
ECONOMIC SCIENCES

**Nº8 (165)
2018**

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Founder: LLC “Economic Sciences”

Address: 125057, Moscow, Chapaevskii per., 3-775

E-mail: info@ecsn.ru

WWW: <http://ecsn.ru>

The Certificate of registration of mass media:

ПИ № ФС77–21147 from 28.06.2005

Subscription index 20387 (Agency “Rospechat”)

ISSN 2072–0858

Issue date 31.08.2018

Format 60x84/8

Printed signatures 18.25

500 copies

Printed by “24 Print” Ltd

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ECONOMIC THEORY

**CLUSTER TECHNOLOGIES IN THE PARADIGM OF THE DEVELOPMENT
OF REGIONAL INNOVATION SYSTEMS (THE ENDING)**

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In the article the questions reflecting the problems of formation and development of the regional innovation system in its close interaction with the cluster policy of the region and its intellectual potential are considered, the mechanism for creating effective territorial structural entities involving active interaction of the state and private business is shown, with the aim of creating conditions for innovation.

Key words: cluster technologies, regional innovation systems, clusters, innovations, regional development institute

Received for publication on 14.08.2018

**POST-KEYNESIAN MODELS OF ECONOMIC GROWTH IN THE CONTEXT
OF PROBLEMS OF EMERGING MARKETS**

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The article considers the structure of Post-Keynesian models of economic growth, in particular, the models of N. Kaldor. The authors consider the internal logic and theoretical conclusions of these models in relation to the problems of modern countries with emerging markets and make the conclusion that

Post-Keynesian models of economic growth adequately reflect the most important characteristics of the economic growth in developing countries.

Key words: post-Keynesianism, economic growth, typology of economic growth, post-Keynesian growth models, the N. Kaldor model, sustainable growth rates, emerging markets, developing countries.

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Received for publication on 27.08.2018

ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY

MODERNIZATION OF THE RUSSIAN ECONOMY IN THE CONTEXT OF TRANSFORMATION OF THE SOCIAL STRUCTURE OF SOCIETY

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The reasons for the objective necessity of modernizing the Russian economy under conditions of transformation of the social structure of the society are revealed, the influence is revealed, the influence of this structure is disclosed on the choice of strategic priorities for this modernization, the features of the formation of the public system are analyzed, the foreign experience of forming the middle class as a means of removing social contradictions in the modernization process, outlines the author's point of view on the

issues under consideration.

Key words: modernization of the Russian economy, social structure, stratification, social contradictions, mode of production, technological structure, socio-economic development, economic structure, middle class, investments, innovations.

Received for publication on 14.08.2018

THE MAIN CONDITIONS OF INNOVATION AND TECHNOLOGICAL DEVELOPMENT ENGINEERING COMPANIES

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The questions assess the main factors that affect the rate of development of the leading technology in the domestic mechanical engineering. Indicated reserves of increase of efficiency of use of scientific and technological potential of the Russian machine-building enterprises by improving the organizational and economic mechanisms in the system of industrial activity.

Key words: factors, innovation, technology, engineering, potential development reserves.

Received for publication on 28.08.2018

ANALYSIS OF THE CURRENT STATE OF THE IMPORT SUBSTITUTION STRATEGY IN THE RUSSIAN FEDERATION

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The article discusses the problem of import substitution in the Russian Federation. The current state of the problem and the main trends are described. Effective and inefficient vectors for solving the problem were noted.

Key words: innovation management, innovation, import substitution, medicine, strategies, trends, efficiency.

Received for publication on 31.08.2018

ABOUT THE NECESSITY OF ACCOUNTING OF THE HYDROCARBON RAW MATERIALS RESOURCE BASE EXHAUSTION FACTOR FOR ENSURING LONG-TERM REGIONAL DEVELOPMENT

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The necessity of a research of influence of a factor of the mineral raw material resources stocks exhaustion on parameters of social and economic development of the commodity dependence territory is proved. As an example, the Tomsk region in the context of interrelations of subsurface use with social and economic development of the territory is considered. Special attention is paid to economic assessment of oil reserves exhaustion. Calculations using the various methods and their comparative analysis are given. Approach to accounting of results of assessment of the region mineral resources exhaustion in distribution of investment incomes between federal and regional budgets is proved.

Key words: natural factor, environmental management, oil reserves exhaustion, economic assessment, investment incomes, territorial development, state regulation

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Received for publication on 28.08.2018

DYNAMICS OF INDICATORS OF ENERGY CONSUMPTION AND ENERGY EFFICIENCY OF RUSSIAN INDUSTRIAL ENTERPRISES

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The paper presents an analysis of energy consumption and energy efficiency indicators of Russian industry (by types of economic activity) in the post-crisis period. The data on the structure of energy and power consumption, the share of costs and the dynamics of expenditures on energy resources of Russian industrial enterprises, and energy efficiency indicators of Russian industrial enterprises are presented and processed. The reasons and consequences of low energy efficiency of the Russian industry are described, the actual data on the implementation of the international standard on energy management ISO 50001:2011 in the practice of management of Russian and foreign organizations are presented.

