

# VESTNIK TVGU

Series : *Economics and Management*

№ 1, 2018

*Scientific Journal*

*Founded in 2004*

Registered by the Federal Service for Supervision in the Sphere of Telecom,  
Information Technologies and Mass Communications  
PI №ФЦ77-61038 from March 5, 2015.

## **Translated Title**

HERALD OF TVER STATE UNIVERSITY. SERIES: EKONOMIKA I UPRAVLENIE

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## **THE "COST" CATEGORY IN ECONOMIC SCIENCE**

**M.V. Petrishchev**

Tver State University, Tver

The purpose of the article is to show the difference between the domestic and scientific concepts of "cost", the change of this concept from Aristotle to the classics of political economy through Say and Sismondi to Marx and theories of marginal direction, identifying the concepts of "price" and cost". Scientific novelty consists in refinement and interrelation of concepts "consumption value", "benefit", "usefulness", in criticism of ideas of N.K. Sagadieva about the nature of the value of the goods.

*Key words: cost, price, useful, usefulness, private labor, abstract social labor.*

## **CONCEPTUAL APPROACH TO THE MECHANISM OF GOVERNMENT FINANCING IN REAL ECONOMIC SECTOR (ON THE BASIS OF ELECTRO ENERGETIC AND OIL-AND-GAS INDUSTRIES)**

**I.N. Rykova, D.Yu. Taburov**

The Head of the Industrial Economic Department under the Ministry of Finance of the Russian federation

On the basis of systematization of directions and measures of the state support of the organizations of real sector of economy research of approaches to formation of the mechanism of their state financial support is carried out. It is concluded that the functioning of the mechanism of state financial support of organizations of electric power and oil and gas industry creates preconditions for their further development. We need active assistance in financing new exploration technologies and stimulating the optimization of oil and gas resources.

*Keywords: real sector of economy, state support, tools, economic policy, budgetary system*

## **PECULARITIES OF MODERN CONSUMER CREDITING IN RUSSIA**

**N.B. Glushkova**

Tver state University, Tver

The current level and trends of consumer lending at the present stage of development in Russia are considered. The scientific novelty consists in a comparative analysis of indicators and conditions of lending in banks and microfinance institutions. The indicators of the total cost of loans and the dynamics of their changes. As a result, the main problems of consumer lending are revealed: the growth of overdue debts in banks and the crediting of Russian citizens. The level and structure of citizens' loans in the territorial context and by types of loans are considered. The measures of the Bank of Russia and commercial banks to reduce the level of loans and overdue debts in consumer lending are proposed. The concept of debt burden of borrowers is defined, the method of its calculation is resulted. Recommendations are given to reduce the level of debt burden of citizens and risks of consumer lending.

*Keywords: consumer loans, the full amount of the loan, the microfinance organization, the debt load of citizens, the debt load of the borrower.*

## **THE STRATEGIC IMPORTANCE OF BANK LENDING IN ECONOMIC DEVELOPMENT OF KAZAKHSTAN**

**L.A. Talimova<sup>1</sup>, G.M. Kalkabayeva<sup>2</sup>**

<sup>1,2</sup>Kazpotrebsoyuz Karaganda Economic University

The purpose of the study is to develop an economic and mathematical model of the influence of macroeconomic factors on the volume of credit investments of second – tier banks in the economy on the basis of the analysis of modern trends of Bank lending in Kazakhstan. A comprehensive analytical study of Bank lending and its strategic importance in the development of the economy of Kazakhstan at the present stage is an important and significant problem, the solution of which will ensure the optimal interaction of credit relations in order to achieve sustainable economic growth of the country. The developed economic and mathematical model of interrelation of volumes of Bank crediting and macroeconomic factors can be used at development of strategic directions of development of banking system and banking policy for the purpose of activation of crediting of economy of the Republic of Kazakhstan. Scientific novelty-problems in development of Bank crediting in the conditions of macroeconomic instability are revealed; the correlation and regression model with definition of the main factors which had essential influence on credit activity of banks of the second level of Kazakhstan is developed.

**Keywords:** *loans, second-tier banks, credit activity, overdue debt.*

## **THE CREATION OF VALUES IN ASSETS' MANAGEMENT SYSTEM OF A POWER SUPPLIER**

**E.V. Gavrikova**

National Research University "Higher School of Economics", Moscow

The article explores the possibility of implementing a systematic approach in order to describe the process of value creation in assets management of a power supplier. The author outlines the key challenges existing in the power industry nowadays. The article analyses the main problems regarding assets management in the dynamic environment. The author describes the current state of research in the field and highlights the significance of the values based on assets management. As a result the author proposes a model that describes the process of value creation throughout the assets management system from the systematic approach perspective.

**Keywords:** *asset management, power industry, system approach, value creation*

## **SOCIAL RISKS IN THE SYSTEM OF CORPORATE MANAGEMENT: CONCEPTUAL BASIS AND POSSIBILITIES OF THE RUSSIAN BUSINESS' SOCIAL RESPONSIBILITY**

**O.V. Danilova**

Financial University under the Government of the Russian Federation, Moscow

Social risks and their place in the corporate governance system are considered. It is proved that professional risks are indicators of the degree of social tension and the level of successful interaction between the company's management, the Board of Directors, shareholders and other stakeholders in the implementation of social programs. Scientific novelty: the analysis and

assessment of professional risks associated with damage to the health and life of the employee. The point of view on the significant impact of corporate social responsibility on the level of social risks in entrepreneurship is argued. The integration of corporate social responsibility into the corporate governance system allows taking into account social and economic changes in the development of the company's strategies. The implementation of the ideas of corporate social responsibility contributes to the formation of competitive advantages in the interests of sustainable development of the company.

