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ECONOMIC THEORY

EMPLOYEE MOTIVATION - A FACTOR IN INCREASING THE PRODUCTIVITY

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The motivation of an employee, in the opinion of the author, is one of the most important factors, allowing to achieve a significant increase in productivity. Considering in detail the main socio-psychological types of employees, the author highlights what is a major motivator for increasing their labor activity. The most important role in enhancing the motivation of employees belongs to the methods of material and non-material incentives. Study of practical experience of effective Russian companies allows to conclude that the problem of improving productivity can be addressed through the development and implementation of a comprehensive system of motivation of employees to significantly improve the quality and efficiency of labor. The success of the work on the creation and implementation of a comprehensive system of incentives largely depends on the head of the organization, which plays a key role in the process of all the changes in the company.

Key words: workplace, employee motivation, main types of workers, material and immaterial incentives, the company's ideology, a complex system of motivation of employees.

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ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY

**CREATIVE MARKETING AS A TOOL FOR COMMERCIALIZATION
OF INTELLECTUAL PROPERTY**

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The authors consider the role of creative marketing in the innovative development of the economy. The necessity of using tools of creative marketing in the process of commercialization of intellectual

property. Considered innovative technologies and platforms: crowdsourcing, hackathon; the site for contest programmers, designers, and managers, who represent a kind of “marathon” of developers.

Key words: creativity, creativity, marketing, innovation, intellectual property, commercialization tools.

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ECONOMIC AND INNOVATION-TECHNOLOGICAL RESERVES OF INCREASING THE EFFICIENCY OF DOMESTIC MACHINE-BUILDING ENTERPRISES

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The problems of searching for the main reserves for improving the development of machine building in Russia are considered. The most effective industry-related events of an economic and innovative-technological nature are shown. The main goals of the system modernization of the material and technical base of the Russian machine-building industry are determined. The administrative mechanisms for accelerating the development of machine-building are formulated (by the criterion of basic factors in the current conditions of the functioning of the machine-building complex).

Key words: engineering, development, technology, efficiency, innovations, factors, reserves.

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SOME ASPECTS OF INDUSTRIALLY-AGRARIAN REGIONS INDUSTRIAL POLICY

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The article is devoted to the description and solution of the problem the development of Russian industry in the context of the tasks of import substitution and conversion, and is also connected with the peculiarities of the territorial location of industrial enterprises. The present economy of the Leningrad Region, development potential of the region, and regional economic policy, as well as their interconnection are shown. Also, various classifications of Russian regions are given, both in terms of revenue base, ways of attracting investments, in terms of the development paradigm, and in terms of negative economic, environmental and social trends affecting development. The most acceptable and illustration the classification of Russian regions is the classification by level of development and role in the main branches of the national economy - industry and agriculture.

Key words: Industrial Policy, Import substitution, Regional economic policy, Classification of regions, Leningrad region.

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**POSSIBLE APPROACHES TO THE ASSESSMENT OF THE FUNCTIONING
OF COMPLEX SYSTEMS**

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Reviewed the provisions of the assessment of the functioning of complex systems (information systems), the main characteristics of the study of such systems, examples of possible approaches to assessing the applicability and operation of the EMS. Highlighted some frequent problems that arise in the design and operation of systems of this kind.

Key words: system analysis, systems estimation, systems theory.

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**PERSONNEL MANAGEMENT IN HOSPITALITY BASED ON THE FORMATION
OF HIS INVOLVEMENT**

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The analysis of the level of employee involvement through the existing subsystems of labor management in hospitality organizations is conducted using the example of the Hyatt Regency Yekaterinburg hotel. Recommendations are offered that contribute to the achievement of a high level of staff involvement in the organization's production results and the growth of social and economic efficiency of labor.

Key words: personnel management; involvement; labor efficiency; hospitality; motivation; labor incentives.

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**ANALYSIS TAKING INTO ACCOUNT THE PROFESSIONAL CHARACTERISTICS
OF GENERAL EDUCATION TEACHERS TO MODEL THE FORMATION
OF WAGES "BASE SALARY PLUS"**

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The article discusses practical aspects of applying the model of formation of the teacher's salary "Base salary plus". The authors analyze the relationship of wages to such professional characteristics of teachers, including the duration of work experience, skill level, nature of courses taught, etc. It

is shown that the model of “Basic salary plus” allows enough details to take into account the professional qualities of teachers, and adequately reflected in their salary. This ensures equality of salaries of pedagogical workers of General education and average wage in the economy as a whole.

Key words: model “Basic salary plus”, the professional quality of teachers, equality of salaries of pedagogical workers of General education and the economy as a whole.

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FINANCE, MONEY CIRCULATION AND CREDIT

THE FEDERAL TAX SERVICE AND ITS TERRITORY BODIES AS THE ADMINISTRATORS BUDGET REVENUES OF THE RUSSIAN FEDERATION BUDGETARY SYSTEMS

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The article is devoted to the analysis of budget revenues of the budgetary system of the Russian Federation from the point of view of income administrators. A comparative analysis is carried out between different regions and the role of the Federal Tax Service and its territorial bodies in revenue administration is revealed. A conclusion is made about the importance of the Federal Tax Service and its territorial bodies in administering revenues in developed regions. It is proved that the number of income administrators depends on the level of the budget of the budgetary system of the Russian Federation, the type of budget, the distribution and fixing of taxes according to the levels of the budget system and other factors.

Key words: administration, revenue administration, tax revenues, tax authorities, budget, workload.

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**IMPLEMENTING A RISK CULTURE IN THE ACTIVITIES OF FINANCIAL
INTERMEDIARIES AND CONDUCTING STRESS-TESTING UNDER SUPERVISION
AS MAIN COMPONENTS FOR THE IMPROVEMENT OF SUPERVISORY FUNCTIONS
OF THE BANK OF RUSSIA**

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Given article is devoted to the regulation and the supervision over the financial institutions. The main way to the improvement on this tasks are an implementation of the risk-culture and the stress testing financial institutions. In addition this article provides an overview of how foreign countries implement some risk-instruments in their supervision activity.

Key words: Bank of Russia, Guidelines for the Development of the Russian Financial Market, supervision, financial institutions, improvement, risk-culture, stress testing.

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BOOK KEEPING, STATISTICS

**MANAGEMENT ACCOUNTING AND BUDGETING OF EXPENSES FOR INFORMATION
AND COMMUNICATION TECHNOLOGIES OF ORGANIZATIONS**

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An important methodological problem is the classification of costs associated with the creation and use of information and communication technology organizations, as well as their management accounting and budgeting. In the article the grouping of expenses is considered and the developed nomenclature of articles of expenses and the structure of budgets of expenses for information and communication technologies of organizations is presented.

Key words: information and communication technologies, technical and software tools for information processing, cost grouping, analytical accounting, nomenclature of expenditure items, management accounting, budgeting.

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ECODESIGN AS AN EFFECTIVE MEANS OF COMPETITIVE PRODUCTS CREATION

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Creation of competitive, power efficient products, ecological security and environment protection is a major task having been faced lately by industrial enterprises. The major instrument of this task solving should be ecodesign. Introduction of modern world science achievements, technique and technologies in the sphere of ecodesign of energy using products will provide access to power efficient and ecologically secure products both at domestic and international markets.

Key words: ecodesign, life cycle of production, energy consuming production, environment, hazardous substances.

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