

Scientific and Information Journal

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ECONOMIC THEORY

**EXPERIENCE IN THE FIELD OF THE FORMATION OF THE INTEGRATION
INSTITUTIONS AND ITS VALUE FOR THE DEVELOPMENT OF NEW MEGAREGIONS
IN THE GLOBAL ECONOMIC SPACE**

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The formation and subsequent development of the integration institutions has to be indicated as a regularity of the globalization of the world economy. The countries entering into the regional integration groups form the megaregion. The European megaregion has accumulated the considerable experience in the field of the formation of the integration institutions. That experience should be theoretically generalized and practically used in the process of the development of such relatively new megaregion in the global economic space, as the Shanghai Cooperation Organization.

Key words: institutional economy, integration institutions, economic integration, megaregions, globalization, Shanghai Cooperation Organization, European Union.

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INTELLECTUALIZATION PROBLEM IN ECONOMY

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This article discusses the intellectualization of economy, several various aspects of an intellectualization, the intellectual and innovative capital, income gained from use of these factors and also the features of intellectualization of the Russian human capital.

The modern richness of the state everything more is defined by the level of intellectual development of the nation. The Russian State, investing in the intellectual capital and supporting policy of reproduction of qualified personnel, increasing professionalism, competence and creative approach to business, will be able to support at the same time the high level of intellectual work and to develop national economy.

Key words: intellectualization, innovation, intellectual capital, innovative capital, rent, human capital.

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ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY

STRATEGY OF COMPETITION IN THE RETAIL PETROLEUM PRODUCTS

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The theoretical bases of research retail petroleum market. The analysis of the main types of competition on the motor fuel market. The theoretical model of competition on sales volumes of gasoline and diesel fuel market.

Key words: retail, petroleum products, competition, gas stations, oil companies, sales concentration, the demand curve.

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SHAREHOLDERS IN CRISIS MANAGEMENT: COMMUNICATIVE MODEL OF "THREE STITCHES"

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This article proves expediency of combination of crisis communications and crisis management's instruments and principals for efficient activity of the companies. It describes three main elements of the "Three Stitches" model: "Three Steps", "Three Vectors", "Three Acts". As a result, this model shows existence of mutual relationships between crisis communications and crisis management and as a result built integrated system with three multidirectional relative vectors (preventive, crisis, post crisis) and with three methods of efficient crisis communication's estimate, that encourage strategic long-term activity of a company.

Key words: crisis communications, crisis management, shareholders, communicative model of 'Three Stitches'.

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ASSESSMENT OF THE IMPACT OF INVESTMENTS IN INFRASTRUCTURE ASSETS IN INDUSTRIAL GROWTH

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The fact of the positive impact of infrastructure on productivity and economic growth in recent years has received increased attention. In the article the most famous works in this area over the last 20 years are systematized, the author's approach to the valuation of infrastructure assets for inclusion in the production function is suggested. The impact of investments in infrastructure capital on output is estimated. It is established that public investment in infrastructure can be seen as a macroeconomic tool of industrial growth. Calculated that if we are talking about a target of GDP growth at 4 % per year in Russia, the increase in investment in infrastructure should be 21,05 % per year, growth of investments and fixed assets of 6.78 %, increased investment in human capital of 12,12 % per year.

Key words: investment, infrastructure, industrial growth, vector autoregression, production function.

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FACTORS OF COMPETITIVENESS OF RUSSIAN LOW-TECH INDUSTRY: ENTREPRENEURSHIP AND INNOVATIONS

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The authors of this publication defined the return of the research focus of the industrial economy to a low-tech sector. The dynamism and efficiency of Russian low-tech industry makes it possible to see in it one of the key factors of the sustainability and competitiveness of the national economy. In this context, the authors investigated and formulated the factors determining the sector's effectiveness in the medium term - entrepreneurship and innovation.

Key words: low-tech industry, innovations, entrepreneurship, industrial economics.

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THE ENTERPRISES INDUSTRIAL DEVICE IN MODERN CONDITIONS

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In article questions of formation and an estimation of the industrial machinery of an industrial enterprises in modern conditions are considered. The essence and elements of the industrial machinery of the enterprise are analysed. Necessity of an account of the enterprises intellectual capital within the limits of a cost estimation of the industrial machinery is proved.

Key words: the industrial machinery, the basic production assets, the intellectual capital, capacity.

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PROJECT FINANCING WITH THE “STATE HAND” IN AVIATION INFRASTRUCTURE

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In case of insufficient revenue base to Finance the implementation of powers of state authorities, as well as the need to improve the efficiency of government expenditure, there is a need in the non-state sources of funding and use management experience of business structures in the development of transport infrastructure in the country. One solution to this problem can be public-private partnership (PPP).

