

## Scientific and Information Journal

### IN THE NUMBER:

#### ECONOMIC THEORY

- Bu Tong.** Motivation and contradictions of the development of integration associations of the countries with developing markets (on the example of the Shanghai Cooperation Organization) ..... 123
- Lebedev K.N.** Economic science as an element of institutional environment of socio-economic development ..... 123
- Gerasimova S.V.** High-quality forecasting of microtendencies of development and competitive strategy in the market of services ..... 125
- Baitullin A.A.** Intersectoral transplantation of institutions as an effective way of improving the institutional environment ..... 126
- Fakhrutdinova E.V.** Modern paradigm of quality of life of the population of Russia: theoretical aspect ..... 128
- Bychkov G.A., Ryzhova A.S., Migukina N.E.** Adaptation of Russian labour market to the new normalcy ..... 129
- Karova E.A.** The institutional issues of human capital development in Russia and way to resolve it ..... 130
- Pshenichnyi S.P., Migukina N.E., Fatkhullin A.R.** Development of human capital as the basis of competitive advantage: the challenges for Russian companies ..... 131
- Valeev E.R., Kamasheva A.V.** Features of the health of the working population in the Russian Federation ..... 132
- Bu Tong, Platonova E.D.** Improvement of the state economic policy of the development of integration associations of the countries with the developing markets ..... 133

#### ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY

- Chernenko D.V.** Key factors and tools of formation of regional economic policy ..... 133
- Mateos A.** Concept of green economy: genesis and the current state ..... 134
- Karanatova L.G., Leonov A.N.** Institutional mechanisms to improve the efficiency of innovation activities of enterprises ..... 135
- Salikhov I.F.** Features of management of implementation of innovative strategy of the small oil companies in the Russian Federation ..... 135

---

<b>Diachenko O.I.</b> The method of oil and gas fields operational efficiency management .....	136
<b>Kazarian M.A., Charyeva M.E.</b> Franchising in the food industry as a new strategy to support small business development in Russia .....	137
<b>Kostiushin E.K., Mikhailov F.B., Leukhin A.O.</b> The management of professional adaptation of personnel in complex technical systems production .....	138
<b>Postovalova A.A., Dolmatov A.V.</b> International experience in the development and implementation of national qualifications systems .....	138
<b>Pilipenko A.I.</b> The formation of the creative potential of future economists, engineers: the problem of real cognitive representations .....	139
<b>FINANCE, MONEY CIRCULATION AND CREDIT</b>	
<b>Manuilenko V.V.</b> A study of the relationship and characteristics of the concepts of “financial security” and “financial risk” .....	139
<b>Manuilenko V.V.</b> Assessment of financial security of the corporation on the basis of the implementation of international methods of analysis of probability of bankruptcy .....	141

---

**ECONOMIC THEORY**

---

**MOTIVATION AND CONTRADICTIONS OF THE DEVELOPMENT OF INTEGRATION  
ASSOCIATIONS OF THE COUNTRIES WITH DEVELOPING MARKETS  
(ON THE EXAMPLE OF THE SHANGHAI COOPERATION ORGANIZATION)**

© 2016 Bu Tong

Moscow Pedagogical State University  
88, Vernadskogo prospect, Moscow, 119571, Russia  
E:mail: Chairt.etm@bk.ru

The author has showed the groups of the contradictions in the bilateral and the multilateral economic relationships between the countries in the “orbit” of the SCO. It is proved that the economic interest of businessmen should be a driving force of the integration processes at the micro level.

*Key words:* globalization, economic policy, international economic integration, international security, contradictions of regional integration, Shanghai Cooperation Organization.

The relevance of the study is determined by the need to identify the motivation and the contradictions in the development of the integration’s associations of the countries with developing markets in order to create an effective economic policy of states in the field of interstate integration on the example of the Shanghai Cooperation Organization (SCO). Historically SCO arose as the organization with a high priority to ensure the security and counter-terrorism. Further motivation for the development of the SCO due to the need for economic integration as a factor of economic security. The author has highlighted the features of the SCO as an economic integration’s association that includes countries with the different status of the participation in integration processes and with the different economic potentials. The author has showed the groups of the contradictions in the bilateral and the multilateral economic relationships between the countries in the “orbit” of the SCO. It is proved that the economic interest of businessmen should be a driving force of the integration processes at the micro level. The author has drawn a conclusion on the planned positive effect from an economic component of the Project of the Silk Way for all countries in “orbit” of SCO.

*Received for publication on 01.11.2016*

**ECONOMIC SCIENCE AS AN ELEMENT OF INSTITUTIONAL ENVIRONMENT  
OF SOCIO-ECONOMIC DEVELOPMENT**

© 2016 Lebedev Konstantin Nikolaevich

Doctor of Economics, Professor of the Department of Economic Theory  
Financial University under the Government of the Russian Federation  
49, Leningradskii prospect, Moscow, 125993, Russia  
E-mail: KNLebedev@fa.ru

In this article it is proved that the most important element of the institutional environment is the economic science, reveals the composition of its provisions, which are the rules of the research activities, but also the rules of economic governance, the mechanisms that are at the disposal of science to enforce the rules generated by it.

*Key words:* institutions, institutional environment, economic science as institution.

One of the first developers of the theory of the methodology of economic research John N. Keynes, the father of John M. Keynes, showed that political economy sets the rules of practical life, and the role of those is being performed by the results of not only normative, but also positive studies. The rules referred to by John N. Keynes, are rules of economic policy, including its implementation, and also rules of its development by subjects of management. Such, only in a more detailed form, are developed and in the sciences that studies the functioning of elements of the economy. A significant part of the rules of both scientific and practical economic studies, formulates methodology of economic research and sciences about economic management. Specific part of the “scientific” rules are definitions and interpretations of various economic phenomena. Science involves a variety of mechanisms to enforce compliance with its rules, as scientific and business executives. The mechanisms of enforcing the rules of economic governance are, above all, the agitation and condemnation.

### References

1. Nort D.K. (1993) *Instituty i ekonomicheskii rost: istoricheskoe vvedenie [Institutions and economic growth: historical introduction]*. Moscow, vol. 2, pp. 69-91.
2. Pasporta nauchnykh spetsial'nostei: 08.00.01 Ekonomicheskaya teoriya [Passports of scientific specialties: 08.00.01 Economic theory]. Available from: <http://vak.ed.gov.ru/316>.
3. Keins Dzh.N. (1899) *Predmet i metod politicheskoi ekonomii [The subject and method of political economy]*. Moscow, [IV] 279 p.
4. Osnovy teorii upravleniya (2003) [The basics of control theory] : textbook. Ed. V.N. Parakhina, L.I. Ushvitskii. Moscow, pp. 48-52.
5. Ford G. (1928) *Moya zhizn', moi dostizheniya [My life, my achievements]*. Leningrad, p. 3.
6. Yakokka L. (1990) *Kar'era menedzhera [Career Manager]*. Moscow, 384 p.
7. Straiker P. (2007) *Mozhete li vy proanalizirovat' etu problemu? [Can you analyze this problem?]* Sposob analiza etoi problem [Method of analysis of the problem]. Moscow, pp. 95-135.
8. Kon A. (1928) *Kurs politicheskoi ekonomii [Course of political economy]*. Part I. Moscow ; Leningrad, p. 8.
9. Ostrovitianov K.V. et al. (1962) *Politicheskaya ekonomiya [Political economy]*. Moscow, p. 5.
10. Politicheskaya ekonomiya. Sotsializm - pervaya faza kommunisticheskogo sposoba proizvodstva (1974) [Political economy. Socialism - the first phase of the Communist mode of production] : textbook. Ed. N.D. Kolesov. Moscow, p. 6.
11. Medvedev V.A. et al. (1988) *Politicheskaya ekonomiya [Political economy]* : textbook. Moscow, p. 48.
12. Budovich Iu.I. (2015) Diskussiya o predmete ekonomicheskoi teorii v XXI v.: perevod v konstruktivnoe ruslo [Discussion of the subject matter of economic theory in the XXI century: translation in a constructive direction]. Moscow, 536 p.
13. Belotelova N.P., Belotelova Zh.S. (2013) *Den'gi. Kredit. Banki [Money. Credit. Banks]* : textbook, 4 ed. Moscow, p. 21.
14. Baidullin A.E. (2016) Ekonomiko-teoreticheskii analiz sushchnosti kreditnykh otnoshenii [Economic-theoretical analysis of essence of credit relations]. *Ekonomicheskie nauki = Economic science*, 8 (141), p. 8.
15. 25 polozhenii po bukhgalterskomu uchetu (2014) [25 provisions for accounting]. Moscow, 333 p.
16. Alekseeva G.I. et al. (2013) *Bukhgalterskii uchet [Accounting]* : textbook. Moscow, p 2.
17. Pacholi L. (2001) *Traktat o schetakh i zapisyakh [Treatise on accounts and records]*. Ed. Ia.V. Sokolov. Moscow, 368 p.
18. Khendriksen E.S., van Breda M.F. (2000) Teoriya bukhgalterskogo ucheta [Accounting Theory]. Moscow, p. 49.
19. Pil'menshtein D.I. (1968) *Osnovy bukhgalterskogo ucheta [Fundamentals of accounting]* : ucheb. posobie. Moscow, p. 11.

