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ECONOMIC THEORY

PROJECTS OF PUBLIC AND PRIVATE PARTNERS

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The article deals with the forms and mechanisms of realization the projects based on the public-private partnership. The category PPP is considered taking into account project approach. The domestic and foreign experience PPP projects are analyzed. The main prerequisites, stimulating the development of PPP projects in the Russian economy, are identified.

Key words: public-private partnerships, the public partner, the private partner, project approach.

Public-private partnership (PPP) is an integral part of the modern economy, allowing increasing the quality of the public goods provided by the state, without resorting to the growth of the tax burden. World practice demonstrates that recently the instruments PPP are increasingly used for the development and implementation of advanced technologies, strengthening the positions of national business, its promotion to the world market, creating a positive image of the country as a whole. Analysis of contemporary tendencies of development of PPP suggests that this interaction occurs mainly on the basis of program-oriented approach, a qualitatively new model, which allows a higher degree of cooperation of public and private entities in the new economy.

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**HISTORICAL BACKGROUND IN ECONOMIC SCIENCE
OF THE EARLY NINETEENTH CENTURY “LAW OF MARKETS SAY”**

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The article examines the diverse theoretical and methodological aspects emerged in the early nineteenth century so-called “law of markets say”. The conclusion that until the occurrence of 30-ies of XX century theories of state regulation of economy seesky “law” has had a significant impact on the fate of the evolution of economic science. Special attention in the article is the inheritance

Key words: history of economic doctrines; “the law of the markets say”; the liberal economic policy; classical political economy; principles of laissez faire; postmanufacture period; the concept of “effective demand”; macroeconomic equilibrium; crisis-free development of the economy; government intervention in economic life.

STRUCTURE OF THE INTENGIBLE CAPITAL

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In article the structure of the intengible capital is considered. The considerable share of the intengible capital is connected with the person as that and can be considered as the capital human which in turn also has the difficult structure including the intellectual, social, organizational, client, reputation capital. We allocate separate category of the intengible capital - not identified capital including various synergetic effects of interaction, etc. the structure of the non-material capital is considered. The considerable share of the non-material capital is connected with the person as that and can be considered as the capital human which in turn also has the difficult structure including the intellectual, social, organizational, client, reputation capital. We allocate separate category of the intengible capital - not identified capital including various synergetic effects of interaction, etc.

Key words: the intengible capital, intengible property, the social capital, not identified capital.

The intangible capital becomes the main factor of formation and development of innovative economy and economy of knowledge, as following highest stage of development. Now Russia takes the general 35th place in the world on the level of innovative opportunities, and on an index of scientists and engineers Russia takes the 9th place. According to the estimates of R. I. Kapelyushnikov, from 2002 for 2010 the gross volume of the Russian human capital measured in US dollars on PPS grew from 12 trillion dollars to 38 trillion dollars. Thus, Russia possesses rich potential in formation and commercialization of the intangible capital. However, the category the intangible capital the extremely extensive also demands structurization. Usually understand a

resource which is used for receiving profit, additional material benefits as the capital. Initially allocated the financial and production capital, began to consider as the capital intangible resources, such as knowledge, intelligence, health, etc. later. Thus, we can consider the capital having immaterial essence as object of intangible property. However, it is necessary to consider that the category the capital will be already, than category object of intangible property. In compliance with our approach to intangible property, the relations of property can develop round objects which can bring in the income potentially, but during the concrete period of time them don't bring, as for the capital, in compliance with the settled terminology it is capable to bring in the income now. Thus, we considered structure of the intangible capital. The considerable share of the intangible capital is connected with the person as that and can be considered as the capital human which in turn also has the difficult structure including the intellectual, social, organizational, client, reputation capital. We allocate separate category of the intangible capital - not identified capital including various synergetic effects of interaction, etc. However the category the intangible capital is more extensive, than human as includes also information capital not always connected with the person. In article the ratio between categories the intangible capital and objects of intangible property is carried out and the intrinsic distinction consisting in opportunity to make profit is marked out. Studying of the intangible capital, in our opinion, has to be carried out with application of methods of the analysis and the synthesis, taking into account specifics making it elements, however the uniform campaign to determination of volumes of categories in it entering is necessary.