**Keywords:** *social risks, occupational risks, social responsibility, risk management, social partnership.*

## **THE CONCEPT OF «PROJECT COMPETENCE» IN THE CONTEXT OF THE IMPLEMENTATION OF THE PROJECT APPROACH IN THE SYSTEM OF PUBLIC ADMINISTRATION**

**M.V. Tsurkan**

Tver State University, Tver

The relevance of the article is due to the introduction of the project approach to the public administration system, which is impossible without the mastering of a new type of competencies by employees of state structures that will allow using project methods in professional activities. The purpose of the article is the formation of a scientific approach to the definition of the term «project competence» in the context of the indicated conditions. The scientific novelty of the article was obtained within the framework of achieving its goal – an approach to the definition of the term «project competence» was formed, taking into account the bi-direction of the new direction: the introduction of project management in the system of strategic planning of social and economic development of territories and the participation of state authorities in managing intersectoral interaction projects. Other results of the research are as follows: a classification of projects of intersectoral interaction with the participation of state authorities was developed; the idea of the world standards in the sphere of the project approach taking into account the roles performed by groups of project participants is systematized; clarified not the identity, but the relationship between the concepts of «competence» and «competence» in the context of the implementation of the project approach; The defining components of the project competencies are substantiated, which are expressed by the definitions «know» and «able»; Within the framework of the goal of the article, national standards have been analyzed, on which the system of certification of project specialists of various levels existing in the Russian Federation is based; The place of the Project Management Center of the Russian Academy of Science and Technology in the structure of project management at the federal level has been determined.

**Keywords:** *project approach; project; competence; strategic planning; intersector interaction.*

## **SOME SPECIFIC FEATURES OF THE REGULATED MARKET MODEL IN THE SYSTEM OF PUBLIC HEALTH CARE**

**A.V. Andreeva<sup>1</sup>, V.A. Geng<sup>2</sup>**

<sup>1,2</sup>Tver State University

The article analyses the models of health care systems financing, which exist in the countries with developed market economy. Based on this analysis, the authors suggest the model for public health care reform in Russian Federation, justify the need in "regulated market", since it will increase the quality and

availability of medical help as well as facilitate efficient use of resources due to expansion of market management methods. At the same time, the health care system and related state guarantees of free medical help for citizens will be still mainly financed by the government.

**Keywords:** *"internal market" model, "planned market" model, "regulated competition" model, financing of a medical organisation, public-private partnership*

## **POPULATION DYNAMICS IN TVER REGION**

**E.V. Bespalko<sup>1</sup>, A.N. Kudinov<sup>2</sup>, S.A. Mikheev<sup>3</sup>, V.P. Redchitch<sup>4</sup>, V.N. Ryzikov<sup>5</sup>,  
V.P. Tsvetkov<sup>6</sup>, I.V. Tsvetkov<sup>7</sup>**

<sup>1-7</sup> Tver state University, Tver

The paper studies the dynamics of the population of the Tver region on the basis of a new demographic equation containing three demographic parameters. These parameters are found from the condition of minimum deviation of the calculated trend curve  $y(t)$  at points  $t_i$  from the Rosstat data  $y_i$  in the Tver region. As a result, a correlation was obtained that determines the dynamics of the population of the Tver region. The justification of the process of its asymptotic stabilization at the level of 1, 19198 million people for 40-50 years from 2017 is given.

**Key words:** *demographic equation, trend line, asymptotic stabilization, population, forecast.*

## **IMPROVING THE FINANCIAL COMPONENT OF THE MECHANISM OF IMPLEMENTATION OF THE MODEL OF GENERAL EDUCATION IN HIGHER EDUCATIONAL INSTITUTIONS**

**G. L. Tolkachenko**

Tver state University, Tver

The purpose and scientific novelty of the article is to analyze the current system of financing General education in Russia and on its basis for the first time proposed a scheme of financing General education in higher education.

**Keywords:** *sources of financing of General education, revenues from the provision of educational services, pricing for paid services of educational institutions, budget financing of educational services, financial risks in the provision of educational services.*

## **THE MAIN CHARACTERISTICS OF THE EXPORT RUSSIAN EDUCATION**

**E. V. Klyuchnikova**

Tver state University, Tver

The purpose of the article and its scientific novelty is to determine the essence of the concept of export of education and its spectrum. For this purpose, the current state of export of Russian education is analyzed and the main characteristics of the flow of foreign students in Russia are given. UNESCO, the international trade centre (ITC), OECD, the Institute of international education (IIE), the Institute of sociology of the Russian Academy of Sciences, The center for social forecasting and marketing, the center for sociological research, the Institute of education of the HSE, as well as information and analytical materials for monitoring the effectiveness of higher education institutions in 2017 were used as sources.

*Keywords: international market, export of education, educational services, foreign students, share, quota.*

## **PAST AND FUTURE OF THE REMUNERATION SYSTEM IN SOCIAL SECTOR**

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<sup>1</sup>Independent Consultant, Moscow

<sup>2</sup>Institute for Budget Solutions, Moscow

The aim of the study is to assess the process and results of modernization of wage systems in the public sector over the past decade. A comprehensive analysis of the process of modernization of wage systems in the public sector is carried out: the main stages of the transition from a single tariff grid to an effective contract are considered, the assessment of the current results is made, mistakes made during the modernization and problems requiring solutions are revealed. The scientific novelty of the study is due to the proposed recommendations for the further development and improvement of wage systems in the public sector.

*Keywords: remuneration system, efficient contract, KPI.*

## **LABOUR MOTIVATION AND STIMULATION**

**E.A. Zarutskaya**

Tver State University, Tver

The purpose of the article is to substantiate the approach to understanding the processes of motivation and stimulation of labor activity of personnel. Scientific novelty: it is shown that the motive as a form of manifestation of need is an internal subjective phenomenon, and there are no ways of its formation or influence on it. Consequently, the process of motivation is an internal driving force, the management of which is not possible. For impact on the labor behavior of the employee from the outside, from the leadership, requires the use of incentives (stimulation). At the same time, their formation should be carried out in such a way that they are significant for employees, i.e. the incentive becomes an incentive only when it turns into a motive and meets any need.

*Key words: need, motivation, motivation, motivational profile, motivation research, incentive, stimulation.*

## **ASSESSMENT OF QUALITY CONTROL OF THE SOCIAL SERVICES IN RUSSIA**

**O.V. Skudalova**

Tver State University, Tver

The article analyses the efficiency of social services for the population and the importance of obligatory control and quality assessment provided by the state in modern social and economic conditions. The author highlights the necessity of the services' quality increasing. The scientific novelty involves investigating legal and regulatory framework, implementing SWOT-analysis for the quality assessment.