Key words: industry, energy consumption, energy efficiency, energy intensity, sustainable development, ISO 50001:2011.

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Received for publication on 14.08.2018

IMPROVING PUBLIC INVESTMENT POLICIES AS A FACTOR OF STRUCTURAL TRANSFORMATION AGRICULTURE

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The article shows that the structure of investment flows depends on the given proportions and ratios of the reproductive process in agriculture. The state, setting priorities for the development of agriculture, determining the perspective proportions of the reproduction process in the framework of its investment policy, creates a profile of agriculture, competitive in the global economy.

Key words: investments, agriculture, technological modernization, structural transformation, state regional policy, rural areas.

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Received for publication on 28.08.2018

THE POTENTIAL OF PUBLIC-PRIVATE AND MUNICIPAL-PRIVATE PARTNERSHIPS IN THE FINANCING OF AGRICULTURAL ENTERPRISE

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The possibility of financing agribusiness enterprises using the PPP mechanism, which is important in the conditions of lack of budgetary funds. It is shown that for the activation of partnerships, it is necessary to develop PPP based on the use of criteria for compliance of agricultural facilities, which may enter into agreements. The prospects of PPP in the direction of development of integration of enterprises for the production of agricultural products.

Key words: public-private partnership, agro-industrial complex, concession, private initiative, public initiative, integration, competences.

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Received for publication on 31.08.2018

INTERNAL MARKETING AS AN ESSENTIAL PART OF HUMAN CAPITAL MANAGEMENT IN THE DIGITAL ECOSYSTEM OF THE SBERBANK OF RUSSIA

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Abstract: Internal marketing as the most important direction of human capital management is an integral part of the digital ecosystem created on the basis of Sberbank infrastructure and able to cover the following industry groups: consumer goods, real estate, education, health, travel and recreation, telecommunications, public services, software and application development, business services, construction, manufacturing, financial services.

Key words: digital ecosystem, internal marketing, human capital, digitalization, personnel management.

Received for publication on 14.08.2018

EVENT SPACE AS AN ELEMENT OF EVENT MARKETING

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The article considers event marketing as a tool of marketing communications and as a special kind of entrepreneurship. The content of marketing activity in event marketing and event marketing complex is substantiated, the role of event space as a component of event marketing complex is shown.

Key words: event marketing, event marketing, event marketing, event space.

Received for publication on 14.08.2018

VIRTUAL ORGANIZATION AS A NEW ORGANIZATIONAL FORM OF ENTERPRISE MANAGEMENT

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This paper is devoted to the concept of virtual organization, as a tool that allows a firm to reduce its costs and withstand the rapidly changing market conditions. The concept of virtual organization is still evolving, and so far there is not even a general definition of this concept, approved by the community of researchers in this field.

Key words: virtual organization, organizational structure, extended enterprise, parent company, partnership, cost reduction, financial planning, enterprise management, projects, procurement.

Received for publication on 28.08.2018

INTEGRATION-MODULE APPROACH TO CONTROLLING IN THE COMPANY'S MANAGEMENT SYSTEM

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The article considers the integration-modular approach to controlling in the enterprise management

system. The integration-modular structure of the controlling mechanism is given. The expediency of introducing this approach in industrial enterprises is substantiated. The content of the main functions and tasks of controlling is determined.

Key words: controlling, enterprise management system, integration-modular model, functional-process module.

Received for publication on 28.08.2018

ANALYSIS OF COGNITIVE UTILITY MODEL OF ORGANIZATION'S REAL ESTATE PUBLIC MANAGEMENT

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The article explains the formulation of cognitive utility model of organization's real estate public management and the results of expert identification of factors, provides the static analysis of cognitive utility model of real estate public management to identify the most important utility factors in order to improve the quality of real estate public management in the country as a whole and to develop a quality real estate public management strategy.

Key words: cognitive approach, cognitive model, utility of real estate public management, static analysis.

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Received for publication on 14.08.2018

SPG EVALUATION OF THE INCENTIVE AND INCENTIVE PROGRAM FOR REGULAR GUESTS

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This article is devoted to one of the main after — sales tasks of customer retention-the program of their encouragement and stimulation. Based on the evaluation of the SPG loyalty program for regular guests, in the author's opinion, it is important to timely identify the reasons why the guest wants to return to this hotel and take advantage of their privileges, as well as take into account the special «mission» of the guest when he voluntarily plays the role of an advertising agent of this hotel.

Key words: emotional evaluation of service, VIP-guest status, hotel brands, privileges, compliments, preferences, regular guest.

Received for publication on 14.08.2018

FINANCE, MONEY CIRCULATION AND CREDIT

RUSSIAN CORPORATE BOND MARKET: PROBLEMS AND DEVELOPMENT PROSPECTS IN MODERN CONDITIONS

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The objective of the work is to study the prospects of the development of the corporate bond market. The main problems hindering the development of the corporate bond market reveals in the article. One of such problems is the restriction of demand by the investors. Factors affecting the restriction of demand in the corporate bond market were identified in the process of undertaking a detailed analysis. As a result of the work, the main factors contributing to the development of this market were analyzed.

