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ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY

**ANALYTICAL MODEL OF INNOVATIVE DEVELOPMENT
OF HIGH-TECH SECTOR FACTORS**

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The article explored current macro trends and factors in the promising model of sustainable innovation development of the global industry. An analytical model factors of innovative development of high-tech sector.

Key words: innovation, hi-tech.

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**FEATURES OF CALCULATION OF A TARIFF FOR THERMAL ENERGY
BY METHOD OF "AN ALTERNATIVE BOILER ROOM"**

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In article the majority of provisions of new model of the competitive market of heat is described. Features of change of pricing with transition from state regulation of all rates in the sphere of heat supply to

establishment only of limit of the price of heat energy for the final consumer are revealed. Such marginal price is determined by the delivery price of heat energy from an alternative source of heat.

Key words: the new market of heat, a method of “an alternative boiler room”, the single heatsupplying organization, a rate for heat energy, system of centralized heat supply.

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THE KEY TRENDS OF THE FOOD INDUSTRY OF RUSSIA AT THE PRESENT STAGE

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This article Analyzes the technological trends in the restaurant market, strengthening the role of social media as a promotion channel for catering services, trends in restaurant menus, the effects of anti-Smoking law, the preferences of consumers regarding the choice of cuisine.

Key words: trends catering, technology trends, restaurant menu, the preferences of consumers.

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**PERSPECTIVE TRENDS AND FEATURES OF THE DEVELOPMENT
OF MULTI-CHANNEL RETAILING SUPPLY CHAINS IN THE CONSUMER MARKET**

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The author substantiates the peculiarities of the modern development of the supply chain of multi-channel retailing, customer viewing experience and a model of consumer behavior in a multi-channel space as a determinant of complexity management of multi-channel distribution logistics. Thus, diagnosis of speed and radicality of the current transformation of the supply chain in the system of multi-channel retailers in the consumer market leads to the conclusion that current market practices of the latter will be characterized by higher productivity of operating reorganization of logistics, for which may be followed by no less iconic and dramatic changes of the market from the point of of integration and interdependence of individual links in the supply chain.

Key words: supply chain, multi-channel retail, consumer behavior model, omnichannel model.

The article presents an empirical generalization features transforming the multichannel retail supply chain in the process of radical change and expansion of consumer experience and product choices in a variety of sales channels. This is considered the most complex configuration omnikanalnogo sales in which the buyer must be offered identical conditions for the acquisition of goods within the seamlessly integrated with each other sales channels.

The author substantiates the peculiarities of the modern development of the supply chain of multi-channel retailing, customer viewing experience and a model of consumer behavior in a multi-channel space as a determinant of complexity management of multi-channel distribution logistics. Thus, diagnosis of speed and radicality of the current transformation of the supply chain in the system of multi-channel retailers in the consumer market leads to the conclusion that current market practices of the latter will be characterized by higher productivity of operating reorganization of logistics, for which may be followed by no less iconic and dramatic changes of the market from the point of of integration and interdependence of individual links in the supply chain.

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**FEATURES OF REGIONAL DEVELOPMENT
OF THE MARKET OF PUBLIC CATERING IN RUSSIA**

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In this work the analysis of regional market of public catering. The factors affecting the market and reveals the dynamics of changes in the forms of catering.

Key words: public catering, regional market, forms of catering, catering trend.

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**THE ANALYSIS OF MIGRATION ATTITUDES OF THE YOUTH
OF THE CITY OF OMSK***

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This article describes the trends that leading to the fact that many young people, who have limited opportunities to find a well-paid job in their region, leaving him with a view to further career growth and better living standards. On the basis of use of reasonable sociological tools migratory preferences and migratory installations of young people of Omsk are investigated. As a result of the research it has been revealed that in recent years in the region there were new tendencies and factors of migratory processes which aren't considered in strategy and programs of social and economic development of the region.

Key words: migration intentions, young people, migration attitudes of young people, the standard of living.

Migration is one of the most important socio-economic processes that determine a number of parameters of the region development. Most often it is noted that migration processes affect the composition and structure of the labor (human) resources of the region, the market condition. In particular, migration processes, on the one hand, reduce tension from the point of view of stimulating the outflow of surplus labor, but they may aggravate the situation on the labor market, if the negative balance of migration does not recreate the needs of enterprises in personnel; the regional system of education, because a strong education system attracts young and qualified human resources in the region, and vice versa, a weak system is a factor that reduce the quality of labor potential of the region; socio-cultural characteristics of the region's development, because the quality of the incoming population and the quality of the leaving population are substantially correct, but in the long run they determine the level of education of the population, the level of demand in cultural goods and define "cultural background" of the region.