**Keywords:** the service, the social services, the techniques of assessment of quality of social services, the services sector, the standard of living of the population.

## **THE ROLE OF HEALTH QUALITY MANAGEMENT IN ENSURING ECONOMIC SECURITY OF THE REGION**

**O.M. Duyzhilova<sup>1</sup>, E.V. Rusina<sup>2</sup>**

<sup>1,2</sup>Tver State Technical University

The purpose of this article is to reflect the relationship between the two categories of the economy - quality management and economic security. This link is logically extended through the economical and social spheres, which must be tightly intertwined when making decisions in the sphere of ensuring economic security. At the head of this connection is a person or "human capital". The scientific novelty of the research is that many complex issues of economic security can be solved with the help of quality management tools.

**Keywords:** *economic security, quality management, quality management of health care, health, human capital, economical and social spheres.*

## **METHODS OF INCREASING BUSINESS COMPETITIVENESS EFFICIENCY ON THE BASIS OF LABOUR QUALITY**

**S.V. Chtegrintsova<sup>1</sup>, A.V. Kyznetsova<sup>2</sup>**

<sup>1,2</sup>Tver State University, Tver

The relevance of the research topic is due to the increased attention of companies to monitoring and assessing their own competitiveness, identifying reserves to strengthen competitive advantages not only due to the quality of products, but also the quality of workers' working lives. The purpose of the work is to determine the relationship between the competitiveness of enterprises and indicators of the quality of working life. Scales of assessment of competitiveness of the organization on the basis of quality of working life are developed, methods and methods of its increase taking into account each factor are offered. This allowed us to systematize the methodological tools to identify the advantages and disadvantages of its use. Results of researches allow to reveal and actively use reserves of competitive advantages of the enterprise in the social sphere.

**Keywords:** *quality of working life, competitiveness of the enterprise, human resources, profit, organizational values, mission, training and development of personnel, social security of workers, working conditions, working time*

## **STATISTICAL ANALYSIS OF IMPORTANT CHARACTERISTICS OF A TYPICAL RUSSIAN EMPLOYEE**

**O.V. Zabelina<sup>1</sup>, N.V. Pilipchuk<sup>2</sup>**

<sup>1,2</sup>Tver state University, Tver

The authors highlight the absence of "a typical Russian employee" concept in modern Russian legislation. Though the improvement of retirement insurance is impossible without creating and monitoring important characteristics of modern employees (who are insured) because they become beneficiaries when

reach retirement. The aim of the research is to create actual portraits of typical Russian employees (both for men and women) on the basis of the average (modal) rates calculated with the help of statistical methods and characteristics segregated through expert techniques.

**Key words:** *a typical employee, standard recipient, social services recipient, typical beneficiary, length of service, experience, pension savings, retirement pension.*

## **ANALYSIS AND ASSESSMENT OF FORMATION AND DEVELOPMENT OF SERVICE ENTERPRISES' INTELLECTUAL CAPITAL**

**V.P. Galenko<sup>1</sup>, K.S. Plis<sup>2</sup>**

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<sup>2</sup>Peter the Great St Petersburg Polytechnic University, St Petersburg

The article presents the results of the study, the main purpose of which is to develop a methodology for analyzing and evaluating the formation and development of the intellectual capital of the enterprise services sector, aimed at expanding the analysis of the effectiveness of the management system and economic activity of the enterprise. The authors analyze the methods of evaluation of intangible assets and intellectual capital of the enterprise. The author proposes a methodology for assessing and analyzing the level of formation and development of intellectual capital of the service sector. The use of the methodology proposed by the authors will improve the effectiveness of the analysis and evaluation of human resources management system, enterprise management system services in General.

**Keywords:** *intellectual capital, service enterprises, evaluation of intellectual capital, competitiveness, economic growth.*

## **MOTIVATION AND DEMOTIVATION ASPECTS OF HUMAN CAPITAL FORMATION AND DEVELOPMENT AT AN ENTERPRISE**

**A.V. Arfae, O.P. Tabelova**

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St Petersburg State Economic University, Higher Economic School, St Petersburg

The article presents the results of the study, the main purpose of which is to identify motivational and demotivation aspects of the formation of human capital of the enterprise and the development of an approach to assessing the usefulness of investing in human capital. The authors have expanded the approach to the definition and analysis of sources of investment in human capital, and on its basis revealed the specifics of motivation and demotivation in the formation and development of human capital. The article also proposes the author's method of calculating the indicator of the usefulness of investing in human capital, which includes the sources of investment and characterizes the motivation and demotivation to the development of human capital.

**Keywords:** *human capital, formation and development, motivation, demotivation, sources of financing.*

## **THE USE OF THE DRUG "NANOSILICON" IN THE SYSTEM OF COWS FEEDING OPTIMIZATION AS A FACTOR OF THE MILK EFFICIENCY INCREASING**

**O.V. Bogdanova<sup>1</sup>, L.V. Alekseeva<sup>2</sup>, F.G. Demenik<sup>1</sup>**

<sup>1</sup>Tver State University, Tver

<sup>2</sup>Tver State agricultural Academy, Tver

The article describes the main results of the comprehensive analysis of the current state of the dairy industry in the Russian Federation and the Tver region under fundamentally new economic conditions (sanctions, embargoes, import substitution). The authors reveal the peculiarities of state support of the industry at a regional level. The article experimentally proves that the introduction of cows' mineral food additive "Nanosilicon" into the diet leads to the increase in raw milk production efficiency.