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**PROGRAMS TO IMPROVE LABOUR MOBILITY IN THE REPUBLIC
OF TATARSTAN**

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Programs of increase of labor mobility in the Republic of Tatarstan are considered by authors on the example of activity of Ministry of Health of the Republic of Tatarstan. Except questions of migration, authors consider problems of fixing of highly qualified personnel in the territory of the region. On the basis of the analysis of similar programs in the world recommendations about increase of efficiency of migration policy of the region are made.

Key words: migration, intellectual migration, labor mobility, highly qualified specialists, labor market.

In modern operating conditions of economy migratory processes are of great importance for development of the region. Special value has attraction to the region of highly qualified specialists, mainly young. It is difficult to overestimate a migration role in the competition for highly qualified specialists in labor market. This problem is actual not only for Russia or its regions, but also for all world community.

Programs of increase of labor mobility in the Republic of Tatarstan are considered by authors on the example of activity of Ministry of Health of the Republic of Tatarstan. Except questions of migration, authors consider problems of fixing of highly qualified personnel in the territory of the region. On the basis of the analysis of similar programs in the world recommendations about increase of efficiency of migration policy of the region are made.

Need of development and implementation of programs of labor mobility and programs of intellectual migration of highly qualified specialists is caused developed in branches of a national economy of Russia requirements and disproportions of labor market of Russia. On positive experience of the Republic of Tatarstan we see that a priority have to become: migration policy of attraction on temporary and even for a constant basis of highly qualified personnel to regions of Russia on the basis of the selective policy giving privileges of migration highly skilled, it is desirable young, to experts; policy of fixing of highly qualified personnel in the territory of the region.

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THE INSTITUTIONALIZING OF EFFECTIVE MECHANISMS IN THE STATE, BUSINESS AND SOCIETY INTERACTION

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Key problems of effective institutes formation in the field of state, business and society interaction are considered in the article. The special attention is paid to the criteria of effectivity of the existing institutes. The reasons of low efficiency of the available economic institutes and the possible directions of their improvement are described.

Key words: coordination of interests, institutional efficiency, transformation of institutes.

In this work, the experience of building the effective institutes that compose interaction process of the state, business and society, are analyzed. We describe the interrelation of the "institutional efficiency" with economic, organizational and social efficiency. We define criteria of "effective institute". Institutional efficiency can be estimated as set of the sizes reflecting socially economic development.

We can call "effective" such institute, where the ratio of the specified parameters is more than unit on each component. The institute has an "organizational efficiency" if the existence mechanisms of interaction make lower transaction expenses. We consider economic efficiency as the relation of the gained factorial income to the level of expenses of resources. Social efficiency, in our opinion, reflects compliance of results of activity of institute to the basic social needs and the purposes of society and to interests of the each person. If at least one of conditions is not performance, society receives "pseudo-institute", or does not receive it at all.

We conclude that increasing of efficiency in the state, business and society interaction process requires creation of the conditions connected with an institutional Y-matrix.

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THE JUSTIFICATION OF THE BASIC TRENDS OF INNOVATION ORGANIZATION ACTIVITIES

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The main task of the modern social-economic country development is the innovation way, maximum used a new high technologies. Innovation development of organization is possible just on based innovation process activities, implementation actual technologies, science intensive industries, appropriate like a world level. The basic tasks desicion impossible without promotion innovation industry like by industry and state.

Key words: innovation, innovation activities, commercialization.

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**THE IMPERATIVES OF THE MODERN WORLD MARKET
OF HOTEL SERVICES**

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In research we considered and proved the imperatives of development of the modern world market of hotel services in the context of its transnationalization. Justification of fundamental problems of development of the world market of hotel services defined logic of research of modern trends of development, allowed to prove that development of the world hotel market has acyclic character of the main trends in comparison with economic tendencies in development of world economy.

Key words: world market of hotel services, transnationalization, international tourism.