Key words: securities; corporate bonds; investors; corporate bond market.

Received for publication on 14.08.2018

EVALUATION OF THE DEVELOPMENT OF THE BANK'S OPERATIONS TO ATTRACT FINANCIAL RESOURCES

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The article examines the operations of banks in the formation of financial resources on the basis of deposit policy as a financial tool for the development of the banking system. A special place is given to the savings of the population as a financial instrument for the development of banks and the banking system.

Key words: resources, resource base, financial resources, deposits, savings, securities, deposit policy, credit notes, bonds.

Received for publication on 28.08.2018

BANK CREDIT AS A REAL SOURCE OF FORMATION OF FINANCIAL AND CREDIT RESOURCES OF COMMERCIAL ORGANIZATIONS

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The necessity of using Bank credit as a real source of formation of financial and credit resources of commercial organizations is considered. To solve this problem, we propose specific ways to improve the mechanism of Bank lending to commercial organizations in the Russian Federation.

Key words: financial and credit resources, Bank credit, lending mechanism, commercial banks, commercial organizations, financial stability, own funds.

Received for publication on 31.08.2018

DESCRIPTIVE MODEL OF THE SYSTEM OF PERFORMANCE AND PARAMETERS OF VERTICALLY INTEGRATED STRUCTURE (VIS)

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The list of available models developed today does not allow to fully identify the complex problems of operating activities of a vertically integrated structure (hereinafter – VIS). Activity analysis of the VIS does not always include non-monetary results of operating activities, growth potential and the presence of hidden reserves of the enterprise. The clumsy financial reporting model does not provide answers to questions about the effectiveness of activities. As a result of the lack of methods of comprehensive examination of the VIS, managerial decision-making are more based on subjective decisions of managers. According to needs for methods and instructional guidelines for a comprehensive examination of the activities of the VIS this issue is justified and relevant. The author’s model of System of performance and parameters (hereinafter – SPP) is focused on the operational activities of the VIS based on three perspectives: «Finance», «Business processes management», «Production». In each perspective is included operational performance and parameters lets we to carry out to comprehensive examination of the operating activities of the VIS and draw conclusions about the solvency as the VIS a whole well as each subsidiary company that is part of the integrated structure.

Key words: descriptive model, indicators and parameters of VIS, system of performance and parameters, balanced indicators.

Received for publication on 25.08.2018

FORMATION OF STATE FINANCIAL RESOURCES IN THE SUBJECT OF THE RUSSIAN FEDERATION

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The article analyzes the flows of state financial resources in the subject of the Russian Federation (by the example of the Samara region), analyzed the structure of the revenues listed in the budgets of the budget system in the Samara region, in the context of the chief administrators of revenues, groups, subgroups of incomes, the dynamics of changes in budget revenues various levels in the territory of the Samara region from 2013 to 2016, the ratio of certain types of tax and non-tax revenues between revenues in the federal income the budget and budget of the Samara region, special attention is paid to interbudgetary transfers.

Key words: state financial resources, the federal budget, the budget of the subject of the Russian Federation, federal budget revenues, budget revenues of the subject of the Russian Federation, the chief administrator of federal budget revenues, the chief administrator of budget revenues of the subject of the Russian Federation, interbudgetary transfers

Received for publication on 27.08.2018

SOCIAL ENTREPRENEURSHIP AS A NEW SOCIO-ECONOMIC PHENOMENON

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In Russia, the formation of the Institute of social entrepreneurship is at the beginning of the path of awareness of its belonging, the very formulation of this economic phenomenon is rather conventional. Social entrepreneurship should include the activities of state (municipal) organizations of the social sphere, which simultaneously with the implementation of the state task form extra-budgetary financial resources.

Key words: social entrepreneurship, social problems, financial resources

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Received for publication on 27.08.2018

WORLD ECONOMY

MAIN DIRECTIONS OF SCIENTIFIC AND TECHNICAL DEVELOPMENT IN AGRICULTURE OF VIETNAM

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Agriculture and rural areas still play an increasingly important part in the economy of the world. For Vietnam, agriculture and rural areas have always occupied a central place in the development history of the country both in the war and in peace. That position is more clearly expressed in the cause of industrialization and modernization of the country today. However, until now, agriculture in Vietnam has still been a backward farming which is self-sufficient, self-sufficient and monoculture so far. Labor productivity, land use factor, productivity of crops and livestock are still low, the quality of commodity agricultural products has not met the demand of domestic and international markets in the increasingly competitive conditions. Therefore, in order to further develop Vietnam's agricultural production in the direction of a commodity agriculture, modern and sustainable development, there must be comprehensive and effective policies and solutions in which science -technology plays a very important role — the active force of agricultural development in Vietnam.

Key words: economy, agriculture, scientific and technological advance, Labor productivity, commodity agriculture.

Received for publication on 28.08.2018