**Keywords:** *food security, dairy cattle, dairy, State support, mineral elements, efficiency.*

## **THE ROLE OF SERVICES SECTOR IN THE DEVELOPMENT OF ECO-INDUSTRIAL PARKS IN RUSSIA**

**M.A. Lyubars'ka<sup>1,2</sup>, S.V. Kiselev<sup>3</sup>, V.P. Pilyavskiy<sup>4</sup>**

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<sup>4</sup>St. Petersburg Institute of business and innovations, St. Petersburg

The advantages of the development of eco-industrial parks for their members and for national economies in terms of their progress towards building a "recycling economy". The aim of the study is to identify the role of the service sector in the successful development of eco-industrial parks. As a method of research was chosen as the structural-logical analysis, which were allocated four groups of factors of influence of the services sector to enhance the functioning of eco-industrial parks and also identifies the types of formed infrastructure funds to collect the relevant types of effects. The scientific novelty of the obtained results lies in the construction of relationships between the use of the professional potential of organizations involved in the formation of engineering and municipal, transport and logistics, information and communication, administrative and financial infrastructure of eco-industrial parks and types of effects. The authors distinguish the service approach as a perspective direction of creation of infrastructure of eco-industrial parks.

**Keywords:** *eco- industrial park, service sector, service approach, infrastructure, effect, circular economy*

## **THE CONCEPT OF RUSSIAN ECONOMY SELF-SUFFICIENCY DEVELOPMENT**

**A.M. Tsikin**

LLC "NIIgazeconomika"

The article analyses the features of the self-sufficiency economy formation on the basis of the market agents economic interests coordination. The purpose of the work is to work out an organizational scheme for the development of the Russian economy self-sufficiency. The author uses the methods of general

and system analysis. The results can be used in the creation of programs for the development of self-sufficiency and competitiveness.

**Keywords:** *self-sufficiency, national economy, competitiveness.*

## **ESTIMATION OF ECONOMIC SUSTAINABILITY OF EVENT-AGENCIES**

**N.A. Mansurova<sup>1</sup>, S.V. Milev<sup>2</sup>**

<sup>1,2</sup>Tver State University, Tver

The purpose of the study is to develop a tool that allows you to obtain information about the current state and make timely decisions in order to maintain the economically sustainable state of the service enterprise.

Scientific novelty of the study:

- on the basis of the general theory of economic sustainability, the author's definition of the concept of "economic sustainability of the enterprise" is given;
- developed a methodology for assessing the economic sustainability of event-agencies, taking into account the specifics of the field of activity and assessing both external and internal factors;
- for each of the parameters of the evaluation, the criteria and their values have been determined expertly, and the degree of economic stability is interpreted.

**Key words:** *economic stability of the enterprise, methodology for assessing the economic sustainability of the event-agency, a system of qualitative indicators of the functioning of the event agency, a scale of assessment.*

## **APPLICATION OF INTERNET TECHNOLOGIES IN INTERACTION OF COMMERCIAL ENTERPRISES WITH EXTERNAL ENVIRONMENT**

**E.E. Nikitina**

Tver State University, Tver

The purpose of the article is to study the peculiarities of Internet technologies application in the activity of Tver region enterprises. The concept of "information management" is considered, the main directions of development of modern information technologies in activity of the enterprises are allocated. The features of their use of corporate websites are considered. It is proved that at the present time corporate websites are used primarily to attract the attention of potential partners and customers. The experience of using information technologies in management is summarized.

**Keywords:** *information management, information technology, corporate website, online store, informational resources*

## **IMPORT SUBSTITUTION IN RUSSIA: EVERYTHING IS JUST BEGINNING**

**A.V. Loginov**

Tver State University, Tver, Russia

This article assesses key criteria for import substitution policy regarding their implementation in the country's economic system. The key objective of the study is to assess the existing import substitution policy, on the base of developed criterias. For the first time, the issue of the role of alienation in

detering the potential of small and medium-sized businesses in the context of implementing the import substitution policy goals is raised.

*Keywords: import substitution, small and medium business, alienation.*

## **THE ROLE OF INTELLECTUAL CAPITAL IN THE REGIONS DEVELOPMENT: THE REVIEW OF MODERN RESEARCHES RESULTS**

**A.A. Maltseva**

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The article represents the results of a theoretical analysis based on the systematization and analysis of the works of contemporary domestic and foreign authors on the region's intellectual capital. The author highlights the key factors that determine the high role of the region's intellectual capital in its advanced development, competitiveness and social orientation.

*Keywords: intellectual capital, region, development, competitiveness, knowledge, innovative economy*

## **HISTORICAL TENDENCY OF CAPITAL ACCUMULATION: KEYNES VS MARX (FOR THE 200TH ANNIVERSARY OF KARL MARX)**

**E.M. Naydenova**

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The author attempts to prove that J. M. Keynes, the author of "The General Theory of Employment, Interest and Money", used some ideas by K. Marx to justify the alternative historical tendency of capital accumulation. This helps to deeply understand Keynes's theory and appreciate the role of K. Marx's political economy in the history of economic thought.

*Keywords: Marx, Keynes, accumulation of capital, animal spirits.*

## **FROM "THE CAPITAL" OF K. MARX TO THE INTELLECTUAL CAPITAL IN THE CONTEXT OF FUTURE INNOVATIVE ECONOMY**

**A.P. Buevich<sup>1</sup>, O.V. Karamova<sup>2</sup>**

<sup>1,2</sup>Financial University under the Government of the Russian Federation, Moscow

The main problem of the article is the search for possible matches presented by Marx in his conceptual constructions and the current level of development of economic theory. The purpose of the article is to reveal the evolutionary process of development of the theoretical economy from the "Capital" Of K. Mars to the theory of modern intellectual capital through comparative analysis of its basic concepts. To achieve this goal, research problems are solved: the creation and use of the author's dichotomous logical series, which is a method of differentiating the definitions of the basic concepts of the topic in the context of systematization of their components, presented in this article in the form of a set of ordered parties; definition of the content of the basic conceptual framework of the work both in the concept of K. marks and in modern economic theory with some elements of the author's interpretation;

implementation of procedures for comparative analysis of these identified and considered basic concepts.

**Key words:** *property, private property, intellectual property, capital, human capital, intellectual capital.*

# VESTNIK TVGU

Series: *Economics and Management*

№ 2, 2018

*Scientific Journal*

*Founded in 2004*

Registered by the Federal Service for Supervision in the Sphere of Telecom,  
Information Technologies and Mass Communications  
PI №ФC77-61038 from March 5, 2015.

