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**ECONOMIC THEORY****EVOLUTION OF ECONOMIC KNOWLEDGE: METHODOLOGICAL ASPECT  
OF A RESEARCH**

© 2016 Akimova Elena Nikolaevna  
 Doctor of Economics, Associate Professor  
 Moscow State University of Education  
 88, Vernadskogo prospect, Moscow, 119571, Russia  
 © 2016 Druzhinina Svetlana Vladimirovna  
 Doctor of Economics, Professor  
 Russian State Pedagogical University named after A.I. Herzen  
 48, Moika river embankment, St. Petersburg, 191186, Russia  
 © 2016 Nikolaev Maxim Vladimirovich  
 PhD in Economics  
 © 2016 Platonova Elena Dmitrievna  
 Doctor of Economics, Professor  
 Moscow State University of Education  
 88, Vernadskogo prospect, Moscow, 119571, Russia  
 E-mail: chair.etm@bk.ru; sdruzhinina@mail.ru

The article deals with the evolution of the economic knowledge under the influence of a consecutive change of the general scientific methodological concepts.

*Key words:* methodology, economic methodology, methodology of economic science, methodological approaches, levels of methodological knowledge, general scientific methodological concepts, evolution of economic knowledge, periodization of an economic thought, classification of economic concepts.

The article is devoted to the methodological approach to the periodization of the evolution of the economic knowledge. As usual, economists differentiate the existing economic doctrines on classical, neoclassical, Marxist, Keynesian, institutional, Neo-Keynesian and other directions of the current Economic Thought. Basis of such differentiation is the distinctions in the theoretical and the conceptual provisions of economic doctrines. The authors have offered other approach. Authors have indicated the several general scientific methodological concepts such as essential methodological concept, functional methodological concept, system's methodological concept. New research approach is connected with synergetic focused methodological concepts. This approach provides the new tools of the description of tendencies of the development of the global economy.

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**ON THE MAIN DIRECTIONS OF STATE SUPPORT OF THE INVESTMENT  
ACTIVITY IN THE REAL SECTOR OF THE RUSSIAN ECONOMY**

© 2016 Platonova Elena Dmitrievna  
Doctor of Economics, Professor

© 2016 Nikolaev Maxim Vladimirovich  
PhD in Economics

Moscow State University of Education  
88, Vernadskogo prospect, Moscow, 119571, Russia  
E-mail: chair.etm@bk.ru

It is proved that the state support of investment activity in the real sector includes pro-active actions of the state in the directions as follows: facilitate the investment process and the implementation of investment initiatives of strategic investors; impacts on the motivational mechanism of strategic investors; counteractions to the factors slowing down or blocking the development and the implementation of the investment strategy in the Russian market. Authors have indicated the instruments of the State support of the strategic investors within each direction. "The regional investment project" is proposed as the tool of the improvement of the mechanisms of tax incentives having extended its application to the territory of the municipalities of all subjects of the Russian Federation where negative processes of loss of the human and the productive capacities are not stopped yet.

*Key words:* investment activity, real sector of economy, state economic policy, state support, regional investment project.

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**THEORETICAL AND METHODOLOGICAL APPROACHES TO THE STUDY  
OF INTERNATIONAL ECONOMIC INTEGRATION AND REGIONALIZATION**

© 2016 Bu Tong

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

The author has consistently analyzed the basic theory, which reveals the concept of "international economic integration", "regionalization". In the article the main approaches to the substantial part of these concepts are allocated. Special attention is paid to prevalent modern theories and approaches as the neofunctionalism and the intergovernmentalism. The author has concluded that the creation of the economic policy requires new approaches to the development of the theory of international economic integration and regionalization, which are associated with the use of general scientific methodological concepts.

*Key words:* economic policy, international economic integration, international regionalization, main concepts of the international economic integration, neofunctionalism, intergovernmentalism.

The relevance of the study is determined by the necessity of the creation of the effective economic policy of States in the area of the interstate integration. However, its formation requires an understanding of the theoretical and methodological approaches that have been developed by economists of the past and the present. Concepts of the international economic integration (IEI) are relatively young, and the content of the

concept MEI has no unambiguous interpretation among the economists. The incompleteness of the development of conceptual approaches required that all the theoretical directions and scientific schools MEI became the object of more attention. The author has consistently analyzed the basic theory, which reveals the concept of “international economic integration”, “regionalization”. In article the main approaches to the substantial part of these concepts are allocated. Special attention is paid to prevalent modern theories and approaches as the neofunctionalism and the intergovernmentalism. The author has concluded that the creation of the economic policy requires new approaches to the development of the theory of international economic integration and regionalization, which are associated with the use of general scientific methodological concepts. On this methodological basis can be created the theoretical bases of the integration associations of the countries in the framework of the Shanghai Cooperation Organization, as well as partnerships BRICS (Brazil, Russia, India, China, South Africa).

