

## ***MANAGEMENT OF SOCIAL AND ECONOMIC DEVELOPMENT OF SOCIETY***

**Taseev V.B.**

### **REGIONAL ASPECTS OF MANAGEMENT BY THE SOCIAL PROTECTION SYSTEM OF FAMILIES AND CHILDREN OF THE SAMARA REGION**

In the article problems of social protection of family and children in modern Russian society are shown. Regional aspects of management by social protection system of families and childhood on the example of the Samara region are revealed. In the article problems of social protection of family and children in modern Russian society are shown. Regional aspects of management by social protection system of families and childhood on the example of the Samara region are revealed.

*Key words: social protection, family, childhood, regional aspects, public administration, Samara region.*

Taseev Victor Borisovich (egmu205@mail.ru)

**Tyukavkin N.M.**

### **QUESTIONS OF STATE REGULATION OF ECONOMICS OF SUBJECTS OF REGIONAL ECONOMY**

In the article the problems of modern state regulation of regional economics are revealed. Drawbacks of state regulation of economics and their manifestations in the economic mechanism of the region are shown. Historical stages of the degree of participation of state in the economics of regions are given. The estimate of modern influence of state on economics is given. Modern functions of state regulation of regional economics are defined.

*Key words: state, regulation, economy, development, functions, mechanism, region, degree, participation.*

Tyukavkin Nikolay Mikhailovich (tnm-samara@mail.ru)

### ***FINANCE, CASH CIRCULATION AND CREDIT***

**Bobrikovich E.S., Lopukh Yu.I.,  
Parshutich O.A., Sergejuk V.S.**

## **CURRENT STATE AND INTERACTION OF BANKING SYSTEMS OF RUSSIA AND BELARUS**

This article is devoted to the evaluation of state of interbank cooperation of the Russian Federation and Belarus. Indicators of banking systems of Russia and Belarus are viewed, and also the current state of interbank cooperation is presented.

*Key words: banking system, integration, interbank cooperation.*

Bobrikovich Elena Stepanovna  
Lopukh Yulia Ivanovna (lo-ui@yandex.ru)  
Parshutich Olga Alexandrovna  
Sergeiuk Valentina Stepanovna

**Grodsky V.S.**

## **MODELS OF MONEY, CREDIT, BALANCE OF PAYMENTS AND STATE BUDGET FOR EFFECTIVE FINANCIAL MANAGEMENT IN CURRENT ECONOMIC ENVIRONMENT (PART 1)**

In the work the role of financial management in achievement of effective economic management in modern social and economic realities of development of society and state is shown.

*Key words: economic theory, money, finance, credit, balance of payments, budget, financial management.*

Grodsky Vladimir Sergeevich (omega2017@bk.ru)

**Sergeyuk V.S., Bobrikovich E.S., Lopukh Yu.I.**

## **MAIN DIRECTIONS OF IMPROVEMENT THE WORK OF BANK ON LENDING CORPORATE CLIENTS**

The article is devoted to the main directions of corporate lending and to the improvement of the work of bank in this direction.

*Key words: credit, corporate client, areas of improvement.*

Bobrikovich Elena Stepanovna  
Lopukh Yulia Ivanovna (lo-ui@yandex.ru)

**Sumskaya T.V.**

### **USE OF BUDGETARY COEFFICIENTS FOR THE ASSESSMENT OF SUSTAINABILITY OF BUDGETS OF MUNICIPAL UNITS OF THE NOVOSIBIRSK REGION**

In the paper a tool set of budgetary coefficients for the diagnostics of structure and stability of local budgets is proposed. The necessity of using this tool set in the analysis of fiscal policy on sub-federal level is substantiated. The peculiarities of income generation and spending patterns of budgets of municipal units of the Novosibirsk region for the period of 2006-2012 are revealed.

*Key words: local budget, budget coefficients, local government bodies, budget revenues and expenditures.*

Sumskaya Tatiana Vladimirovna (stv@ieie.nsc.ru)

### ***ECONOMY***

**Burmatova O.P.**

### **CLUSTER APPROACH TO THE MANAGEMENT BY THE ECONOMICS OF THE REGION**

In the article problems and possibilities of formation of clusters in the economics of Russia on the example of the world experience of activating of an innovative environment are viewed. The main advantages of clusters as a form of organization of production on the territory are analyzed. The main factors by means of which strengthening of competitiveness in cluster are characterized. Characteristic of cluster policy in the Russian Federation is given. The main directions of state support of the formation of clusters are considered.