## **Translated Title**

HERALD OF TVER STATE UNIVERSITY. SERIES: EKONOMIKA I UPRAVLENIE

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FEDERAL STATE BUDGET EDUCATIONAL INSTITUTION  
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## **FREE WILL AND ECONOMIC LAW: INTRODUCTIN TO THE GENERAL THEORY OF INCENTIVES**

**V.P. Fedorov**

LLC "transport assets Management»

The is considered in the article two alternative treatments of the relationship and the contradictory interaction of “free will” and “economic laws”, which are rooted in the philosophical systems of Hume and Kant. A hypothesis has been forward on the fundamental influence of these alternative concepts on the formation of the classical and “heretical” tradition in economic theory. Rethinking the principle of Kant’s apriorizm, basing on the achievements of modern humanitarian and natural sciences, the author proposes to consider the contradiction of “the proper” and “the existing” as an immanent characteristic of economic relations in society. This contradiction stipulates a necessity of specific algorithm foe realization of laws, where the key role is played by the category of “incentive”. At the same time, it is proposed to abandon the traditional separation of economic theory into “positive” and “normative” one. As an updated scientific paradigm, it is proposed to introduce a general theory of incentives into the scientific use.

*Keywords: freedom, incentive, norm, interest, law*

## **SCIENTIFIC-AND-TECHNICAL PROGRESS IN MARKET ECONOMY: A WAY TO PROSPERITY OR GLOBAL CATASTROPHE**

**Yu.I. Shorokhov**

Tver state University, Tver

The complex analysis of the market economy trends shows that the egoism of economic process participants is the main obstacle to the economic development. Overcoming the egoism enables to maximize potential advantages of division of labor, specialization and cooperation. Preserving the egoism leads to social conflicts and global catastrophe. The author highlights the competitive environment along with scientific-and-technical progress helps to create some mechanisms allowing to eliminate the egoism at macro and micro levels. Selfish behaviour of large monopolists impedes the mechanisms’ development.

*Keywords: structural crisis, barriers of difficulty, dynamics and globalization, individual and group egoism, egoism of organizations and government, unemployment, social conflicts.*

## **CONCEPTUAL DIVERSITY OF NEW POLITICAL ECONOMY**

**V.V. Chekmarev**

Kostroma State University, Kostroma

Evolutionary transformation of economic theory, which includes three components – political economy (in whose interests), economics (how effectively) and institutional theory (under what circumstances). – has led to the expansion of classical political economy and identifying the new political economy. The latter contains a number of conceptual directions - the political economy of education (actively developed in the IE RAS NG Yakovleva), the political economy of the economic space (developed in the Volgograd State University by AV Plyakin, RS Beckov, IV Mitrofanova, and in the Kostroma

State University – VV Chekmarev, AF Shvets), the political economy of the social contract (being developed at CEMI RAS by AN Dankov, KI Sonin), a policy of saving information (being developed at the Kostroma State University, E.M. Skarzhinsky, V.V. Chekmarev, V.V. Chekmarevym, EV Konovalova). Foreign researchers (USA, Great Britain) in the concept of a new political economy include economic relations between state and society, between political power and business. The research investigates the concept of the political economy of an economic space, as a new object and subject of economic theory.

**Keywords:** *political economy, new political economy, economic space, methodology of economic science.*

## **STATE PROGRAM AS A KEY ELEMENT IN PROGRAM BUDGET DEVELOPMENT**

**O.S. Chernikin**

Tver state University, Tver

The article analyses the program budget influence on the regional social and economic development. The author estimates the state program as a key element in program budget development. The author identifies the approach to the risk assessment within the state program implementation. The risk management includes two factors purpose realization influence and risk possibilities. The study specifies the role of executive organs as administrators of state programs. The state program is considered as a key element of a service state which can use outsourcing and delegate some functions to private and public structures. The author demonstrates the efficiency calculation of the state program implementation based on the growth elasticity of resultant indicator.

**Keywords:** *state program, state program activity, implementation risks, state program efficiency*

## **THE BANKING MECHANISM IN THE SYSTEM OF STATE FINANCIAL SUPPORT OF INNOVATIVE ACTIVITY**

**T.V. Zaytseva<sup>1</sup>, L.G. Simonyan<sup>2</sup>**

<sup>1,2</sup> Don State Technical University, Shakhty

The article examines the mechanism of Bank participation in the system of innovation state financial support. The author makes statistical analysis of the mechanism for supporting innovation activities carried out by JSC "SME Bank" together with regional partner banks. The authors identify a number of reasons that hinder Bank lending of innovative projects, as well as a set of tasks at the macro level necessary to activate the banking sector in the innovation process. The aim of the study is to develop theoretical and practical recommendations to enhance the mechanism of banking participation in the system of innovation state financial support. The object of the research is the system of financial support of innovation. The subject of the research is the banking mechanism of participation in the system of state financial support of innovation. The methodological basis is the generally accepted methods and techniques of economic research, such as methods of system and comparative analysis, expert and retrospective assessments, systematization and generalization, synthesis and generalization.

**Keywords:** *banking mechanism, financial support, innovation policy, branch structure of the loan portfolio.*

## **EVALUATION OF COMPETITIVE POTENTIAL OF MICROFINANCE ORGANIZATION**

**M.K. Obushcharova**

National research university Higher school of economics

The purpose of this article is to adapt the methodology for assessing competitive potential to the specifics of microfinance industry in Russia. The combination of selected methods has been tested on the example of LTD “Credit 911”. The scientific novelty of the study lies in the integrated assessment tool, available for a common manager of microfinance organization in terms of informational limitations of the industry.