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ECONOMY AND MANAGEMENT

**THEORETICAL BASES OF EFFICIENT CONTROL
OF THE INNOVATION ECONOMY**

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A system of intellectual property relations mediates the transformation of intellectual property in innovation. Grade of development of the “new economy” or “knowledge economy” depends on the level of maturity of relations on the protection and use of intellectual property.

Key words: innovation, innovative economy, intellectual capital.

**THE MECHANISM OF PRODUCT INNOVATION: THE CHALLENGES
OF DESIGNING AND IMPLEMENTING**

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The article is devoted to financial mechanism of innovative product. The main objective of the article is to analyse the problems of financial mechanism formation and realization in the context of innovative product. In the article the innovative process phases and relevant costs are determined in their causative-consecutive interconnection.

Key words: innovative product, financial mechanism, elements of financial mechanism, investment risk, innovative process phases, capital structure.

For the purpose of innovative product financing activity has some unique features, such as high uncertainty about the commercial results of innovation, a sure difficulty in forecasting financial performance, significant costs of research and development, an absence of recognized financial schemes, risks of changing capital markets' environment, etc. In such circumstances project financing or debt finance are viewed as quite unobtainable for most companies.

The key idea of the article is that the standard approach in financing innovative activity seems to be meaningless in many cases. Consequently a revised technique should be established in understanding how the financing of innovative has to be conducted within the organization. The crucial issue facing the companies seeking expertise in launching innovative activity is which type of finance should be used: debt or equity. There is a hypothesis in the article that equity is preferable for the companies with high financial performance and diversified product portfolio since company's shareholders have some certain expectations about the investment returns. Thus innovative i.e. high-risk projects will be rejected and future innovative breakthrough could not be achieved. Taking into account all above-mentioned combined or syndicated finance seems to be an answer. In our opinion accumulation mechanism should be revised as well, since production risk of the innovative product is supplemented by investment risk or risk of losing some alternative

profit if financial need and finance raised are mismatched in time and volume. Investment payback is achieved through integrating standard management accounting with risk management techniques. As for investment control of financing innovative product it appears to be the most static but intense consideration should be paid. In this area variance analysis could be useful, transparent control system should be established and accepted within the organization.

SPACE TECHNOLOGY ENTERPRISE COMPETITIVE COOPERATION STRATEGY BASED ON STUFF QUALIFICATION

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The paper deals with competitive strategy choice based on stuff qualification between two space-market participants by profit maximization criterion; parametric quantities in the point of equilibrium which ensures stability, effectiveness and profitability of space technology are determined.

Key words: model of competition strategy choice, product reliability level, industrial and market equilibrium quantities.

AHEAD OF COMPETITIVENESS: ESSENCE, OBJECTIVES, CONDITIONS OF FORMATION

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This article describes the features of competitive strategies; implemented by industry. We study the essence of the concept of competitiveness. The content of the precautionary approach to the formation of the company's competitiveness. It is proposed to use the concept of “anticipatory” competitiveness, describes the mechanisms of its application in the strategic management of industrial enterprises.

Key words: industrial enterprise, preventive approach, anticipatory competitiveness.

**LOGISTICS ASSETS AND MANAGEMENT AS NON-EQUILIBRIUM
DETERMINANTS OF DEVELOPMENT CONSUMER MARKET**

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The author provides a brief periodization of modern logistics development and its role in the logistic system domestic market. Paying attention to the transformation of the latter, the development of a multi-format multi-channel marketing author proves the increasing role and importance of logistics management as a factor in the further institutional growth of progressive formats movement of goods in the consumer market. This allows him to empirically accurately and convincingly articulate and show a qualitative change in the development of the domestic logistics of its extensive growth to the technological transformation of the modern market merchandise management practices.

Key words: logistics, retail, logistics assets, logistics management, multi-channel marketing, multi-marketing, outsourcing.

The article presents empirical support changing the importance and role of logistics tangible assets and management technologies in the development of logistics as a component of the logistic system consumer market of the country. Stressing the importance of technological growth distribution, expansion of network forms of organization of the retail business in the consumer market, create demand for quality warehousing services, the author shows that the active phase of extensive development of the logistics market is complete.

Organizational renewal formats communication access to the consumer, the emergence of new distribution channels requires a more serious and profound improvement of logistics, which is transformed into a strongly competitive factor in the growth of FMCG-segment.