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### **GLOBALIZATION OF WORLD ECONOMY: EFFECTS OF INFLUENCE ON NATIONAL ECONOMIC SYSTEMS**

© 2016 Filkevich Igor Alexandrovich  
Doctor of Economics, Professor

© 2016 Platonova Elena Dmitrievna  
Doctor of Economics, Professor

© 2016 Nikolaev Maxim Vladimirovich  
PhD in Economics, Associate Professor

© 2016 Akimova Elena Nikolaevna  
Doctor of Economics, Associate Professor  
Moscow State University of Education

88, Vernadskogo prospect, Moscow, 119571, Russia  
E-mail: chair.etm@bk.ru

Article analyzes static and dynamic effects of the influence of a globalization. Authors allocate types of the static and dynamic effects.

*Key words:* globalization, international economic integration, the global economy, the statistical effects of the impact of globalization, the dynamic effects of the impact of globalization.

Authors have considered the effects of influence of the globalization of the world economy on the development of the national economic systems in aspect of the formation of a new element of the global economy. The regional economic associations of the countries that are formed based on the international economic integration were described

as a new element of the global economy. Article analyzes static and dynamic effects of the influence of a globalization. Static effects are constantly affected on the national economy since entering the country in the integration association. Group of static effects consists of the effect of a creation and a deviation of trade, effect of improvement of terms of trade, effect off reducing trade costs. Authors allocate types of the dynamic effects such as effect of the economic growth, effect of spatial distribution, effect of the convergence, domino effect.

The governmental regulation aimed at strengthening the positive effects of the action, and the leveling of risks, which cause negative effects impact on the national economy, is the essential element of the economic policy of the government of state in the integration associations.

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**THE ANALYSIS OF ENERGY CLUSTERS AND THEIR IMPACT  
ON THE SOCIO-ECONOMIC DEVELOPMENT OF RUSSIAN REGIONS**

© 2016 Fakhrutdinova Elena Valerievna  
Doctor of Economics, Professor  
Head of the Department of human resources management  
© 2016 Rodnianskii Dmitrii Vladimirovich  
PhD in Economics, Associate Professor of Department of Public Administration  
Kazan Federal University  
18, Kremlevskaya str., Kazan, Republic of Tatarstan, 420008, Russia  
E-mail: efahr@mail.ru, drodnyansky@gmail.com

The article describes the main indicators of development of Russian energy clusters. We made an analysis of their impact on the socio-economic development of regions. We summarized the statistical data, made regression-correlation analysis, constructed regression equations and made projections for the gross regional product in each region depending on the pace of development of clusters.

*Key words:* clusters, energy policy, the development of clusters, petrochemical industry.

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**TO THE QUESTION OF BUSINESS VALUATION**

© 2016 Guskova Marina Fedorovna  
Doctor of Economics, Professor  
Moscow State University of Railway Engineering (MIIT)  
9b9, Obraztsova str., Moscow, 127994, Russia  
© 2016 Sterlikov Pavel Fedorovich  
Doctor of Economics, Professor  
A.I. Evdokimov Moscow State University of Medicine and Dentistry  
20, p. 1, Delegatskaia str., Moscow, 127473, Russia  
© 2016 Sterlikov Fedor Fedorovich  
Doctor of Economics, Professor, laureate of RF Government prize in science  
and technology  
Moscow State University of Technologies and Management  
named after K.G. Razumovskiy (First Cossack University)  
73, Zemlianoi Val str., Moscow, 109004, Russian  
E-mail: oet2004@yandex.ru

The article analyses the components of the widely applied methods of business valuation, identified methodological foundations of the emerging disadvantages of these methods, resulting in the fact that the market price when the bidding does not coincide with the received value assessment. Justified and the proposed method of summation of material and intellectual components to obtain a final valuation. The authors justified and proposes a new indicator to assess the business value of business, value and synthesizing poleznosti component.

*Key words:* material cost component of the business value of intellectual property, business value.