**Keywords:** *competitiveness assessment, competitive potential, competitive strategy, microfinance organizations, microfinance industry.*

## **PRINCIPAL-AGENT PROBLEM IN THE RUSSIAN FEDERALISM**

**I.V. Chalov**

Tver State University, Tver

Recently the principal-agent theory becomes increasingly important among other approaches to the research of center-region relations. In this article, the modern Russian federalism is considered as an example of the principal-agent problem. The development of center-region relations in the modern history of Russia are described in the categories of this approach. The application of the principal-agent theory is an acute transdisciplinary research trend, where the achievements of institutional economics and game theory are used in the studies of political phenomena and processes. The scientific novelty of this article is determined by the application of the principal-agent approach to the analysis of changes in the Governor's pool and the dynamics of relations between regional groups of interests and the center. The relationship of regional policy and the electoral cycle, which ended in 2018 with the election of the President of the Russian Federation, makes the study especially interesting.

**Keywords:** *Russian federalism, principal-agent problem, principal-agent approach.*

## **THE IMPACT OF THE RETIREMENT AGE INCREASING ON THE LEVEL OF THE RUSSIAN POPULATION POVERTY**

**O.V. Zabelina<sup>1</sup>, E.A. Matveeva<sup>2</sup>, A.V. Mayorova<sup>3</sup>, A.S. Safonov<sup>4</sup>**

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The article investigates social and economic consequences of the retirement age increasing for the Russian population. The authors consider alternative expert points of view concerning the impact of the retirement age increasing on the poverty level of the Russian population. On the basis of microdata from the labor force survey in 2017, the authors make a variable forecast of the dynamics of the unemployment rate and the poverty level of the population with different variations for the retirement age increasing (by one,

two, three, four or five years). In general, the authors' calculations show that in today's conditions, the increase of the retirement age will seriously and negatively affect the unemployment rate and the poverty level in the country. Therefore, the decision to increase the retirement age should be taken by the Government in the context of achieving the goals within the program of the Russian Federation development until 2024, outlined by President V.V. Putin which includes life expectancy an real incomes increasing, poverty reducing.

**Keywords:** *retirement age, labor force, poverty, unemployment*

## **MANAGEMENT MODEL: FROM STRATEGY TO KEY PERFORMANCE INDICATORS**

**E.V. Gorshenina<sup>1</sup>, A.N. Gorshenin<sup>2</sup>**

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<sup>2</sup>[InterConsult](#), Tver

The article describes an effective approach to the development and implementation of key performance indicators of the organization. Within the framework of the balanced scorecard (BSC), and in accordance with international standards of ISO 9000 series, the author offers a management model and describes an approach to the breakdown of the key performance indicators (KPIs) into three groups of indicators. On the basis of the proposed management model, the author identifies six practical steps necessary for its implementation.

**Keywords:** *key performance indicators, balanced scorecard, organizational strategy, strategic objectives.*

## **MARKETING RESEARCH ON CONSUMERS' 'PREFERENCES AT THE MARKET OF QUESTS**

**S.N. Kaznacheeva<sup>1</sup>, A.M. Yemelyanova<sup>2</sup>**

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This article is devoted to marketing research as one of the most effective tools for market analysis. In the article the authors consider the essence of the concept of marketing and distinguish its main roles (marketing as sales support, marketing-locomotive business, marketing-business philosophy). The authors reveal the essence of the concept of marketing research and its main goals. The article describes the distinction between the concepts of "marketing research" and "the research of the market". The authors point out that marketing research is conducted to find new opportunities for the organization. The article presents the results of a survey conducted by Mix Reaserch based on the experience of marketing research among Russian companies. Currently, there is a popularization of quests in reality. The authors list the main genres of quests. The purpose of the marketing research presented in the article was to identify the preferences of consumers in the market of quests in reality (interactive games with a fascinating storyline). The authors point out that the audience of quests becomes more sophisticated, therefore only those companies that offer non-standard solutions will succeed.

**Keywords:** *marketing, the role of marketing, market research, the objectives of marketing research, quest, the genres of quests*

## THE METHOD OF SUCCESSIVE CONCESSIONS IN THE COORDINATION OF ECONOMIC INTERESTS

N.Yu. Mutovkina<sup>1</sup>, E.N. Yastrebova<sup>2</sup>

<sup>1</sup>Tver State Technical University, Tver

<sup>2</sup>Tver State University, Tver

The aim of this work is to demonstrate the capabilities of the method of successive concessions to solving the problem of optimal allocation of a limited number of resources between the branches of the company. As practice shows, when resources are shared, there may be conflicts both between the management of the company, responsible for the distribution of resources and the applicants for them, and between the applicants themselves. In order to prevent conflict situations, it is proposed to consistently allocate resources, determining the priority of the applicants for resources and the share of the values of their target functions, from which they are ready to give up for the benefit of the company. These numeric values are called economic concessions. The offered algorithm of coordination of economic interests of economic entities, their structural divisions, branches and representations on the basis of the method of successive concessions which solve the problems of multicriteria optimization has a novelty. The task is to maximize profits in each of the branches of the company in terms of limited resources. The authors use the expert methods to determine the priority of the target functions of branches and to establish the values of their concessions. The article gives a numerical example of the solution of a profit maximization problem using different variants of the target functions ranking according to their importance.

**Ключевые слова:** *multicriteria optimization, concession, profit maximization, mathematical programming, expert evaluation*

## THE PROBLEM OF THE ADJUSTMENT OF THE SOCIO-ECONOMIC DEVELOPMENT STRATEGY IN THE TVER REGION

V. V. Fedorov<sup>1</sup>, M. V. Fedorov<sup>2</sup>

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The aim of the study is to determine the actual adjustment of the program "Strategy of socio-economic development in the Tver region until 2030", due to the new requirements to the structure and content of the document. The scientific novelty of the work consists in clarifying the nature of the spatial development of the Tver region and specifying the management parameters of possible changes within the "Guidelines for the development and adjustment of the strategy of socio-economic development of the Russian Federation and the action plan for its implementation" (2017). The article estimates the parameters of the actual inclusion of the Tver region in the structure of the Moscow and St. Petersburg agglomerations of the 1st order. The authors consider characteristic feature of the Tver agglomeration of the 2nd order, connected with the historically developed settlement network influencing the development of the region's economy. The key points in the development of a new section of the regional strategy for socio-economic development are as follows: the formation of a suitable settlement system and efforts helping to overcome the spatial development threshold without delay – the lack of a dense and high-quality road network.