20. Polterovich V.M. (2001) Transplantatsiya ekonomicheskikh institutov [Transplantation of economic institutions]. *Ekonomicheskaya nauka sovremennoi Rossii = Economics of contemporary Russia*, 3, p. 27.
21. VTB Bank. Available from: [www.vtb.ru](http://www.vtb.ru).
22. Financial University under the Government of the Russian Federation. Available from: [www.fa.ru](http://www.fa.ru).
23. Keins Dzh.M. (1993) Izbrannye proizvedeniya [Selected works]. Moscow, p. 518.

*Received for publication on 02.11.2016*

## HIGH-QUALITY FORECASTING OF MICROTENDENCIES OF DEVELOPMENT AND COMPETITIVE STRATEGY IN THE MARKET OF SERVICES

© 2016 Gerasimova Svetlana Vitalievna  
PhD in Economics, Associate Professor  
Moscow State University of Medicine and Dentistry  
20/1, Delegatskaia str., Moscow, 127473, Russia  
E-mail: [lanapost@inbox.ru](mailto:lanapost@inbox.ru)

Article contains a statement of the concept of high-quality forecasting at the different levels of tendencies of the external environment in the market of services. Feasibility of forecasting of microtendencies of the market and structure of jet competitive strategy on the basis of macroeconomic trends is proved. The polycyclic model is applied to perspective multiphase forecasting of dynamics of change of GDP of the Russian Federation for the period till 2020.

*Key words:* quality, economic forecasting, macrotendency, microtendency, market, service, strategy, innovation.

### *References*

1. Menshikov S.M., Klimenko L.A. (2014) *Dlinie volni v ekonomike [Long waves in economy]*. Moscow, p 288.
2. Evstigneeva L.P., Evstigneev R.N. (2012) *Ekonomika kak cinergeticheskaya sistema [Economy as synergetic system]*. Moscow, p. 272.
3. Guskova M.F., Sterlikov P.F., Sterlikov F.F. (2016) K voprosy otsenki biznesa [To a question of business assessment]. *Ekonomicheskie nauki = Economic Sciences*, 9 (142), p. 30-36.
4. Guskova M.F., Sterlikov P.F., Sterlikov F.F. (2006) Methodological and theoretical preconditions of the analysis of the economic content of the quality and utility of goods. *Vestnik of economic integration*, 1, pp. 18-27.
5. Gerasimova S.V. (2013) Innovacii kak faktor razvitiya konkurentosposobnosti uslug stomatologicheskikh klinnik [Innovations as factor of development of competitiveness of services of dental clinics]. In: *Nauka i obrazovanie XXI veke: sbornik nauchnih trudov Mezdunarodnoi nauchno-prakticheskoi konferencii, 30.09 / M-vo nauki i obrazovaniya RF. = Science and education in the XXI century: The collection of scientific works on materials of the International scientific and practical conference, 30.09*. Ministry of science and education of the Russian Federation. Tambov.
6. Chan Kim, Rene Moborn (2014) *Strategiya golubogo okeana [Blue Ocean Strategy]*. Moscow, p. 304.
6. Gerasimova S.V. (2014) Optimizatsiya innovatsionnogo razvitiya konkurentosposobnosti uslug v usloviyah neopredelennosti [Optimization of innovative development of competitiveness of services in the conditions of economic uncertainty]. *Voprosi ekonomiki i prava = Urgent problems of economy and right*, 1 (110), pp. 64-67.

*Received for publication on 06.11.2016*

**INTERSECTORAL TRANSPLANTATION OF INSTITUTIONS AS AN EFFECTIVE WAY  
OF IMPROVING THE INSTITUTIONAL ENVIRONMENT**

© 2016 Baitullin Adele Anverovich

Financial University under the Government of the Russian Federation  
49, Leningradskii prospect, Moscow, 125993, Russia  
E-mail: baidouline@gmail.com

The paper justifies this method of improving the institutional environment of socio-economic development of the country, as the exchange of effective institutions and between financial and non-financial sectors of the economy, it proves its special efficiency due to the relatively independent development of the management of these sectors of the economy and its scientific support.

*Key words:* institutions, cross-sectoral transplantation institutes, the Institute of reservations.

Traditionally, transplantation of institutions, i.e., the borrowing of institutions, which developed in a different institutional environment, is considered in institutional theory narrowly as an exclusively cross-country process. Meanwhile, institutional development in the country largely goes towards the cross-elemental transplantation of institutions, for example through the exchange of effective institutions between subjects of the Russian Federation. One of the most effective ways of improving the institutional environment is this kind of cross-elemental exchange of models of effective institutions, as mutual transplantation of institutions of non-financial and financial sectors of the economy, due to the relatively isolated nature of development of management in these sectors of the economy and its scientific support.

**References**

1. Polterovich V.M. (2001) *Transplantatsiya ekonomicheskikh institutov* [Transplantation of economic institutions]. *Ekonomicheskaya nauka sovremennoi Rossii = Economics of contemporary Russia*, 3, p. 24.
2. Lesnykh V.V., Il'yashenko V.V. (2009) *Institutsional'naya ekonomika* [Institutional Economics]: ucheb. posobie. Ekaterinburg, p. 259.
3. Shestakov S. (2016) *Tyumenskaya oblast' uchitsya u drugikh regionov i delitsya sobstvennym opytom* [The Tyumen region learn from other regions and share their own experiences]. Available from: <http://news.megatyumen.ru/news/society/176633>.
4. Rokhmistrov M. (2013) *Glavam drugikh regionov nuzhno pouchit'sya u Kadyrova tomu, kak nuzhno rukovodit'* [Heads of other regions need to learn from Kadyrov on how to manage]. Available from: <http://regions.ru/news/2467456>.
5. Nikitin A. (2015) *Regionam est' chemu pouchit'sya u Ryazanskoi oblasti. Novosti ASI* [Regions can learn from the Ryazan region]. Available from: <http://asi.ru/news/43586>.
6. *Drugim regionam est' chemu pouchit'sya u astrakhtantsev* [Other regions can learn from Astrakhan]. Available from: <https://www.astrobl.ru/news/49448>.
7. Subbotin V. (2016) *V Voronezhskoi oblasti pervyye zapustyat MFTs dlya biznesa. Nash region stal "pilotnym" v provodimom eksperimente* [In the Voronezh region for the first time will launch the MFC for business. Our region has become "the" pilot" in the ongoing experiment]. Available from: <https://novostivoronezha.ru/2016/10/24/66812>.
8. Romanova M. *Rostovskaya oblast' zapustila pilotnyi projekt "MFTs dlya biznesa"* [Rostov region launched a pilot project "MFC for business"]. Available from: <http://don24.ru/publications/13419>.
9. Budovich Iu.I. (2015) *Diskussiya o predmete ekonomicheskoi teorii v XXI v.: perevod v konstruktivnoe ruslo* [Discussion of the subject matter of economic theory in the XXI century: translation in a constructive direction]. Moscow, pp. 78-79.
10. Konstitutsiya Rossiiskoi Federatsii (prinyata vsenarodnym golosovaniem 12.12.1993) (s uchetom popravok, vnesennykh Zakonami RF o popravkakh k Konstitutsii RF ot 30.12.2008 □ 6-