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**ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY**

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**THE ECONOMIC MECHANISMS OF FUNCTIONING  
OF THE COMPANIES IN THE SERVICE SECTOR**

© 2016 Lebedev Alexander Nikolaevich  
Doctor of Economics, Professor  
Moscow State University of Education  
88, Vernadskogo prospect, Moscow, 119571, Russia  
E-mail: chair.etm@bk.ru

The article deals the contents of the economic mechanism of functioning of the companies in the service sector and its elements and features. Author have described two types of the economic mechanism as the exogenous mechanism and endogenous mechanism. Author has indicated the mechanism of a business activity of the service's companies and mechanisms of ensuring stability, balance and proportionality. The article discusses inertial and innovative types of the development of service's companies. In addition, author has focused on the instruments of indicative and imperative types of the control and hierarchical and decentralized structures of the companies in the service sector. Author has made the conclusion that in the conditions of expansion of the decentralized interactions the companies of service sector need the modification of its economic mechanism.

*Key words:* service sector of the economy, the economic mechanism of a company, exogenous and endogenous types of the economic mechanism, inertia and innovative types of the development of companies, hierarchical and decentralized structures of companies, indicative type of the control , imperative types of the control.

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**TO THE QUESTION ABOUT THE SPATIAL ASPECT  
OF THE TRANSACTION RESEARCH OF ECONOMY**

© 2016 Maruschak Irina Valerievna  
Volgograd State University  
100, Universitetskii prospect, Volgograd, 400062, Russia  
E-mail: marushak\_irina79@mail.ru

The article discusses theoretical and practical problems associated with the analysis of the spatial distribution of transaction activities. Through the analysis of works related to the study of transactional industries, identified obstacles and breakthroughs in the development of transactional activities. The prospects of practical application of the concept of transaction economic development of the region.

*Key words:* transaction activities, economic theory, transaction development, transaction industry, spatial development.

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**INFLUENCE OF NETWORK FORMS OF COOPERATION BETWEEN  
ECONOMIC ENTITIES IN THE STRATEGIC PLANNING  
OF THEIR INNOVATION ACTIVITIES**

© 2016 Marianenko Viktor Pavlovich

Doctor of Economics, Professor, Chair of Department of General economic theory  
and the history of economic thought

Saint-Petersburg State University of Economics  
21, Sadovaia str., St. Petersburg, 191023, Russia

© 2016 Kucheriavenko Dmitrii Mikhailovich  
PhD in Economics

© 2016 Nikolaev Artem Alexandrovich

Samara State University of Economics  
141, Sovetskoi Armii str., Samara, 443090, Russia  
E-mail: iwtvtgb@gmail.com

The features of the strategy and tactics of business transformation while reducing the competitiveness of the proposed scheme of integrated planning of production and commercial activities of the organization. As one of the features of the current trends in the economy, the authors highlighted the network form of interaction of the organizations which has its influence on the planning of innovative activity of economic entities.

*Key words:* strategic planning, network form of interaction, innovation.

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**COMPETITIVENESS OF COMPANIES IN SERVICE SECTOR: ANALYSIS TOOLS**

© 2016 Kuznetsova Valentina Petrovna  
Doctor of Economics

Russian State Pedagogical University named after A.I. Herzen  
48, Moika river embankment, St. Petersburg, 191186, Russia

© 2016 Lebedev Alexander Nikolaevich  
Doctor of Economics, Professor

Moscow State University of Education  
88, Vernadskogo prospect, Moscow, 119571, Russia  
E-mail: vpk1000@yandex.ru, chair.etm@bk.ru

Authors have considered the analysis tools of the competitiveness of companies in service sector of the economy on the example of the competitiveness of the high educational institutions. The article analyzes the mechanism of the competitiveness of the university and its structural elements in unity with the value chains and utility chains. The authors have identified perspective analysis tools of the competitiveness of high educational institutes (GAP-analysis, ABC-analysis and XYZ-analysis). Authors have suggested using the complex of the tools of ABC-analysis and XYZ-analysis in order to enhance the effectiveness of analysis tools of the competitiveness of the university.

*Key words:* competitiveness of the educational institutions, the mechanism of increasing the competitiveness, competitive analysis tools of competitiveness, value chain, utility chain, GAP analysis, ABC analysis, XYZ analysis.

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**MSUTM NAMED AFTER K. G. RAZUMOVSKIY - EFFECTIVE  
THE LINK BETWEEN THE CLUSTER OF “SOCIAL FOOD - MOSCOW”  
AND THE TECHNOLOGICAL PLATFORM “STORAGE AND PROCESSING - 2030”**

© 2016 Ivanova Valentina Nikolaevna  
Doctor of Economics, Professor, Rector  
Moscow State University of Technologies and Management  
named after K.G. Razumovskiy (First Cossack University)  
73, Zemlianoi Val str., Moscow, 109004, Russian  
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General Director  
Non-commercial partnership “Association of enterprises  
of social power in education and health”  
11, Entuziastov prospect, Moscow, 111024, Russia  
© 2016 Tatochenko Alexander L’vovich  
PhD in Technical Sciences, Associate Professor  
Moscow State University of Technologies and Management  
named after K.G. Razumovskiy (First Cossack University)  
73, Zemlianoi Val str., Moscow, 109004, Russian  
E-mail: oet2004@ya.ru