All this allows the author to empirically accurately and convincingly articulate and show a qualitative change in the development of the domestic logistics of its extensive growth to the technological transformation of the modern market merchandise management practices.

**THE MECHANISM FOR CUSTOMER FEEDBACK
IN THE SERVICES SECTOR**

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The article describes the system model feedback with customers when providing services, the necessity of which is caused by the establishment of loyalty to the company.

Key words: service, loyalty, feedback, data acquisition system, a universal system at the firm.

Successful long-term nature of the activity on the market of any company depends on many factors, but one of the most important is customer loyalty. To maintain the loyalty

requires continuous collection system the reaction of consumers and customers in order to quickly respond. The article considers the feedback system of the firm IDK representing itself in the market of medical services. Based on the evaluation of the system of relationships with clients has its multistage nature, complicating the process of managerial decision-making, reducing the effectiveness of the marketing activities for the firm. The proposed activities for the improvement of the system of customer feedback, with the primary aim of maintaining customer loyalty.

METHODICAL SUPPORT OF THE IMPLEMENTATION OF STRATEGIC PLANNING AT THE ENTERPRISE

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The article about the need for methodological support strategic planning company.

Key words: mechanism of strategic planning at the enterprise, methodical support of strategic planning and infrastructure support.

The mechanism of strategic planning is a complex subsystems consisting of institutional (principles, legal framework of strategic planning), information (databases and databanks on the state of the external and internal environment, system support strategic decision-making), methodological (methods, models, techniques) of process (the functions of strategic planning and planning procedures), organizational (organizational structure and strategic planning orgsubkultura) ensuring the development of strategies and their rationale in the strategic plans of the enterprise.

Articles subsystem of the mechanism of strategic planning includes: methods, models, techniques for use in strategic planning which, in our opinion must be appropriate methodological support.

The necessity of infrastructure support and its full integration with the subsystems of the mechanism of strategic planning.

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**METHODOLOGICAL BASIS OF RESEARCHES OF MECHANISM
OF ENSURING STABILITY OF SOCIAL
AND ECONOMIC DEVELOPMENT OF TERRITORIES**

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The characteristic of methodological basis of sustainable social and economic development of the region on the basis of synthesis of provisions of the theory of spatial economy, the theory of evolutionary economy, resource approach and the institutional economic theory is given. It is shown that the instrument of realization of policy of transformation is creation of the mechanism of management of a sustainable development of the region taking into account opportunities and restrictions from its social and economic potential.

Key words: region, methodology, mechanism of management of a sustainable development of the territory, social and economic potential

Problems of stability of regional development are investigated by the author from positions of scientific justification of sources and factors of long-term social and economic development of territories. Proceeding from the aforesaid, the sustainable development of the region should be considered as process of the purposeful movement of regional social and economic system from there is nobody an initial state to perspective, characterized by higher quality of life of the population and level of social and economic capacity of the region.

The presented research approach allows to characterize the content of process of sustainable social and economic development of the region on the basis of synthesis of provisions of the theory of spatial economy, the theory of evolutionary economy, resource approach and the institutional economic theory:

- social and economic development happens in the conditions of the instability affecting all spheres of activity of the person;
- search and justification of ways and mechanisms of a sustainable development in unstable conditions are occupied scientists - representatives of all leading modern schools of economic thought;
- the problem of ensuring stability of development gains the expressed spatial character;
- as a source of growth of regional economy the capacity of the region, ability of bodies of regional government to develop the capacity of the territory and effectively to involve it in regional social and economic processes acts provides conditions for sustainable long-term development of the territory;
- interaction of economy as scientific discipline (economic theory) and economy as spheres of administrative activity (economic policy) takes place.

Within the specified four paradigms of the modern economic theory various directions of economic policy among which now the following is the most demanded are formed: the policy of modernization, the politician of reindustrialization, the politician of transformation, border between which are very conditional.

The practical importance of approach consists that it creates a basis for justification of priorities of regional economic policy of transformation by improvement of the mechanism of management of a sustainable development of the region taking into account opportunities and restrictions from its potential.