FKZ, ot 30.12.2008 □ 7-FKZ, ot 05.02.2014 □ 2-FKZ, ot 21.07.2014 □ 11-FKZ) [The Constitution of the Russian Federation (adopted by popular vote 12.12.1993) (as amended, amended Laws of the Russian Federation on amendments to the Constitution of the Russian Federation from 30.12.2008 N 6-FKZ, from 30.12.2008 N 7-FCL from 05.02.2014 No. 2-FKZ, from 21.07.2014 N 11-FKZ)]. Available from: [http://www.consultant.ru/document/cons\\_doc\\_LAW\\_28399](http://www.consultant.ru/document/cons_doc_LAW_28399).

11. Nalogovyi kodeks Rossiiskoi Federatsii (NK RF) [Tax code of the Russian Federation] Available from: [/base.garant.ru/10900200](http://base.garant.ru/10900200).

12. Federal'nyi zakon ot 28 iyunya 2014 g. N 172-FZ "O strategicheskoy planirovaniy v Rossiiskoy Federatsii" [Federal law of June 28, 2014 No. 172-FZ "On strategic planning in the Russian Federation"]. Available from: <https://rg.ru/2014/07/03/strategia-dok.html>.

13. Munitsipal'noe kazennoe uchrezhdenie "Mnogofunktsional'nyi tsentr predostavleniya gosudarstvennykh i munitsipal'nykh uslug goroda Rostova-na-Donu" [Municipal state institution "Multifunctional center providing state and municipal services of the city of Rostov-on-don"]. Available from: [http://www.mfcrnd.ru/about/mfts-dlya-biznesa/index.php?bitrix\\_include\\_areas=Y&clear\\_cache=Y](http://www.mfcrnd.ru/about/mfts-dlya-biznesa/index.php?bitrix_include_areas=Y&clear_cache=Y).

14. Dolova M. *V Kabardino-Balkarii zapustili pilotnyi proekt MFTs dlya biznesa* [In Kabardino-Balkaria launched a pilot project of the IFC for business]. Available from: <http://kavtoday.ru/21715>.

15. Shestakov S. *Tyumenskaya oblast' uchitsya u drugikh regionov i delitsya sobstvennym opytom* [The Tyumen region learn from other regions and share their own experiences]. Available from: <http://news.megatyumen.ru/news/society/176633>.

16. Ukaz Prezidenta RF ot 25.07.2013 n 645 "Ob uprazhnenii Federal'noi sluzhby po finansovym ryнкam, izmenenii i priznanii utrativshimi silu nekotorykh aktov Prezidenta Rossiiskoi Federatsii" [The decree of the President of the Russian Federation dated 25.07.2013 n 645 "On abolishment of the Federal service for financial markets, change and recognition become invalid for some acts of the President of the Russian Federation"]. Available from: [http://www.consultant.ru/document/cons\\_doc\\_law\\_149853/](http://www.consultant.ru/document/cons_doc_law_149853/).

17. Federal'nyi zakon ot 23.07.2013 n 251-FZ "O vnesenii izmenenii v otdel'nye zakonodatel'nye akty Rossiiskoi Federatsii v svyazi s peredachei Tsentral'nomu banku Rossiiskoi Federatsii polnomochii po regulirovaniyu, kontrolyu i nadzoru v sfere finansovykh ryнкov" [The Federal law from 23.07.2013 n 251-FZ "On amendments to certain legislative acts of the Russian Federation in connection with the transfer of the Central Bank of the Russian Federation of powers on regulation, control and supervision in the sphere of financial markets"]. Available from: <http://base.garant.ru/70419190/>.

18. Otvetny TsB RF na voprosy po perekhodu bankovskogo sektora Rossii na MSFO, noyabr' 2004 g., 16 sentyabrya 2005 [The responses of the Central Bank of the Russian Federation on the issues of transition of the Russian banking sector to IFRS, November 2004, 16 September 2005]. Available from: [http://www.cbr.ru/analytics/bux/msfo/qa\\_board.htm](http://www.cbr.ru/analytics/bux/msfo/qa_board.htm).

19. Chuprov A.I. (1918) *Kurs politicheskoy ekonomii* [Course of political economy]. Moscow, 356 p.

20. Nikitskii A.A. (1909) *Osnovy finansovoy nauki i politiki* [Basics of financial science and policy]. Moscow, [XV] 256 p.

21. Epshtein E.M. (1895) *Bumazhnye den'gi v Italii, Avstrii i Severo-Amerikanskikh Soedinennykh shtatakh* [The paper money in Italy, Austria and North American the United States]. Moscow, 168 p.

22. Kapustin M. (1879) *Chteniya o politicheskoy ekonomii i finansakh* [Read on political economy and Finance]. Yaroslavl', 382 p.

23. Khodskii L.V. (1887) *Politicheskaya ekonomiya v svyazi s finansami* [Political economy in connection with Finance]. St. Petersburg, [XVI] 536 p.

24. Tugan-Baranovskii M.I. (1911) *Osnovy politicheskoy ekonomii* [Osnovy of political economy]. St. Petersburg, [IX] 593 p.

25. Mikhalevskii F.I. (1928) *Politicheskaya ekonomiya* [Political economy] : ucheb. posobie, Moscow ; Leningrad, 403 p.

26. Ostrovitianov K.V. et al. (1962) *Politicheskaya ekonomiya* [Political economy]. Moscow, 674 p.

27. Medvedev V.A. et al. (1988) *Politicheskaya ekonomiya [Political economy]* : uchebnik, Moscow, 735 p.
28. Makroekonomika. Teoriya i rossiiskaya praktika [Macroeconomics. Theory and Russian practice] : uchebnik. Ed. A.G. Gryaznova, N.N. Dumnaia, Moscow, 608 p.
29. Pasporta nauchnykh spetsial'nostei: 08.00.01 Ekonomicheskaya teoriya [Passports of scientific specialties: 08.00.01 Economic theory]. Available from: <http://vak.ed.gov.ru/316>.
30. Pasporta nauchnykh spetsial'nostei: 08.00.10. Finansy, denezhnoe obrashchenie i kredit [Passports of scientific specialties: 08.00.10 Finance, money circulation and credit]. Available from: <http://vak.ed.gov.ru/316>.
31. Rossiya v tsifrakh - 2015 g. [Russia by the numbers - 2015]. Available from: [http://www.gks.ru/bgd/regl/b15\\_11/IssWWW.exe/Stg/d01/03-05.htm](http://www.gks.ru/bgd/regl/b15_11/IssWWW.exe/Stg/d01/03-05.htm).

*Received for publication on 02.11.2016*

### **MODERN PARADIGM OF QUALITY OF LIFE OF THE POPULATION OF RUSSIA: THEORETICAL ASPECT**

© 2016 Fakhрутdinova Elena Valerievna  
 Doctor of Economics, Professor, Head of the Department of Human Resource Management  
 Kazan (Volga region) Federal University  
 18, Kremliovskaia str., Kazan, Republic of Tatarstan, 420008, Russia  
 E-mail: efahr@mail.ru

The article examines and critically analyzes the current views of scientists from various fields of science and practitioners in the category of “quality of life”, its elements and evaluation. Evolution of the “quality of life” category considered in conjunction with the development of socio-economic policy in Russia.

*Key words:* quality of life, human capital, social and economic policies.