The article discusses the questions of ensuring the food security of Russia. The authors analyze the dynamics of the implementation of the criteria of food security in 2010-2014. There is a high level of national self-sufficiency in most agricultural products, except meat, milk and fruit. This statement is confirmed by the considerable volume of imports of these products. The authors explain the role of technological platforms and agro-clusters in ensuring food safety through active implementation of innovations in agriculture. It is shown that MSUTM named K. G. Razumovsky able to provide effective communication of the cluster “Social food - Moscow” with the technological platform “Storage and processing - 2030”, as the University is an active participant in both projects.

*Key words:* food security, import of agricultural products, technology platforms, agro-clusters.

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**AREAS OF INVESTMENT IN HUMAN CAPITAL IN THE INTEREST  
OF THE DEVELOPMENT OF INNOVATIVE HIGH-TECH SECTOR**

© 2016 Khlebnikov Kirill Viacheslavovich  
PhD in Economics, Vice President  
Russian Academy of Education  
8, Pogodinskaia str., Moscow, 119121, Russia  
E-mail: disert888@gmail.com

This publication discusses the direction investment in human capital, in the interests of innovation development of the high-tech sector. Prevailing trends revealed distributions in the directions of investment in human capital at different levels of the economy.

*Key words:* innovation, technology, human capital.

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**ANALYSIS OF THE SPECIFICITY OF THE ORGANIZATION  
OF HIGH-TECH INNOVATION CLUSTERS**

© 2016 Alexeev Andrei Alexeevich

Doctor of Economics, Professor of economics and management  
of enterprises and industrial complexes

Saint Petersburg State University of Economics  
21, Sadovaia str., St. Petersburg, 191023, Russia

© 2016 Khlebnikov Kirill Viacheslavovich

PhD in Economics, Vice President

Russian Academy of Education

8, Pogodinskaia str., Moscow, 119121, Russia

E-mail: disert888@gmail.com, idc@unecon.ru

In the development of the scientific debate about the organization of high-tech innovation clusters on the platform of “knowledge economy”. Formalized specifics and characteristics of innovative development of high-tech cluster.

*Key words:* innovation, high technology, clusters.

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## **FINANCE, MONEY CIRCULATION AND CREDIT**

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### **ANALYSIS OF COST ESTIMATION OF A SOFTWARE PRODUCT ON THE MARKET OF MEDICAL INFORMATION SYSTEMS**

© 2016 Vaganova Elena Vladimirovna  
National Research Tomsk State University  
36, Lenin str., Tomsk, 634050, Russia  
E-mail: hailun@mail.ru

The peculiarities of the process of cost estimation software for medical information systems (MIS). The factors of influence on the pricing of MIS and evaluation methods of their development in practice. On the basis of the expert survey and in-depth interviews of managers and specialists of Russian and foreign companies involved in the development of software products in health care, found that the process of cost estimation of software development for MIS is in its development, requires improvement and adaptation to market conditions and the requirements of all its participants.

*Key words:* medical instrument, medical information system, software, custom development, valuation, valuation techniques.

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**THE DEVELOPMENT OF A RAPID - ASSESSMENT METHOD OF SOFTWARE  
COST ESTIMATION FOR HEALTH INFORMATION SYSTEMS**

© 2016 Vaganova Elena Vladimirovna  
National Research Tomsk State University  
36, Lenin str., Tomsk, 634050, Russia  
E-mail: hailun@mail.ru

The article describes a rapid - assessment method of software cost estimation for health information systems. The algorithm was tried out on the device for daily fetal and maternal monitoring during the pregnancy developed by an R&D company LLC “Diagnostics+” (Tomsk, Russia) in order to optimize management of intellectual, financial, material and human resources, as well as quality control and deadlines.

*Key words:* health information system, software development, cost estimation, customized software.

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**WORLD ECONOMY**

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**BRICS IS A PROMISING ECONOMIC INTEGRATION**

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© 2016 Timonina Inna Alexandrovna  
North-Caucasus Federal University  
1, Pushkin str., Stavropol, 355009, Russia  
E-mail: inna44552@mail.ru

In this article the role of each of the countries participating associations and economic groupings in the world economy were viewed, there are distinguishing features of the BRICS. And you can see the main directions of economic integration.

*Key words:* BRICS, Russia, Brazil, India, China, South Africa, the real economy, industrial cooperation, small and medium businesses.

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