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INVESTMENT STRATEGIES OF DEVELOPERS IN THE ECONOMIC CRISIS (FOR EXAMPLE ST. PETERSBURG)

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The article analyzes the development strategy of building companies of St. Petersburg during the crisis, the volume of foreign investment in St. Petersburg and separately in the construction industry in our region. The problems of construction companies, dealing with the problems of public execution of contracts concluded prior to the devaluation of the national currency. Are examples of current practice in St. Petersburg plants brands, also in crisis. Perspective directions of development of regional economic zones of the city, marked in the "Draft of the investment strategy of St. Petersburg until 2030." to optimize the investment process. The methods of adaptation of building companies to changing market conditions.

Key words: management; investments; the construction industry; the investment climate; innovation; crisis.

THE ANALYSIS OF TELECOMMUNICATION SERVICES IN THE CONTEXT OF THE MAIN SERVICE CHARACTERISTICS

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Telecommunications play the increasing role already not so much in the course of satisfaction of an information need, and it is rather in social and economic development of society that significantly expands their concept. They became an integral part of social infrastructure, both their development and quality has direct impact on the population life quality. In

article the points of view of various economists on the concept “service” are considered, the role of services in modern economy is analysed, their classification is given. The concept “telecommunication services” from the point of view of their social orientation is formulated.

Key words: services, classification of services, role of telecommunications, telecommunications in economy.

Now formation and development of new global economy, information post-industrial society isn't least interfaced to essential increase of services sector role and noticeable change of its structure. Services become the main product of work, and consumption of services acts as the prevailing way of the person needs satisfaction.

Telecommunication services is a part of infrastructure of society which is responsible for information transfer by means of use of various forms, of types and transmission media of information today, provides to the consumer freedom in a choice of open services on the basis of a complex of service opportunities of the services supplier (provider) and allows to fulfill social and other opportunities and of the citizen in society obligations.

Authors in article draw a conclusion that need of a clear understanding of a role of services for modern economy, importance of telecommunication services for further development of the country can't be overestimated. Development of telecommunication services, directly or indirectly influences development and improvement of the services market in general.

Thus, authors in article carried out the comparative analysis of definitions of the concept “service” by various authors, classification of services is given and stages of development services market in Russia are described, the concept “telecommunication services” is formulated. Telecommunication services were considered from the point of view of the main characteristics any service, specifics of the economic relations in the Russian telecommunications market which is reflected in the concept “telecommunication services” were marked out. The role of telecommunications on social infrastructure development of society is estimated.

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DEVELOPMENT OF METHODOLOGICAL RECOMMENDATIONS ABOUT FORMATION OF THE INNOVATIVE DIRECTIONS OF INCREASE OF EFFICIENCY OF FUNCTIONING OF AGRARIAN SECTOR

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When forming the directions of increase of efficiency of functioning of agrarian sector of economy of rural territories of the region, the planned indicators of activity have to

answer the set parameters. Thus, alignment of regions will allow to create necessary conditions for further development of interterritorial and intra territorial interrelations. Considering the existing uncertainty as on time, and by results the considerable attention has to be paid to projections of future condition of development of territorial education. Therefore, the fullest disclosure of functions of management on places taking into account the existing features of development of regional economy, municipalities is necessary. In our opinion, alignment of regions on economic indicators has to promote achievement of a threshold of self-regulation when naturally proceeding social and economic processes function and develop. Besides, any regulating influences of federal governing bodies to be effective, have to be carried out to those so far while value of coefficient of alignment isn't above a certain indicator. Thus, for increase of level of social development the applied methods of state regulation in the territory of mountain regions and municipalities have to have more directed character.

Key words: agrarian sector, efficiency of functioning, innovative directions.

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INFORMATION AND COMMUNICATION TECHNOLOGY AND MARKETING - AN EFFECTIVE TOOL FOR THE DEVELOPMENT OF FRANCHISING

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The paper studies the characteristics and prospects of the use of information and communication technologies in the development of franchising. Special attention is given to the place and importance of information technology in the modern economic system and business relations. Detailed key areas of franchising, which require information and communications technologies. The role of information and communication technologies in the creation of a common space of reference data franchise network. The model of strategic linkages between elements of the communication strategy, business strategy and structural configuration of the franchise network through the use of information and communication technologies.