*Key words: territorial cluster, regional competitiveness, cluster policy.*

Burmatova Olga Petrovna (burmatova@ngs.ru)

**Perepelkin V.A.**

### **PROSPECTS OF TERTIARIZATION OF RUSSIAN ECONOMY**

In the article problem of further expansion of service sector share in the economy of Russia is viewed. Necessity of tertiarization process is proved; arguments in

discussions concerning its prospects are analyzed; conclusion about mutual supplementary character of sectoral development of economy is given.

*Key words: structure of the economy, sectors, types of economic activity, tertiaryization, de-industrialization, economic growth, post-industrial society.*

Perepyolkin Vyacheslav Alexandrovich (slavaap@rambler.ru)

**Tyukavkin N.M.**

### **BASIC PROBLEMS OF DEVELOPMENT OF ECONOMICS OF RUSSIA ON MODERN STAGE**

In the article the analysis of modern economic state of the country, economic indicators, directions of development are put forward. The basic problems that need to be solved for the purpose of successful economic recovery are pointed out. The strategies of solving of social and economic problems of development of information society are suggested.

*Key words: information society, socio-economic problems, economic strategies, finance, crisis, economic modernization, new economic policy.*

Tyukavkin Nikolay Mikhailovich (tnm-samara@mail.ru)

### **MANAGEMENT**

**Belopol'skaya A.A.**

### **SOLID DOMESTIC WASTE MANAGEMENT SYSTEM**

In the article the essence of the category «solid domestic waste management system» is revealed. Organizational and economic mechanism of solid domestic waste management system at different levels which is transformed depending on the index of ecological efficiency of solid domestic waste management system is improved. Scientific and methodical approach to the evaluation of index of ecological efficiency of solid domestic waste management system is developed.

*Key words: municipal solid waste, waste management system, efficiency, organizational and economic mechanism, index of environmental efficiency of the municipal solid waste management system.*

Belopolskaya Alexandra Alexandrovna (o.bilopilska@gmail.ru)

**Gerasimov B.N., Gerasimov K.B.**

### **USE OF INNOVATIVE POTENTIAL OF THE PROCESSES FOR ORGANIZATION DEVELOPMENT**

In the article the technology of defining the innovative potential of an organization that allows to measure numerically the state of these processes is presented; the development and implementation of effective technologies of management as important directions of development of this potential are viewed; measures on its increasing are developed.

*Key words: processes, potential, organization, innovation, technology.*

Gerasimov Boris Nikiforovich  
Gerasimov Kirill Borisovich (270580@bk.ru)

**Zamalutdinov A.V.**

### **FRANCHISING MECHANISM AND SERVICE LEVEL**

The article is devoted to the franchising mechanism of interaction of franchiser and franchisee, in particular to the description of juridical aspect of carrying out of the given mechanism and defining its economic constituent. Standards of quality of rendering of services, and also the process of their submission for the improvement of quality of services in a particular organization are viewed. The mechanism allowing on the basis of comparison of standards of quality of these processes to define priorities for the revelation of the most important constituents of economic success from the point of view of formation of level of quality of services is described.

*Key words: franchising, franchising mechanism, franchisor, franchisee, quality of services.*

Zamalutdinov Albert Vildanovich (kman@tgasu.ru)

**Zamuraeva L.E., Gilyazova L.A.**

### **CURRENT STATE OF THE SERVICE MARKET POSTAL SERVICE RUSSIA**

In the article the main characteristics of modern postal services market are highlighted, existing and projected demand is estimated, factors determining its

value are studied. Portraits of typical consumers of postal services in various segments are presented. Actions to reduce impact of negative factors on the distribution of postal operators are suggested.

*Key words: postal services market, competitiveness, demand for postal services, alternative postal operators.*

Zamurava Larisa Evgenievna (lzamurava@rambler.ru)  
Gilyazova Lilia Alfitovna

**Kiselitsa E.P., Alieva D.R.**

### **ROLE OF SMALL BUSINESS OF NORTHERN REGIONS IN THE CONTEMPORARY ECONOMICS OF RUSSIA**

In this article the causes of growing role of small enterprises of Northern territories for Russian economics are viewed. The main problems of small business in the Tyumen region as a typical representative of the North of Russia are investigated.

*Key words: small businesses, small business, lack of financial resources, risk management methods.*

Kiselitsa Elena Petrovna (oles\_73@mail.ru)  
Alieva Dinara Rizvanovna

**Manukyan M.M.**

### **THEORETICAL QUESTIONS OF DEVELOPMENT OF CLUSTER STRUCTURES IN INDUSTRY**

In the article theoretical approaches, prerequisites, conditions of formation and functioning of cluster structures, as well as positive and negative aspects of development of cluster structures at the present time are presented; advantages of enterprises participating in clusters are identified.

