronted a well-established system of enterprises that rely on complex economic partner states, consisting of export-oriented companies of all forms of ownership. There is a clear disparity and discrepancy of administrative mechanisms for coordination of foreign economic activity in Russia and in Asia Pacific. From this imbalance is primarily Russia failed: direct financial losses from the sale of Russian products in the Asia-Pacific region at low prices, inadequate sharing of domestic natural resources for consumer goods of dubious quality, lockup large investment projects profitable for Russia.

The liberalization of foreign economic activity has reduced the extent of direct state intervention in economic processes, but its role has not diminished, affected only the conversion priorities and mechanisms of intervention. The current system of regulation is not always meet modern conditions of the international environment. Therefore, it's necessary a revision of the system of management of foreign trade activities and improvement of its tools, which are able to ensure the effectiveness and competitiveness of Russian enterprises in the Asia-Pacific countries.

One of the most promising options for addressing imbalances and inadequacies of infrastructure of foreign economic relations of Russia and the Asia-Pacific countries can become revitalization and diversification of the activities of state-governmental organizations that carry out the coordination and regulation of the Russian-Asian economic cooperation. The main objective of these organizations is to overcome the fragmentation of the subjects of foreign economic relations by means of motivation and orientation, as well as the institutional, legal and financial macroeconomic regulation.

It is important to pay special attention to aspects of cooperation of small and medium-sized enterprises. These entities also require active government support and incentives, in particular the form of venture business. Companies of all types and forms of property, intending to enter the markets of Asia-Pacific countries should have the institutional and financial framework of government support in the framework of specific programs.

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### **THE METHODOLOGY BASIS OF THE SYMBIOTIC APPROACHES IN CONSUMER UTILITY STUDIES DURING THE ACTIVIZATION OF THIRD WORLD TNCS**

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The symbiosis of consumer utility derived by an individual from economic goods and other articles, objects, and relationships should be undertaken with concern to intellectual abilities that allow for the reasoning of events. The unity of human mentality and peculiarities in the evolution of the family, collectives, and societies that are connected with the selection for the new technology, scientific discoveries, aesthetic culture, and developed ethics, advance the symbiotic methods of economic research to the integration of particular demands into the meaning of life problem as the propensity to the productive creative activities that are performed in the interests of social development.

*Key words:* consumer, preferences, utility, creativity, the meaning of life, TNC.

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**IMPROVEMENT OF INVESTMENT MECHANISMS IN AFRICA  
AS A FACTOR OF ECONOMIC DEVELOPMENT**

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Progress in the economy of Africa is associated with the intensification of investment activities, to encourage which you want to take further steps to develop its mechanisms and improvement of the institutional environment. FDI occupy a special place in the composition of investment, as they provide a supply of new technologies, stimulate savings and accumulation of assets, to diversify exports.

*Key words:* Africa, investment, savings, FDI, economic growth.