**Key words:** *region, settlement system, development strategy.*

## **THE SPECIFICITY OF THE FORMATION AND DEVELOPMENT OF RUSSIAN AGRICULTURAL FOOD MARKET**

**O.V. Bogdanova**

Tver State University, Tver

The article investigates specific characteristics of problems formation and identification of the Russian agricultural food market development taking into account the totality of significant external factors (global instability in world and national economy). The novelty of the research consists in the discussion of the essence, structure and characteristics of the functioning of the agricultural food market through the prism of "the theory of systems". The author systemizes basic features and problems of the Russian agricultural-food market in a global economy. The article summarizes the main directions of the state regulation of the Russian agricultural-food market in conditions of import substitution.

**Keywords:** *agro-food market; agricultural food sector; State regulation of the agricultural food market; the food security of the Russian Federation; import substitution.*

## **INCREASE OF FLAX CULTIVATION EFFICIENCY IN THE RUSSIAN FEDERATION: CURRENT STATE AND TRENDS**

**A.V. Mirontseva**

Russian State Agrarian University – Moscow Timiryazev Agricultural Academy,  
Moscow

The article analyzes the trends and prospects of flax production in the Russian Federation, as well as the General state of flax. Special attention is focused on the rationale for improving the efficiency of flax. The state support of flax producers is substantiated, information is disclosed in the context of the regions of the Russian Federation, and the most promising sphere for the organization of flax production is identified on the basis of the analysis of the region. The necessity of the state to support flax growing in Russia is proved. The main goal of the research consists in a substantiation of flax cultivation efficiency increase in the Russian Federation. The subject of the study is the economic relations of agricultural producers of all forms of ownership in the production of flax. The objects of the study are the agricultural enterprises of flax, various organizational and legal forms. This study gives the results of the state of flax growing and reveals the reasons for the reduction of about 7-10 times compared to 1990 and outlines promising issues and directions of research in the context of improving the efficiency of flax growing within each separate region of the Russian Federation, as well as the rationale for increasing state support.

**Key words:** *efficiency of flax growing, production of flax, state support of flax producers.*

## **ALCOHOLISM PREVENTION IN THE TVER REGION AND THE TARGET-ORIENTED APPROACH TO THE SOLVING OF THIS PROBLEM**

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The article analyzes the implementation of the state target program «Healthcare in the Tver region» on the example of Tver regional clinical narcological dispensary. Based on the analysis of various indicators reflecting the state of health of the Tver region population, the nature of crime, as well as the organizational and legal aspects of the issue, the authors highlight the urgent problem of alcoholism in the region. In view of the complexity and multifunctionality of this problem, the article proposes a program-target approach to the problem solution in the form of a subprogram draft «prevention of alcoholism among the population of the Tver region». The draft sets out the objectives, tasks, main activities, indicating the amount and sources of funding, as well as the analysis of the causes of failure or late implementation of the program activities. The research presents a system of target indicators of the subprogram and the calculation of their prognostic values until 2020.

**Keywords:** *program-target method, target program, healthcare, alcoholism, prevention*

## COMPARATIVE ANALYSIS OF EDUCATION QUALITY ASSESSMENT IN FOREIGN UNIVERSITIES

**E.V. Shubenkova<sup>1</sup>, N.N. Gagiev<sup>2</sup>, E.A. Voikina<sup>3</sup>**

<sup>1,2,3</sup>Plekhanov Russian University of Economics, Moscow

The article analyzes approaches to evaluating the quality of higher education in foreign countries. As an example the authors review the system of education quality assessment in such countries as USA, Germany, UK, France, Netherlands and Japan. The article highlights that the main tool of controlling quality of education is accreditation of educational institutions and educational programs, as well as the presence of educational institutions in the international ranking.

**Keywords:** *higher education, education quality assessment, accreditation*

## MOTIVATION OF YOUNG TEACHERS' LABOR ACTIVITIES OF AND WORKING WITH YOUTH STAFF RESERVES IN THE UNIVERSITY

**S.A. Ledneva**

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The purpose of the article is to study the motivational preferences of young scientific and pedagogical employees of the university to develop an effective system of attracting and retaining young professionals as teachers in the university. The research emphasizes the necessity of solving the key problem of modern Russian universities - "rejuvenating" the faculty. The authors analyze the features of labor motivation of youth as a whole. The article demonstrates the results of the analysis of Plekhanov University young teachers' needs and motives for their professional self-realization. The author's draft of the Roadmap is proposed as a practical basis for the system of attracting and developing the youth reserves of scientific and pedagogical personnel. Elements of novelty consist in "linking" this work with the



activities improving the rating indicators of the university as a whole and the ability to broadcast this experience to other universities.

**Keywords:** *motivators, scientific and pedagogical staff, high school, youth reserve of cadres, development.*

## **THE LABOR MARKET OF CHINA IN THE NEW FORMAT - ANALYSIS OF THE DEVELOPMENT PRACTICE**

**S.M. Efremova**

Orel state University. I.S. Turgenev, Orel

The author assesses the practice of reforming China's labor market with the aim of adopting the experience as a tool for solving problems in the social sphere, including Russia. The article deals with the issue of finding solutions to optimize and effectively regulate China's labor market as a systematic basis for ensuring sustainable economic growth. The author highlights the impact of structural trends and reforms on employment growth, the main directions of overcoming the problems of imbalance in the labor force of urban and rural population, alternative options for the development of the modern labor market in China.

**Key words:** *China (PRC), labor market, unemployment, migration, mobility.*

## **ASSESSMENT OF ACTIVITY EFFICIENCY OF THE SOCIALLY ORIENTED ENTERPRISES IN MODERN ECONOMIC REALITIES**

**O.V. Skudalova**

Tver State University, Tver

Socially oriented enterprises are economic agents, whose activity is connected with production, rendering of services, performance of works for receiving income, profit, meeting social needs, solution of actual social problems. The assessment of the effectiveness of their activities is necessary to explain the need for the existence of these market entities in the society. The revealed or proven effectiveness, which is considered from the traditional point of view, as the ratio of the total result to costs, in this case, can be noted by solving or mitigating the social problems of the Russian territories. The aim of the analysis is to assess the effectiveness of socially oriented enterprises in Russia. The elements of scientific novelty are: the distinction of such concepts as quality, efficiency and effectiveness; analysis of methods for assessing the effectiveness of enterprises; classification of evaluation parameters of socially oriented enterprise X aimed at solving the problem of psychological adaptation of people with disabilities (wheelchair users) in modern society.