#### **References**

1. Fakhрутdinova E.V. (2010) *Kachestvo zhizni naseleniya v sisteme socialno-ehkonomicheskikh otnoshenij institucionalnyj podhod* : dis. ... d-ra ehkon. nauk / Kazanskij finansovo-ehkonomicheskikh institut. Kazan, 420 s.
2. Volkova M., Kuzmin V., Latuhina K. (2014) Prezident skazal svoe slovo. Nam predstoit stat obshchestvom umnyh, svobodnyh i otvetstvennyh lyudej. *RG RU* : ehlektr versiya gazety “Rossijskaya gazeta”, 13 noyab. (Federalnyj vypusk 5038 214). Available from: <http://www.rg.ru/2009/11/13/poslanie.html>.
3. Galbraith J.K. (1958) *The Affluent Society*. Boston.
4. Popov S.I. (1977) *Problema kachestva zhizni v sovremennoj ideologicheskoy borbe*. Moscow, s. 143.
5. Sen A. (1985) *Commodities and Capabilities*. Amsterdam, pp. 9-10.
6. Sovremennye koncepcii urovnya kachestva i obraza zhizni (1978) Moscow, s. 94-96.
7. Petrova A.T. (2007) *Teoriya metodologiya sistemno-parametricheskogo issledovaniya kachestva zhizni naseleniya regiona* : avtoref. dis. ... d-ra ehkon. nauk. Novosibirsk, 48 s.
8. Krivososova L.A. (2006) *Kachestvo zhizni naseleniya regiona ocenka sostoyaniya i puti optimizacii sredstvami upravleniya* : avtoref. dis. ... d-ra sociol. nauk. Moscow, 52 s.
9. Magomaev M.M. (2006) *Kachestvo zhizni naseleniya teoriya metodologiya i mekhanizmy* : avtoref. dis. ... d-ra ehkon. nauk. Mahachkala, 48 s.
10. Agapova E.V. (2003) *Uroven i kachestvo zhizni naseleniya* : avtoref. dis. ... kand. ehkon. nauk. Saint-Petersburg, 24 s.
11. Bestuzhev-Lada I.V. (1983) *Kachestvo zhizni Filosofskij ehnciklopedicheskij slovar*. Moscow.

12. Beliakov V.A. (2006) *Kriterii ocenki kachestva zhizni v socialno-territorialnyh obrazovaniyah kvalimetriceskij analiz potrebitelskoj korziny* : avtoref. dis. ... kand. ehkon. nauk. Izhevsk, 24 s.
13. Marks K., Ehngels F. Soch. 2-e izd., t. 19, s. 350.
14. Parhomenko L.V. (2006) *Kachestvo zhizni depressivnogo regiona metodologiya i upravlenie* : avtoref. dis. ... d-ra ehkon. nauk. Tambov, 48 s.
15. Iurkov D.V. (2015) Potrebnosti rynka truda v Rossii v sovremennyh ehkonomicheskikh realiyah. *Sovremennoe iskusstvo ehkonomiki*, 3 (21), s. 22-26.
16. Ahmetshina A.R. (2011) *Regulirovanie ehkonomiko-ehkologicheskikh otnoshenij v ramkah ustojchivogo razvitiya ehkonomicheskoy sistemy* : dis. ... d-ra ehkon. nauk / Kazanskij gosudarstvennyj finansovo-ehkonomicheskij institut. Kazan, 415 s.

*Received for publication on 06.11.2016*

#### **ADAPTATION OF RUSSIAN LABOUR MARKET TO THE NEW NORMALCY**

© 2016 Bychkov Gleb Alexandrovich

© 2016 Ryzhova Asia Sergeevna

© 2016 Migukina Natalia Eduardovna

Kazan (Volga region) Federal University

18, Kremliovskaia str., Kazan, Republic of Tatarstan, 420008, Russia

E-mail: bychkov.gleb@gmail.com

The article deals with the concept of a new normality, and analysis of the basic paradigms of the concept. Built autoregression model to adapt the pace of growth of the economic system to economic shocks, as well as analyzes of the labor market reaction in the context of a new concept of normality.

*Key words*: labour market, growth, new normalcy.

#### **References**

1. Voskoboynikov I.B., Gimpel'son V.E. (2015) Rost proizvoditel'nosti truda, strukturnye sdvigi i neformal'naya zanyatost' v Rossiyskoy ekonomike [Gimpelson Labour productivity growth, structural moves and informal employment in Russian economy]. Moscow. (WP3 "Labour Market Issues" Series). 27 p. Available from: [https://www.hse.ru/data/2015/07/17/1085497876/WP3\\_2015\\_04\\_FFF.pdf](https://www.hse.ru/data/2015/07/17/1085497876/WP3_2015_04_FFF.pdf).
2. Gromyko A.A. (2015) "Novaya normal'nost'" ili novoe "Bol'shoe soglashenie"? ["New normality" or a new "great agreement"] *Sovremennaya Evropa - Modern Europe Publisher*, 2 (62), p. 5-8.
3. Moziyas P.M. (2015) Ehkonomika Kitaya: pogruzhenie v "novuyu normal'nost'" [China's economy: DIVE into a "new normal"]. *Voprosy ehkonomiki - Problems of Economics*, 5, pp. 134-158.

*Received for publication on 31.10.2016*

---

**THE INSTITUTIONAL ISSUES OF HUMAN CAPITAL DEVELOPMENT IN RUSSIA  
AND WAY TO RESOLVE IT**

© 2016 Karova Elena Anatolievna

PhD in Economics, Associate Professor of Department of Economics and Cadaster

International Market Institute

21, G.S. Aksakov str., Samara, 443030, Russia

E-mail: ekarova@bk.ru

The analysis of the institutional restrictions of human capital development in the education is done. Author emphasizes the necessity of change this situation because in the conditions of innovative economy we should develop the human capital in Russia. The concept of educational program in business administration was offered for using by regional institutions. That program ensures consistency and quality of education and helps to improve human capital. It's very helpful for activation of innovative business in Russia.

*Key words:* innovative economy, innovative activity, innovative manager, chief knowledge officer, human capital, knowledge.

Innovative economy is the latest stage of world's developing from a pre-industrial economy (with agrarian sector), to industrial economy (with manufacturing sector), and to post-industrial economy (with knowledge sector). Innovative economics is a economic theory that based on two fundamental tenets: that knowledge has been becoming the main economic resource and that innovative knowledge and human capital are using as productive asset by the innovative firms.

For gain of innovation activity of Russian firms is necessary to dispose of institutional restrictions of human capital development related with issues in education of innovative managers. For this purpose author offers to use the concept of education program for executives and mid-career experienced managers to learn a lot of updated courses including accounting, economics, operations research, organizational behavior, business statistics, financial management, human resource management, marketing management, operations management, business ethics, corporate social responsibility, corporate governance entrepreneurship, international business, management information systems, business law, market research, organizational design, negotiations, international finance, project management, managing non-profits, real estate investing and other. The new program should be not only theoretical but with huge work experience using of case studies and team projects. The release of this program will allow to improve of human capital in regions, to increase of innovative firms activity and to develop Russian innovative economy as a whole.

#### *References*

1. Resolution of Labor Ministry from the 5 of March 2004 □ 34 "Establishment of professional standard for profession "Innovative manager in the R&D and production spheres".
2. Mikhailov A.M. (2016) Evolution and collaboration of production's factors in the process of change of technological ways of production. *Economic Sciences*, 2 (135), p. 19.
3. Mikhailov A.M. (2015) The economic nature of production's factors and income of their owners. *The Economy and Property Management*, 2, p. 40.
4. Mikhailov A.M. (2015) The distribution of factor income in the economy of solidarity. *The Economy and Property Management*, 4, p. 50.
5. Mikhailov A.M. (2013) The economic nature of intellectual capital and its collaboration with the human capital. *Vestnik of Samara State Economics University*, 5 (103), p. 85.
6. Mikhailov A.M. (2013) The realization of institutional and economic interests in the process of innovative economy becoming. *Economic Sciences*, 8 (105), p. 39.
7. Research and Development Expenditure 2014. Available from: [www.uis.unesco.org](http://www.uis.unesco.org).
8. Global Innovative Index 2016 Report. Available from: [www.globalinnovationindex.org](http://www.globalinnovationindex.org).