This article deals with the main factor of the attractiveness of PPPs to the state directly related to the goals and objectives of the state development of infrastructure and various sectors of the

economy (transport, energy), as well as social stability and the satisfaction of citizens' needs (social, communal sphere). To effectively address these challenges, the PPP state is advisable to attract expertise, experience and funds of investors.

Key words: transport infrastructure, public-private partnership, investment project, airport holding, private investor, payback period, net present value.

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CONCEPTUAL BASES FOR FORMING THE MECHANISM OF INVESTMENT ATTRACTIVENESS OF REGIONAL SOCIAL AND ECONOMIC SYSTEMS

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The article considers the organizational and economic mechanism for increasing the investment attractiveness of the region, which represents the system of investment design and implementation of investment projects based on the complex development of the regional economy, including not only the identification of the investment potential of the region, but also the establishment of sources of capital investments.

Key words: region, investments, social and economic system, investment risks, investment potential.

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**COMPONENTS OF THE SYSTEM OF STRATEGIC MANAGEMENT
OF TERRITORIAL MIGRATION**

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The article identifies the key components of the strategic management system of territorial migration. The author reveals the limitations and contradictions of the management strategy as a model scenario development. An author proposes mechanism of intertemporal decomposition strategy objectives, their actualization and harmonization as an essential element of the model of strategic management of migration processes.

Key words: development strategy, territorial migration, strategic management, territorial planning.

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**INFORMATION TECHNOLOGIES IN RUSSIAN MEDICINE: PROSPECTS
AND OPPORTUNITIES**

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"Digital medicine" is aimed to provide affordable medical assistance at point of apply and in-line with the requirements of timeliness, personalization, preventiveness, effectiveness and safety. Unprepared market players, outdated infrastructure, specific development of Russian healthcare system can be a serious barrier for information technology progress. It is necessary to develop a legislation base for protection of property rights for personal medical data for regulation of relations between the players. Implementation of information technologies in healthcare organizations represents a new millennium in medicine. That is why to pass the law for medical intelligence is very important and right in time. Medical intelligence allows to increase efficiency, quality and availability of medical assistance and decrease a number of medical mistakes.

Key words: digital medicine, information technology in medicine, mobile medicine, medical intelligence, personalized medicine, ecosystem of digital medicine, personnel medical data.

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**THE STRATEGIC PRIORITIES OF FORMATION
OF COMPETITIVE ADVANTAGES OF A SPORTS CLUB**

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The article reveals the content of the strategic aspects influencing formation of competitive advantages. They, according to the author, should lie in the basis of marketing. sport and health club.

Key words: sports facilities, health clubs, relaxation, marketing macro and microenvironment, the specialization of the species and client, branding, cross-marketing.

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FINANCE, MONEY CIRCULATION AND CREDIT

**NETWORK ORGANIZATION OF R&D PROCESSES IN MANUFACTURING:
INNOVATIVE ENTREPRENEURSHIP**

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In this publication, the authors consider the problems of institutional transformation of the sector of research and development of industry. Within the framework of the discussion, the authors singled out a promising institutional structure for the subjects of the R & D process. On the basis of experimental data, the authors developed a matrix of functions of subjects by their belonging to R & D stages.

Key words: innovation, R&D, management, industry, entrepreneurship.

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BOOK KEEPING, STATISTICS

THE FEDERAL TARGET PROGRAM "DEVELOPMENT OF HEALTH OF THE RUSSIAN FEDERATION" - THE SYSTEM OF STATE SUPPORT OF PRODUCERS OF THE SCOPE OF HEALTH CARE SERVICES

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The article analyzes the state of the Federal target program "Development of healthcare of the Russian Federation". The study is relevant because the implementation of target programs in the field of healthcare is one of the forms of state support of producers of health services. The paper presents an illustration of the mechanism of implementation of the state target program "Development of healthcare of the Russian Federation". Summarizes the results of achievement of target indicators

of the state program “Development of healthcare of the Russian Federation” at the end of 2016.

Key words: health, service, healthcare; government support, government regulation, producers of services of health sector targets.

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WORLD ECONOMY

GEO-ECONOMIC COMPETITION OF LEADING COUNTRIES IN CENTRAL ASIA

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Central Asia is an important part of the large Eurasian space, active geopolitical and geo-economic competition is developing. The article is about the reasons for increasing competition in Central Asia.

Key words: Central Asia, EU, EEU, SREB, CIS, SCO, Eurasian integration, the Silk Road.

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