Key words: information technology, franchising, network, communication.

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FINANCE, MONETARY CIRCULATION AND CREDIT

WORLD EXPERIENCE OF STATE REGULATION AGRICULTURAL PRODUCTION IN THE ECONOMIC SANCTIONS

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The article considers the amount of state support for agriculture in developed and developing countries in terms of economic sanctions.

Key words: government regulation, agriculture, economic sanctions, government programs, import substitution

THE NATIONAL PAYMENT SYSTEM' FUNCTIONS IN THE WORLD PAYMENTS STRUCTURE

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In the article there are reviewing the problems of the national payment systems' failures, their inadequate functions fulfillment, that cause the financial lags in the world economic system. Being on the new financial globalization level, it becomes necessary to take measures that could prevent the lags of the continuous financial flows following the transnational flows of the goods, assets, capitals as well as many others objects of the world market transactions. Otherwise it could be impossible to overcome the new crises repetition in the national economic systems.

Key words: payment system, world payments, transnational settlements, goods, assets, world transactions.

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BANKING RISKS AND THEIR CLASSIFICATION

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During the financial crisis, the problem of professional risk management and its minimization is of paramount importance for commercial banks. This paper presents the main banking risks and describes the methods of risk management used by Russian commercial banks.

Key words: Commercial bank, risk, classification.

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PROJECT FINANCE AND ITS MAIN ADVANTAGES

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The article deals with the essence, types and role of project finance in modern economy. The main benefits of project finance are identified. The stages of project finance, main tendencies of its development in modern Russian economy are determined and investigated.

Key words: project finance project management.

It is shown that the system of the project approach is used in many fields of economic activity. The equity and debt funding for the project are identified and studied. The nature, models and principles of project finance are considered and investigated as an instrument to attract investment. The stages of project finance Identified.

It is shown that the instruments project finance more are effective than traditional means of corporate finance, especially when implementing long-term and capital-intensive projects. Special significance project finance plays in emerging economies, in which one of the main problems is the modernization and development of infrastructure, increase its availability for public consumption.

In Russia, in conditions of modernization of the economy, strengthening innovative vector of its development, project finance is of particular importance. It becomes one of the most important tools for implementing the strategy of socio-economic development of the country, some regions and industries.

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THEORETICAL METHODS OF ANALYSIS TRANSACTION COSTS IN THE HEALTHCARE SYSTEM

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Different approaches to analyze transaction costs in the system of healthcare discussed in this article. How economical scientists determined new category of this costs and why they have different view on this problem in Institutional Economics. This article performs us the main point of view on this problem of the person who discover and introduction to the whole economic society this new definition, his name is Ronald Harry Coase. At first he called them "the cost of using the price mechanism". He and other scientists agreed that without these costs we cannot explore economical process in the world. And also disclosure a wide range of transaction costs such as: communication charges, legal fees, informational cost of finding the price, quality, and durability, etc., and how they influence on healthcare.

Key words: Transaction costs, healthcare, classification of the transaction costs.

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**SUGGESTIONS FOR IMPROVEMENT OF A CONTROL SYSTEM
OF CORPORATE FINANCE IN INSURANCE COMPANIES**

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In article, recommendations about improvement of a control system of corporate finance in insurance companies are considered. The complex of the actions aimed at the development of methods of management of corporate finance in insurance companies is offered: financial and insurance actions and actions of information orientation. This complex of actions is intended for achievement of main goals of insurance companies: profit markup, decrease in expenses, increase of investment appeal of branch, customer acquisition, development of new concepts of management of corporate finance of insurance companies.

Key words: corporate finance, insurance product, control system, actions, center of financial responsibility.

**FACTORS OF REGIONAL DISPARITIES: ASSESSMENT
AND INTEGRATED INDICATORS**

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This article seeks to develop integral indicator assessment of regional differences and territorial inequalities. The technique. Testing results on the empirical material. Tested with similar data from other methods. The results indicate the correctness of procedures.