9. The Human Capital Report 2016. Available from: [www.weforum.org](http://www.weforum.org).
10. World Development Indicators 2014. Available from: [www.data.worldbank.org](http://www.data.worldbank.org).

*Received for publication on 05.11.2016*

## **DEVELOPMENT OF HUMAN CAPITAL AS THE BASIS OF COMPETITIVE ADVANTAGE: THE CHALLENGES FOR RUSSIAN COMPANIES**

© 2016 Pshenichnyi Sergei Pavlovich  
© 2016 Migukina Natalya Eduardovna  
© Fatkhullin Albert Rachitovich  
Kazan (Volga Region) Federal University  
18, Kremlevskaia str., Kazan, Republic of Tatarstan, 420008, Russia  
e-mail: [Sergey\\_Pshenichnyi\\_Kpfu@mail.ru](mailto:Sergey_Pshenichnyi_Kpfu@mail.ru), [migukina@mail.ru](mailto:migukina@mail.ru)

Article is devoted to analysis of the global human capital management trends that are relevant to gain a competitive advantage. Author reveals the problems of human capital development, and suggests approaches to competitive advantages formation in case of Russian economy.

*Key words:* human capital management, competitive advantage, innovation, generational theory, intellectual leadership.

This article provides details on changes in HRM system in modern companies. In the context of existing approaches to the classification of competitive advantages factors, special attention is paid to the phenomenon of intellectual leadership, introduced into circulation by G.Hamel and K.Prahalad.

The publication focuses on the CEO's opinion about the methods of design competitive advantages, such as new models of management, strengthening of team interaction and the creation of synergies. We describe factors that determine the ability of Russian companies to respond in the medium term on challenges, called by the specific of human capital management.

As urgent measures of improving the human capital efficiency in Russian companies, the author highlights elaboration of the state strategy, that make possible development of innovative economy institutions. The core of such institutions is the system of economic relations, allowing to get the agreement of the state, investors, innovators and educational organizations interests. Also, changes in economic thinking of population, conditions for the rapid exchange of knowledge, the Generation Y priorities, that represents the main driving force of the innovation process are important points for HRM development in Russia.

### *References*

1. Seliukov M.V., Shalygina N.P., Savenkova I.V. (2011) Issledovanie podhodov k klassifikatsii konkurentnyh preimushchestv rynochnykh subektov hozyajstvovaniya. *Fundamentalnye issledovaniya*, 8 (chast 2), s. 449-454.
2. Hamel G., Prahalad K. (2014) *Konkuriruya za budushchee Sozdanie rynkov zavtrashnego dnya*. Moskva, s. 93.
3. Frolova M.V., Ishkildina S.A. (2016) *Kriterii ocenki ehffektivnosti upravleniya kross-funktionalnymi komandami. Ehkonomicheskie nauki*, 3 (136), s. 38-41.
4. Shamis E. Teoriya pokolenij ili otkuda berutsya cennosti. *Harvard Business Review Rossiia*. Available from: <http://hbr-russia.ru/biznes-i-obshchestvo/sotsialnaya-otvetstvennost/p11078>.
5. Osnovnye pokazateli innovacionnoj deyatelnosti. Innovacionnaya aktivnost organizacij. Oficialnyj sajt Federalnoj sluzhby gosudarstvennoj statistiki. Available from: [http://www.gks.ru/free\\_doc/new\\_site/business/nauka/innov-n1.xls](http://www.gks.ru/free_doc/new_site/business/nauka/innov-n1.xls).

6. Mihajlov V.N. (2016) Metodicheskie podhody k sozdaniyu regionalnogo centra vzaimodejstviya vlast-biznes-nauka v kontekste modeli trojnoj spirali. *Vestnik universiteta (Gosudarstvennyj universitet upravleniya)*, 10, s. 37-40.

7. Global Human Capital Trends 2016. The new organization: Different by design (2016). Deloitte University Press, p. 4.

8. Fahrutdinova E.V. (2013) Chelovecheskij kapital v Respublike Tatarstan dinamika razvitiya. *Voprosy ehkonomiki i prava*, 6 (104), s. 121-124.

9. Iurkov D.V., Kolesnikova Iu.S. (2015) Ocenka obemov intellektualnoj migracii. *Voprosy ehkonomiki i prava*, 6 (84), s. 66-68.

*Received for publication on 06.11.2016*

## **FEATURES OF THE HEALTH OF THE WORKING POPULATION IN THE RUSSIAN FEDERATION**

© 2016 Valeev Emil Ramilevich

PhD in Economics

© 2016 Kamasheva Anastasiia Vasilievna

Kazan (Volga region) Federal University

18, Kremliovskaia str., Kazan, Republic of Tatarstan, 420008, Russia

E-mail: as112@list.ru

**Annotation.** Changing socio-demographic characteristics of the labor force and sharp enough population aging leads to increased health indicators of the importance of the population, especially in the working age. These trends are of particular concern due to the fact that there was no historical analogies to maintain high rates of economic growth in the conditions of a shrinking population, including the economically active part of it. This article describes the changes in the state of health of the working population over the past 10 years, including a gender perspective.

**Key words:** human capital, health capital, health care, public health, morbidity.

### **References**

1. Demograficheskiy ezhegodnik Rossii - 2014. Available from: [http://www.gks.ru/bgd/regl/B14\\_16/Main.htm](http://www.gks.ru/bgd/regl/B14_16/Main.htm).

2. Fahrutdinova E.V., Iagudin R.H. (2011) Kachestvo zhizni naseleniya i demograficheskaya situaciya: dialektika vzaimodejstviya. *Ehkonomicheskie nauki*, 12 (85), pp. 90.

3. Roschin S.Iu, Zubarevich N.V. (2005) *Gendernoe ravenstvo i rasshirenie prav i vozmozhnostej zhenshchin v Rossii v kontekste celej razvitiya tsysyacheletiya* : doklad, p. 32. Available from: [http://www.undp.ru/Gender\\_MDG\\_rus.pdf](http://www.undp.ru/Gender_MDG_rus.pdf).

4. Kamasheva A.V. (2015) Analiz pokazatelej obshchestvennogo zdorov'ya i faktorov, na nego vliyayushchih. *Kazanskiy ehkonomicheskij vestnik*, 5 (19), p. 18.

5. Muzhchiny i zhenshchiny Rossii - 2014. Available from: [http://www.gks.ru/bgd/regl/b14\\_50/Main.htm](http://www.gks.ru/bgd/regl/b14_50/Main.htm).

6. Iagudin R.H., Iurkov D.V., Rybkin L.I. (2015) Demograficheskie i mediko-socialnye problemy naseleniya starshe trudosposobnogo vozrasta. In: *Formy i metody socialnoj raboty v razlichnyh sferah zhiznedeyatelnosti* : materialy IV Mezhdunarodnoj nauchno-prakticheskoy konferencii, posvyashchennoj 10-letiyu otkrytiya pervogo v Buryatii kabineta mediko-socialnoj pomoshchi v poliklinicheskom zvene / Vostochno-Sibirskij gosudarstvennyj universitet tekhnologii i upravleniya, Ulan-Ude, pp. 389-390.