Moreover, the role of large state corporations, holding companies and consortiums with the control center in Moscow, Saint-Petersburg, and the capitals of the Federal districts is increasing in the Russian economy. The personnel policy has been formed in such structures, directed to the career paths of personnel development in regions. These centers are more attractive in term of working conditions, which stimulates the outflow of highly qualified human resources, among which more and more young people, from the regions. So, for example, modernization of an educational system (introduction of the USE, integration of higher education institutions, formation of large federal and research universities and etc) promotes departure of school and higher education institutions graduates from regions to "center". This, in turn, affects regional labor market, resulting in shortage of qualified personnel. The social aspect reflects influence of social well-being and satisfaction with the quality of life on migration processes. Traditionally the issue of job satisfaction, as an integrated indicator of quality of life in the region in the context of migration is not included. This article attempts to use a reasoned sociological toolkit for the study of migration preferences and migration attitudes of graduates. The tendencies leading to the fact that many young people, having limited opportunities to find well-paid work in the region, leave it for the purpose of further career development and improvement of the standard of living are considered. On the basis of use of reasonable sociological tools migratory preferences and migratory installations

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of young people of Omsk are investigated. As a result of the research it has been revealed that in recent years in the region there were new tendencies and factors of migratory processes which aren't considered in strategy and programs of social and economic development of the region. The existing model of governance in the region does not reflect the trends of migration processes, does not contain science-based principles and priorities in their regulation.

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THE TEAM APPROACH IN OVERCOMING THE PSYCHOLOGICAL-COGNITIVE BARRIERS TO LEARNING IN THE MAGISTRACY*

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Phenomenologically evident significant difference (total barrier) between the generated and actual cognitive representations masters of economic faculty of PFUR, first of all, at studying of disciplines of mathematical cycle. Psycho-pedagogical reason for this mass phenomenon on a strict scientific level can be explained only in the framework of the theory of psycho-cognitive barriers to learning.

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On this basis, the principle of group approach in overcoming the psychological and cognitive barriers in training the minds of the masters in the process of studying in the magistracy.

Key words: cognitive representation of the real masters, the theory of psycho-cognitive barriers to cross-group alignment of the theoretical and applied knowledge, the actual formation of competences.

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FOREIGN EXPERIENCE OF CLASSIFICATION ADVISORY ACTIVITIES IN-HOUSE MANAGEMENT SYSTEM

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The article deals with the classification of international experience working advisory organizations in solving various problems in-house management. The analysis of foreign methods of consulting systems and certain categories of consultants. As a result, proposed three categories of models (“expert intervention”, “doctor - patient”, “consultation - process”), which revealed features.

Key words: foreign consulting, management decisions, classification, models, expert intervention, “the doctor - patient”, “consultation - process”.

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**DEVELOP PROGRAMS OF STAFF DEVELOPMENT ORGANIZATIONS
IN THE TRANSITION TO THE STAGE OF ECONOMIC GROWTH**

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This paper examines the current laws of the labor process in the conditions of application of the new technology. The model of optimization of working processes in the conditions of application of automated equipment. The evolution of software development staff in the cycle of economic conditions in the transition from one stage to the crisis economic recovery. Settle development program priorities in the human resources management system.

Key words: efficiency, labor intensity, performance, economic conditions, production staff.

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**INVESTMENTS IN CAPITAL OF THE HEALTH
OF CHILDREN WITH CONGENITAL DISEASES**

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The article deals with the flow and possible ways of investing in the capital of the health of children with congenital diseases in the Russian Federation. We have given the definition of the term "health capital" and identified the main characteristics of congenital diseases. We have analyzed the statistical data of the Federal State Statistics Service on the number of children with congenital diseases and also identify their possible causes.

Key words: health equity, congenital diseases, hereditary diseases, children's health, investment, health investment.

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**MANAGING PROCESSES OF LOCAL DEVELOPMENT ON THE EXAMPLE
OF URBAN AND RURAL SETTLEMENTS OF THE KALININGRAD REGION**

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The article describes the positive experience of management processes of local development on the example of Bagrationovsky city settlement and Svobodnensky rural settlement in Kaliningrad region.

Key words: process management, local development, Bagrationovsky city settlement, Svobodnensky rural settlement with a pharmaceutical company "Infamed-K," universal antiseptic "Miramistin", industrial Park "Ecobaltic", payment of taxes, dividends.

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FINANCE, MONEY CIRCULATION AND CREDIT

REGULATION OF THE NATIONAL ECONOMY AND PUBLIC FINANCE OF BRAZIL

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In the article the analysis of the condition of the national economy, public finances and implementing foreign trade in an unstable geopolitical situation and the globalization of economic processes.

Key words: the national economy, the State budget, the national debt, banking, stock market, GDP, foreign trade, inflation.

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**INFLUENCE OF INFORMATION ASYMMETRY ON THE BANK COMPETITION
AND MONOPOLIZATION IN RUSSIA**

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The problem of y information asymmetry in the banking market is considered. Its influence on competition development, growth of concentration and monopolization of the Russian banking market is revealed.

Key words: asymmetry of information, bank competition, monopolization of the banking market, concentration of the banking market, Herfindal-Hirschman's index, concentration rates.

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WORLD ECONOMY

CONTROL IN MULTINATIONAL ENTERPRISES: CONCEPTUAL ISSUES

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Exercising control in multinational enterprises is really complicated. Control of TNC is a mechanism of setting standards, measuring performance and taking corrective actions to ensure the results in accordance with the plans, goals and expectations of the owners and top management. Financial control lies in the center of administrative control system within multinational companies. Fluid and dynamic external environment dictates that controlling must be very flexible to take into account organizational strategic and country specific questions.

Key words: control, MNE, transnational corporation, corporate center, subsidiaries, multinational companies, strategies of control, performance, bureaucratic control, cultural control, strategic control, financial control, financial reporting, control mechanisms.

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