*Key words: clusters, industry, production efficiency, group of enterprises, product differentiation, costs, public goods, growth of profitability, specialization, institutional traps, foreign takeovers.*

Marine M. Manukyan (marinaarm89@mail.ru)

**Pukhal'skaya A.P.**

## **PECULIARITIES OF MARKETING OF INTELLECTUAL PROPERTY**

In the article the definition of the category of marketing of intellectual property, the interrelation of marketing and commercialization of intellectual property is established. Key factors, documents and information necessary for marketing research of intellectual property market are defined. Consecutive steps and expected results of methodology of marketing research of determining trends in the development of technology are revealed.

*Key words: marketing, intellectual property, commercialization, marketing research, strategic marketing, patent research, scientific and technical information, market segment.*

Pukhalskaya Anastasia Pavlovna (nastyapux20@mail.ru)

## ***PERSONNEL MANAGEMENT***

**Barbarskaya M.N.**

## **IDENTIFICATION OF DEVELOPMENT DRIFTS OF HUMAN RESOURCES POTENTIAL AT CONSTRUCTION ORGANIZATIONS**

In the article the questions of human resource management are viewed, their role in the process of activity of construction organization is determined. It is established that the most important condition of ensuring competitive status of construction organization are skills, abilities and educational background of its employees, thus their potentiality. The structural components of human resources potential are identified and the level of their development is evaluated. Managerial decisions that are aimed at development of human resources potential of construction organizations of the Samara region, which undergo such life cycle stage as stabilization are suggested.

*Key words: human resources, human resource potential, assessment of human resource potential, swot-matrix of human resources.*

Barbarskaya Marina Nikolaevna (mnb\_82@inbox.ru)

**Berezina E.S., Rychagova E.M.**

## **FEATURES OF ADAPTATION OF CIVIL SERVANTS IN FEDERAL TREASURY DEPARTMENT FOR THE SARATOV REGION**

In the article problems in the realization of adaptation procedure as one of the key elements of human resource management system in enterprises of different types of incorporation and ways of their solving are analyzed. As an example, the procedure of adaptation of civil servants in Federal treasury department for the Saratov region is considered.

*Key words: adaptation of civil servants, personnel management system, primary adaptation, secondary adaptation, management of the federal treasury in the Saratov region.*

Berezina Ekaterina Sergeevna (e.s.berezina@yandex.ru)  
Rychagova E.M.

**Luk'yanova V.V., Belousova N.Yu.**

### **COMPETENCE OF CIVIL SERVANTS AS A KEY ELEMENT OF EFFECTIVENESS OF AN ACTIVITY OF SENIOR MANAGER**

In the article different aspects of professionalism of state and municipal workers as performance of management activity of civil servants are viewed.

*Key words: competencies, state, municipality, management, professionalism.*

Lukyanova Valentina Vasilievna (vv2724@mail.ru)  
Belousova Natalia Yurievna

### ***RIGHT***

**Tatarinova S.S.**

### **LEGAL REGULATION OF DELIMITATION OF COMMODITY MARKET**

The problems of legal regulation of delimitation of boundaries of commodity market are regarded in the article. The importance of correct and precise delimitation for the analysis of state of competitive environment in the commodity market is emphasized. Analyses alteration of normative regulation of mechanism of evaluation of competition in the commodity market. The comparison of mechanisms of evaluation admitted in Russia and abroad, including the European Union, is carried out. The conclusion about possibility of applying foreign experience for the improvement of mechanism of delimitation of commodity market in the Russian Federation is made.



*Key words: legal regulation, commodity market, determination of the boundaries of the commodity market, assessment of competition, mechanism for assessing the competitive environment.*

Tatarinova Svetlana Sergeevna (lana-tat@mail.ru)

**Sharafutdinova Z.I.**

### **FORMATION OF A JUDGE'S BELIEF IN ADVERSARY CRIMINAL PROCEDURE**

In the article debatable questions of the concept, structure and process of formation of internal judge's belief at different stages of court proceedings in adversary criminal procedure are considered.

*Key words: inner conviction of a judge, court evidence, criminal case, criminal procedure.*

Sharafutdinova Zarina Igorevna (zarja2663@mail.ru)

### ***MATHEMATICAL AND INSTRUMENTAL METHODS IN ECONOMY***

**Vasyaycheva V.A., Sakhabiev V.A., Sakhabieva G.A.**

### **ON ONE APPLICATION OF MATHEMATICAL METHODS IN THE ECONOMICS**

In the article the question of application of mathematical methods in the economics in the sphere of estimate and prognostication of ecological condition of cities aimed at ensuring operative decision of the problem is viewed.

*Key words: forecasting, development strategy, environmental policy, new information technologies.*

Vasyaycheva Vera Ansarovna (VeraAVasyaycheva@yandex.ru)

Sakhabieva Galina Alexandrovna

Sakhabiev Vitaly Ansarovich