*Received for publication on 05.11.2016*

---

**IMPROVEMENT OF THE STATE ECONOMIC POLICY OF THE DEVELOPMENT  
OF INTEGRATION ASSOCIATIONS OF THE COUNTRIES  
WITH THE DEVELOPING MARKETS**

© 2016 Bu Tong  
© 2016 Platonova Elena Dmitrievna  
Doctor of Economics, Professor,  
Head of the Chair of the Economic Theory and Management  
Moscow Pedagogical State University  
88, Vernadskogo prospect, Moscow, 119571, Russia  
E-mail: Chair.etm@bk.ru

Relevance of a research is defined by the importance of the determination of the principles and the directions of the improvement of the State economic policy of the development of integration associations for the countries that participate in the Shanghai Cooperation Organisation (SCO) actively. In article the principles of the policy of the development of integration associations of the countries with developing markets are marked out as follows: scientific and conceptual principle, strategical focused principle, value-oriented principle, productive focused, processing principle. The State policy of the development of integration associations includes the following components (blocks): institutional component, tariff and customs, investment and structural component, financial component, social component, communication's component. These components (blocks) are considered by authors as the directions of improvement of the State economic policy of the development of integration associations for the countries with the developing markets. It was determined that the communication's component of the State economic policy of the development of integration associations began to play the integrating role after inclusion the transport's development of the Project of the Economic belt of the Silk Way for all countries in "orbit" of SCO.

*Key words:* globalization, economic integration policy, international economic integration, state economic policy of the development of integration associations, principles of the state economic policy of the development of integration associations, components of the economic policy of the development of integration associations, Shanghai Cooperation Organization.

*Received for publication on 01.11.2016*

---

**ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY**

**KEY FACTORS AND TOOLS OF FORMATION OF REGIONAL ECONOMIC POLICY**

© 2016 Chernenko Dmitri Vitalievich  
North-Caucasus Institute branch of the Russian Federation Presidential Academy  
of National Economy and Public Administration  
5, Dunaevskii str., Piatigorsk, Stavropol Territory, 357502, Russia  
E-mail: dmitry.v.chernenko@yandex.ru

In the present paper attempts to identify the key factors and tools of formation of regional economic policy. It is shown that the role of the federal government is to create a general federal institutional conditions that contribute to the efficient development of the regional market institutions and effective use of financial transfers to address the most acute problems of income inequality.

*Key words:* region, social and economic policies, targeted programs, socio-economic system, sustainable development.

*References*

1. Makhosheva S.A. et al. (2015) Role of e-commerce in economic development of Russian regions. *Journal of Internet Banking and Commerce*, vol. 20, issue S1: 001.

*Received for publication on 05.11.2016*

**CONCEPT OF GREEN ECONOMY: GENESIS AND THE CURRENT STATE**

© 2016 Mateos Aurora

Head of International University Center in Marbele (Spain)  
Saint-Petersburg State University of Economics  
21, Sadovaia str., St. Petersburg, 191023, Russia  
E-mail: natalia.fomina@mail.ru

In article genesis of terms framework of the green economy concept is considered. Development of green economy concept in documents of the various international organisations is shown. The parity and essence of concepts “green economy” and “green growth”, “green economy” and “sustainable development” is defined.

*Key words:* a sustainable development, the ecology, green economy.

*References*

1. UK Research Contract 7/8/131. Sustainable development, resource accounting and project appraisal: state of the art review.
2. Pearce D., Markandya A., Barbier E. (1989) *Blueprint for a Green Economy*. London, p. 9.
3. Barbier E.B. (2012) The green economy post Rio + 20. *Science*, 338, 887-888.
4. UNEP (2008) The Green Economy Initiative. United Nations Environment Programme. Retrieved November, 2016. Available from: <http://web.unep.org/greeneconomy>.
5. UNEP (2011) Towards a green economy: pathways to sustainable development and poverty eradication. Available from: [www.unep.org/greeneconomy](http://www.unep.org/greeneconomy).
6. Declaration on Green Growth Adopted at the Meeting of the Council at Ministerial Level on 25 June 2009. Logo.
7. OECD (2011) Towards green growth. A summary for policy makers May, p. 4.
8. OCDE (2005) Opening markets for environmental goods and services. Парис, p. 2.
9. World Bank (2012) Inclusive Green Growth: the Pathway to Sustainable Development. Washington.
10. World Bank official website. Available from: <http://www.worldbank.org>, in which it is stated: “Promote shared prosperity by fostering the income growth of the bottom 40 % for every country”.
11. Rockström J. et al. (2009) A safe operating space for humanity. *Nature*, 461/7263: 472.
12. It is a reknown scholar who wrote “Green Economy” (1999) *Pluto Press*. London.

*Received for publication on 04.11.2016*

---

**INSTITUTIONAL MECHANISMS TO IMPROVE THE EFFICIENCY  
OF INNOVATION ACTIVITIES OF ENTERPRISES**

© 2016 Karanatova Larisa Gennadievna  
North-West Institute of Management of the Russian Federation Presidential Academy  
of National Economy and Public Administration  
57/43, Vasilievski Island, Sredniy prospect, Saint-Petersburg, 199178, Russia  
© 2016 Leonov Alexander Nikolaevich  
Samara State University of Economics  
141, Sovetskoi Armii str., Samara, 443090, Russia  
E-mail: iwtvtgb@gmail.com

The article analyses the peculiarities of innovative activity in the conditions of development of telecommunication and information technology examines the principles and organizational mechanisms of management of innovative development.

*Key words:* communication, innovation system, mechanism of management.

*Received for publication on 05.11.2016*

**FEATURES OF MANAGEMENT OF IMPLEMENTATION OF INNOVATIVE STRATEGY  
OF THE SMALL OIL COMPANIES IN THE RUSSIAN FEDERATION**

© 2016 Salikhov Irek Faritovich  
PhD in Economics, Associate Professor  
Kazan Research Technological University  
68, K. Marx str., Kazan, Republic of Tatarstan, 420015, Russia  
E-mail: irek777@inbox.ru

The attempt of permission of a problem of insufficient development of methodological base of management of implementation of their innovative strategy of small oil campaigns, urgent for today, is given in article of the author. A research object - the innovative strategy of the small oil companies of the Russian Federation; a subject - process of management of their implementation. Theoretical and methodological value of a research is shown in development of the relevant methodological base in four interconnected groups of elements, and practical in possible increase in efficiency of their functioning.

*Key words:* small oil companies, vertically integrated oil companies, innovative strategy, management, features, strategy implementation, methodology.

Relevance of a research of the question connected with features of management of implementation of innovative strategy of the small oil companies in the Russian Federation is determined by the global changes happening in the financial and raw markets.

The purpose of writing of this article is detection of specifics of the small oil companies and features of management of implementation of their innovative strategy.

The scheme of detection of features of management of implementation of innovative strategy of the small oil companies of the Russian Federation including seven stages united by straight lines and the return communication systems was developed for achievement of an effective objective.

Practical application of the developed scheme allowed to allocate is glad features of management of implementation of innovative strategy of the small oil companies, the most important of which are: use of small and average quantity of elements of methodology of management of implementation of innovative strategy; use of integrated interrelations between elements of methodology of

management of implementation of innovative strategy; use of the centralized or mixed (integrated) block of control of management of implementation of innovative strategy; application of the medium-term or long-term horizon of an element of methodology of management of implementation of innovative strategy; planning of average or high labor costs on forming of an element of methodology of management of implementation of innovative strategy.

Use of the revealed features by the small oil companies of the Russian Federation will allow to modernize process of their strategic planning, significantly having increased effective management of implementation of innovative strategy.

#### **References**

1. Pankov A.N. (2016) Povyshenie kachestva optimizacii proektov neftyanogo kompleksa - prodlenie vremeni ispol'zovaniya nefteproduktov chelovechestvom [Improvement of quality of optimization of projects of an oil complex - prolongation of usage time of oil products by mankind]. *Ekonomicheskie nauki = Economic Sciences*, 6 (139). pp. 77-80.
2. Salihov I.F. (2011) *Realizaciya innovacionnoi strategii malyh neftyanyh kompanii kak faktor povysheniya ih konkurentosposobnosti* [Implementation of innovative strategy of the small oil companies as factor of increase in their competitiveness] : monografiya. Kazan, 223 p.
3. Iusupova E.R. Vliyanie makroekonomicheskikh faktorov na innovacionnyi potencial rossiiskih neftyanyh kompanii [Influence of macroeconomic factors on the innovative capacity of the Russian oil companies]. *Ekonomicheskie nauki = Economic Sciences*, 2 (135). pp. 51-53.
4. Kompania Ernst&Young : analiticheskie materialy. Oficial'nyi sait kompanii Ernst&Young, 2017. Available from: <http://www.ey.com>.