Key words: regional differences and territorial inequality, factors and conditions, assessments.

BOOK KEEPING, STATISTICS

**PREDICTION OF INTRAREGIONAL ISSUES
OF UNEVEN ECONOMIC DEVELOPMENT IN THE REGION**

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Forecasting the dynamics of intraregional uneven economic development, is one of the main objectives of statistical research. In this article, requested to evaluate the unevenness of intraregional economic development by using the index of unevenness. The study has allowed to study its dynamics and choose an adequate method of building trend models. Based on the regression equation was calculated, the medium-term forecast of intraregional inhomogeneity in the region.

Key words: economic developmentdisparity, regression models with variable structure, variation coefficient, region.

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**THE PROCESS APPROACH TO THE DEVELOPMENT
OF ACCOUNTING AND ANALYTICAL SUPPORT FOR THE AUDIT
OF ACCOUNTING (FINANCIAL) REPORTING**

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The provision of information for the management of organizations on the basis of the process approach was granted quite broad coverage in the economic literature from the standpoint of the main processes of the organizations, which are recognized in the accounting system and auditable. In this paper, the process approach is considered in relation to the formation of accounting (financial) reporting, does not exclude its application to the formation of other types of reports, as well as the necessity of formation of information

systems audit during the audit of accounting (financial) reporting also on the basis of the construction of a universal model of the business process audit.

Key words: accounting (financial) reporting, information systems, accounting and analytical support for auditing, business process audit.

ECONOMIC AND THE INTERNATIONAL ECONOMIC ATTITUDES

LONG-TERM FORECAST OF THE ECONOMIC DEVELOPMENT OF KAZAKHSTAN IN CONDITIONS OF GLOBALIZATION OF WORLD ECONOMY

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The paper presents the analysis and systematization of existing data, forecasts, expert opinions, allows to reflect the author's position regarding the prospects and constraints of further economic growth, improving the economic specialization of the Republic of Kazakhstan. The result of the analysis are recommendations to change economic policy. On the basis of the analysis, it was concluded that the country can achieve the position in the list of the 30 most developed countries in 2050, transformed into an innovative private sector economy and building an ecosystem that will facilitate the development of human capital.

Key words: the long-term forecast, the gross domestic product (GDP), gross national income (GNI), labor productivity, energy intensity of GDP, employment, exports.

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**OUTSOURCING AS A FORM OF INTERNATIONAL BUSINESS DEVELOPMENT
IN THE GLOBALIZED WORLD**

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Outsourcing is one of the forms of business structuring in modern world economy. Outsourcing is a business tool, which facilitates solving the operational and development issues in market-driven economy by cost reduction, better adaptability to external environment, quality enhancement and mitigation of risks. "Keep the core competence in-house, outsource the non-core activities" is the approach, which lies in the foundation of outsourcing.

Key words: outsourcing, efficiency, international business, outsourcer, strategic management, international company, business function.

At the beginning of 20th century, some western companies implemented a practice of shifting the financial accounting function to private accountant individuals or to specialized external organizations, which had been developed into the modern leaders of auditing services market. Despite of this fact, outsourcing as a solid concept was established by the IT company "Electronic Data System" ("EDS") in 1963 and became a subject of scientific researches only in 1990s. From that period the scientific papers on modeling of optimum strategies for outsourcing implementation as well as on practical issues of outsourcing has been publishing.

It is common practice to separate IT-outsourcing from business process outsourcing (BPO). The positive implication of such classification is that each category of outsourcing can be defined. Separation of IT-outsourcing into individual category is rational for several reasons: first, it was a starting point for development of modern outsourcing, second, it remains the leader of outsourcing market. Typically, companies adopt the model of outsourcing through IT-outsourcing and after that go further to other business processes. In our opinion, manufacturing outsourcing is of particular significance currently as it plays an increasingly important part in business.

Manufacturing outsourcing means that company outsources the part of its production chain or the whole production cycle. Moreover, the sale of production divisions to another company with further cooperation under the framework of outsourcing agreement can be arranged. The research of American Management Association revealed that in 1997 more than a half of industrial companies outsourced at least one element of production process.

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