*Received for publication on 06.11.2016*

## **THE METHOD OF OIL AND GAS FIELDS OPERATIONAL EFFICIENCY MANAGEMENT**

© 2016 Diachenko Olga Igorevna  
MsC

Saint-Petersburg State University of Economics  
21, Sadovaia str., St. Petersburg, 191023, Russia  
Project manager in operational efficiency of retail banking  
Sberbank  
19, Vavilov str., Moscow, 117312, Russia  
E-mail: [olga.my@mail.ru](mailto:olga.my@mail.ru)

The approach of oil company operational efficiency management is introduced. It is based on the developed methodology of oil well efficiency analysis, identification of the breakeven level of production and building of the breakeven point prognosis, wells ranging by the efficiency type, forming of recommendations for inefficiently producing wells optimization. The methodology allows improving oil fields operational efficiency owing to improvement of planning and forming of management decisions and yields an additional cost savings due to optimization of inefficient wells.

*Key words:* operational efficiency methods, detailed analysis, cash flow, well exploitation efficiency, breakeven level of production, breakeven point prognosis.

*Received for publication on 05.11.2016*

**FRANCHISING IN THE FOOD INDUSTRY AS A NEW STRATEGY TO SUPPORT SMALL BUSINESS DEVELOPMENT IN RUSSIA**

© 2016 Kazarian Margarita Albertovna  
Doctor of Economics, Associate Professor,  
Head of the Department of national economy

© 2016 Charyeva Maral Edgarovna  
Doctor of Economics  
Russian Academy of National Economy and Public Administration  
under the President of the Russian Federation  
82, Vernadskogo prospect, Moscow, 119571, Russia  
E-mail: OET2004@yandex.ru

This paper presents a positive place of franchising in the catering industry, an effective form of franchising, the participation of small business in the food service, adaptation of the public nutrition in complex modern conditions.

*Key words:* catering, franchising, catering industry, fast food, food service segment, the network of restaurant projects.

**References**

1. Bagiev G.L. (1998) *Marketing management in the system of public catering*. St.-Petersburg, 85 p.
2. Baranovskiy V.A. (2004) *Organization of service at public catering enterprises*. Rostov-na-Donu, 350 p.
3. Basque L.P., Dmitrevski N.P., Il'in A.P. (2005) *Economy catering*. Moscow, 352 p.
4. Vasiukova A.T., Pivovarov V.I., Pivovarov K.V. (2006) *Organization of production and quality control of products in public catering*. Moscow, 296 p.
5. Volkov V.I., Miropolsky, Y.I., Mymrikova G.M. *Restaurant business in Russia. Where to start and how to succeed*. Moscow, 184 p.
6. GOST R 50762-2007 "food. Classification of enterprises".
7. GOST R 50935-2007 "food. Personnel requirements".
8. GOST R 50647-2010 "food. Terms and definitions".
9. GOST R 50691-94 "Model of service quality".
10. GOST R 50763-95 "food. Culinary products sold to the public. General technical conditions".
11. Dusenko S.V. (2010) Service Quality in the hospitality industry. *Service in Russia and abroad*, 4, pp. 15-26.
12. Isaienko A.B., Marinova E.I., Korolev A.B. (2011) *Theory and practice of the study service quality at public catering enterprises* : monograph. Belgorod, 121 p.
13. Rakov A.B. et al. (2002) *Standardization and certification in the field of services: textbook manual*. Ed. A.B. Rakov. Moscow.
14. Erdos J. (2005) *Catering: How to start and successfully run a catering business*. Moscow, 238 p.
15. The Russian market of deliveries of food from 2015. Consumer behavior in a crisis. The fastest growing segments. Key trends and ratings of the leading players - no. 1550709 2015 © RBC, Moscow.
16. Network Russian public catering market 2015. Market development in crisis. The stability of the segments. Development forecasts. Region ranking - No. 1551002,2015 © RBC, Moscow.
17. Russian fast food market (fast-food) 2015 - No. 1550703, 2015 © RBC, Moscow.

*Received for publication on 01.11.2016*

**THE MANAGEMENT OF PROFESSIONAL ADAPTATION OF PERSONNEL  
IN COMPLEX TECHNICAL SYSTEMS PRODUCTION**

© 2016 Kostiushin Evgenii Konstantinovich

PhD in Jurisprudence, Associate Professor of Department of Human Resource Management

© 2016 Mikhailov Fedor Borisovich

PhD in Economics, Associate Professor, Associate Professor of Department  
of Human Resource Management

© 2016 Leukhin Andrei Olegovich

Kazan (Volga region) Federal University

18, Kremliovskaia str., Kazan, Republic of Tatarstan, 420008, Russia

E-mail: kostushin@mail.ru, mifb@rambler.ru, alorien@ya.ru

The introduction of innovations significantly affect the working processes of the production staff. At the same time improving the efficiency of production associated with the increase in the labor intensity of staff, due to the negative effects of socio-economic nature. This is especially urgent problem in adapting personnel. Its solution leads to the problem of optimizing the process of labor personnel in intensity criteria of performance.

*Key words:* staff productivity, labor intensity, adaptation, optimization, efficiency.

***References***

1. Lezhenkina T.I. (2013) *Nauchnaya organizatsiya truda personala* : uchebnik. 2-e izd., pererab. i dop. Moscow, 352 p.
2. Buhalkov M.I. (2013) *Organizatsiya i normirovanie truda* : uchebnik dlya vuzov. 4-e izd., ispr. i dop. Moscow, 380 p.
3. Genkin B.M. (2014) *Organizatsiya, normirovanie i oplata truda na promyshlennyh predpriyatiyah* : uchebnik dlya vuzov. 6-e izd., izm. i dop. Moscow, 416 p.
4. Fahrutdinova E.V. (2009) Dialektika potrebnostej cheloveka. *Ehkonomicheskie nauki*, 8 (57), pp. 43-47.
5. Postaliuk M., Akhmetshina A. (2014) Economic systems sustainable development spatial structures innovatization. *Investment Management and Financial Innovations*, vol. 11, 4, pp. 127-133.

*Received for publication on 30.10.2016*

**INTERNATIONAL EXPERIENCE IN THE DEVELOPMENT AND IMPLEMENTATION  
OF NATIONAL QUALIFICATIONS SYSTEMS**

© 2016 Postovalova Alina Anatolievna

© 2016 Dolmatov Alexander Vladimirovich

National Research University Higher School of Economics

20, Miasnitskaia str., Moscow, 101000, Russia

E-mail: a857320@yandex.ru, dll12@yandex.ru

In this paper we consider the modern approaches to the development and implementation of national qualifications systems in various industrialized countries - the USA, UK and Australia. The author reveals peculiarities of the national qualifications system and identifies the need to study and use of advanced foreign experience in this area.

*Key words:* international experience, professional qualifications, national qualifications system.

---

**References**

1. Ofqual. Available from: <https://www.gov.uk/government/organisations/ofqual>.
2. California Apprenticeship Council (CAC). State of California. Available from: [https://www.dir.ca.gov/das/CAC\\_Overview.html](https://www.dir.ca.gov/das/CAC_Overview.html).
3. NATESE. Available from: <https://www.natese.tvetaustralia.com.au>.
4. COS VR 373 “Installation and repair of various types of roofing”.
5. COS VR 374 “Mixture for bonding and sealing of various types of roofing”.
6. COS VR 375 “Waterproofing of places of contiguity to the roofing elements projecting roof”.

*Received for publication on 04.11.2016*

**THE FORMATION OF THE CREATIVE POTENTIAL OF FUTURE ECONOMISTS,  
ENGINEERS: THE PROBLEM OF REAL COGNITIVE REPRESENTATIONS**

© 2016 Pilipenko Andrei Igorevich  
Doctor of Pedagogical Sciences, Professor,  
Professor of Department of Economic-Mathematical Modeling  
Russian University of Friendship of Peoples  
6, Miklukho-Maklai str., Moscow, 117198, Russia  
E-mail: pilipenko\_ai@pfur.ru, students\_forum@mail.ru

The real problem of cognitive representations, inadequate surrounding reality, starts from school. In the minds of the students spontaneously formed and has not overcome the psychological and cognitive barriers - the basis of future significant difficulty learning in school. For effective realization of creative potential of future specialists teachers high school and University needs to know what barriers hinder the intellectual development of students.

*Key words:* the real cognitive representation of students, the theory of psycho-cognitive barriers (PPB), new types of PPB in the school educational environment, PPB monologic of thinking.

*Received for publication on 05.11.2016*

---

**FINANCE, MONEY CIRCULATION AND CREDIT**

---

**A STUDY OF THE RELATIONSHIP AND CHARACTERISTICS OF THE CONCEPTS  
OF “FINANCIAL SECURITY” AND “FINANCIAL RISK”**

© 2016 Manuilenko Viktoria Valerievna  
Doctor of Economics, Associate Professor,  
Professor of the Department of Finance and Credit  
North-Caucasian Federal University  
2, Kulakov avenue, Stavropol, 355029, Russia  
E-mail: vika-mv@mail.ru

The result of the theoretical research is the identification of the author of the signs of financial risks in the system of “financial security” organizations, which include: the availability of the results when any threat in the form of financial losses; the decrease in negative financial impact

due to the implementation of financial instruments (insurance, hedging, limitation, etc.); the result of the implementation of risk - losses profits.

*Key words:* the financial security system, financial risk, threat, external factors, risk events.

In modern conditions the concept of “financial security” and “financial risk” are interrelated. Financial security of the organization provided in the conditions of transformation of the external environment, creating the emergence of a risk situation, and a number of financial risks. Ensuring the financial security of the organization is focused on managing total financial risk for the neutralization and (or) minimize the negative consequences of their implementation. The basis for building strategies to ensure the financial security of the organization - classification of financial risk types, based on identifying the generating source. All of the above testifies to the topicality and timeliness of the studies. The work established that financial risk in the system “financial security” is one of the most complicated categories, with key characteristics as an economic form of manifestation, the probability of realization of risk expected unfavorable consequences, variability level, the objective uncertainty of the external environment etc. In the system of “financial security” “financial risk” is interpreted by the author as risk probability, risk event, risk activities. The result of the theoretical research is the identification of the author of the signs of financial risks in the system of “financial security” organizations, which include: the availability of the results when any threat in the form of financial losses; the decrease in negative financial impact due to the implementation of financial instruments (insurance, hedging, limitation, etc.); the result of the implementation of risk - losses profits.

The aim of the study was to examine the relationship and describe the concept of “financial security” “financial risk” of the organization.

Theoretical and methodological basis of research: works of Russian and foreign scientists. Methodological basis of research: logical, situation scientific approaches to the study of the concepts of “financial security” “financial risk” of the organization.

The theoretical significance of the study lies in the classification of views of Russian and foreign authors to the definition of “financial security”, “financial risk” of the organization, the view of the author’s position on this issue. A separate theoretical theses of the research it is advisable to use as teaching material for the courses “Financial management”, “Financial security”, etc.

### **References**

1. Kleiner G.B. (2010) *Razvitie teorii ekonomicheskikh sistem i ee primeneniye v korporativnom i strategicheskoy upravlenii* [The development of the theory of economic systems and its application in corporate and strategic management]. Preprint # WP/2010/269. Moscow, 59 p.
2. Ozhegov S.I. (2012) *Tolkovyy slovar' russkogo yazyka: Ok. 100 000 slov, terminov i frazeologicheskikh vyrazhenii* [Explanatory dictionary of the Russian language: OK. 100 000 words, terms and phraseological expressions] / pod red. prof. L.I. Skvortsova. 28-e izd., pererab. Moscow, 1376 p.
3. Smit A. (1962) *Issledovaniye o prirode i prichinakh bogatstva narodov* [An inquiry into the nature and causes of the wealth of Nations]. Moscow, 688 p.
4. Blank I.A. (2014) *Upravleniye finansovymi riskami* [Financial risk management]. Moscow, 598 p.
5. Balabanov I.T. (2012) *Osnovy finansovogo menedzhmenta : ucheb. posobie* [Fundamentals of financial management: studies. allowance]. Moscow, 528 p.
6. Lobanov A.A., Chugunov A.V. (2014) *Entsiklopediya finansovogo risk-menedzhmenta* [Encyclopedia risk management financial]. Moscow, 877 p.
7. Serdyukova E.D. (2008) *Metodika upravleniya finansovymi riskami* [Methods of financial risk management]. *General'nyi direktor*, 7, pp. 25-27.

*Received for publication on 06.11.2016*

---

**ASSESSMENT OF FINANCIAL SECURITY OF THE CORPORATION ON THE BASIS  
OF THE IMPLEMENTATION OF INTERNATIONAL METHODS OF ANALYSIS  
OF PROBABILITY OF BANKRUPTCY**

© 2016 Manuilenko Victoria Valerievna  
Doctor of Economics, Associate Professor,  
Professor of the Department of Finance and Credit  
North-Caucasian Federal University  
2, Kulakov avenue, Stavropol, 355029, Russia  
E-mail: vika-mv@mail.ru

The purpose of the study is to assess the financial security of the new Corporation - LLC based on the implementation of international methods of analysis of probability of bankruptcy, which will serve as the basis for the development of alternative ways of management of financial security in the system of financial risk management.

*Key words:* financial security, the risk model of bankruptcy, financial risk management.

In modern conditions the acquisition of a majority of the organizations corporate status is important to the process of management and assessment of financial security of international methods of analysis of the probability of risk of bankruptcy. Practical studies confirm that various international model analysis of the likelihood of bankruptcy, with mixed results. International testing models for analysis of probability of bankruptcy was implemented on the example of limited liability company (LLC) HVAC Region - a stable, growing, building and trading organizations specializing in the field of engineering systems of buildings.

Thus, the new Corporation, LLC "OVK Region" model. E. Altman is located in the zone of uncertainty, the probability of bankruptcy is high enough, the LLC can go bankrupt and continue to operate; on the model of John. The fulmer - the probability of bankruptcy is inevitable; on the model of J. Conan, M. Golder - the probability of bankruptcy ranges from 90 % to 100 %, according to the model R. Taffler, Tiso - bankruptcy is more than likely to a significant extent. Another result reflects the model R. Fox - the solvency of an organization is high, but with a slight downward trend. All of the above substantiates the need to minimize the risk of bankruptcy in the system of financial security company.

The purpose of the study is to assess the financial security of the new Corporation - LLC based on the implementation of international methods of analysis of probability of bankruptcy, which will serve as the basis for the development of alternative ways of management of financial security in the system of financial risk management.

Theoretical and methodological basis of the research: the works of foreign scientists: E. Altman, John. Of Fulmer, J. Conan, M. Golder, R. Taffler, Tiso, R. Fox. Methodological basis of research: logical, situation scientific approaches to the study of international models of the probability of bankruptcy analysis.

The theoretical significance of the research lies in the study of international methods of analysis of bankruptcy probability in the system of financial security of the Corporation.

A separate theoretical theses of the research it is advisable to use as teaching material for the courses "Financial management", "Financial security" "Financial analysis" and in the financial management system of Russian corporations etc.

#### ***References***

1. Lobanov A.A., Chugunov A.V. (2014) *Entsiklopediya finansovogo risk-menedzhmenta* [Encyclopedia risk management financial]. Moscow, 2014.

*Received for publication on 03.11.2016*