**Keywords:** *socially oriented enterprises, assessment of efficiency, assessment technique, social problems, physically disabled people.*

## **THE CONCEPT OF THE RUSSIAN ECONOMY COMPETITIVENESS' IMPROVEMENT ON THE BASIS OF SELF-SUFFICIENCY**

**M.L. Al'pidovskaya<sup>1</sup>, A.M. Tzikin<sup>2</sup>**

Financial university under the government of the Russian federation research institute "Gaseconomica" Moscow

The authors analyse the results of new mechanisms' development leading to the improvement of the Russian economy competitiveness based on self-sufficiency. The article investigates the concept of the Russian economy development. The survey shows the correlation between budgetary- taxation policy and federal and regional long term development programs. The aim of the research is to evaluate necessary measures helping to boost the national economy competitiveness on the basis of self-sufficiency.

**Keywords:** competitiveness, national economy, self-sufficiency, economic development, economic policy.

## **SHORT TERM FORECAST FOR NATIONAL ECONOMY DEVELOPMENT**

**A.V. Tebekin**

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Moscow

The article analyses a variety of forecasts for the Russian economy development based on the research of large international and domestic institutes. the author highlights the integrity of the factors influencing the national economy which reflect the dynamics of the Russian growth domestic product according to the global oil prices. In view of the superposition of large, middle, small and short cycles the article predicts the national GDP's negative dynamics in 2018 compared to 2017. The author proves the negative dynamics of large and middle economic cycles will dominate in national economy in 2019 in spite of positive trends in small and short cycles. On the basis of the research the author identifies a set of conditions allowing achieving in 2020 such a growth rate which can exceed the average global growth rate.

**Keywords:** dynamics, modern Russian economy, industrial production

## **AUTOMATION OF THE FUEL DEMAND PLANNING FOR ROAD TRANSPORTATION**

**V.M.Kurganov<sup>1</sup>, M.V.Gryaznov<sup>2</sup>, A.N.Dorofeev<sup>3</sup>**

<sup>1</sup>Tver state University, Tver

<sup>2</sup>Magnitogorsk state technical University, Magnitogorsk

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The aim of the study is to reduce the complexity and improve the accuracy of calculations while planning the fuel requirements for vehicles when working on routes. The proposed computer program dramatically reduces the likelihood of errors in the calculations of personnel and allows you to form a reference database of the enterprise. In order to reduce the possible deviations of the calculation results from the objective fuel demand, the authors propose to clarify the correction factors taking into account the conditions of transportation and carrying out control measurements using satellite navigation systems.

**Keywords:** road transport, fuel, information technology, navigation systems.

## **THE PROBLEM OF HIGH-VOLATILITY OF GLOBAL ECONOMIC DEVELOPMENT AS THE PRIME CHALLENGE FOR ECONOMIC SCIENCE**

**M.A. Mochalov**

Saint-Petersburg State University of Economics, Saint-Petersburg

Being based on the historical evolution principle the article investigates the problem of scientific understanding of the phenomenon of the high-volatility of world economy development and global imbalances involved in that. Considering the phenomenon as essential feature of the modern global economy the article proves the necessity of methodological integrity and constructive synthesis of theoretical research in studying world economic facts during the process of radical transformation of the economic system.

*Keywords: economic development, global economic crisis, development of economic theory, globalization, global imbalances.*

## **THE PROBLEM OF CLASSIFICATION FACTORS OF LABOUR PRODUCTIVITY GROWTH**

**O.V. Markova**

Tver state University, Tver

The article aims to develop the improved classification of the factors influencing the labour productivity. The author offers her on versions of factors classification. The author highlights the significance of innovative factors. The novelty of the research consists in measuring the impact level of each factor on the productivity of live and public labour. Organisations can use the classification to develop a multifactor labour model which can help to coordinate the employer's and employees' interests.

*Keywords: labour productivity, labour productivity factors classification, productivity of live labour, productivity of public labour*

## **LABOR PRODUCTIVITY MANAGEMENT AS A FACTOR OF ECONOMIC GROWTH AND A CONDITION FOR INCREASING THE POPULATION STANDARD OF LIVING**

**R.O.Navrotsky**

Plekhanov Russian University of Economics, Moscow

The author substantiates the relevance of the study of labor productivity management issues due to the presence of systemic unresolved problems at the state level which highlight statistical indicators and cross-country comparisons. The systematization of approaches to labor productivity management on the basis of the system of indicators are classified in accordance with the level structure as well as the key factors of labor productivity growth on the basis of systematization of domestic and foreign sources. The author investigates the existing models of labor productivity management. The article provides an overview of the works of modern scientists which include substantiation of the relationship between productivity growth and the key socio-economic indicators. The author offers some measures aimed at improving the effectiveness of management activities for research at the macro level. The author's contribution which determines

the novelty of the research consists in the systematic representation of factors, indicators, models of labor productivity management under modern conditions which can become a theoretical basis for further in-depth study.

**Keywords:** *Labor productivity, social and economic development, level, factor.*

## **THE PROBLEM OF «REGIONAL INTELLECTUAL CAPITAL» DEFINITION AND ITS LEVEL STRUCTURE**

**A.A. Maltseva**

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of Tver State University, Tver

The author makes a terminological analysis of the concept of «regional intellectual capital» using systematized domestic and foreign sources. The article reveals the absence of a unified opinion in the scientific community on the issue. As a result, the author proposes her own definition, which is based on the identified key essential characteristics of the research object, as well as its level structure, which is based on the multidimensionality and complexity of the concept.

**Keywords:** *intellectual capital, region, knowledge, level, intangible resource*

# VESTNIK TVGU

Series: Economics and Management

№ 3, 2018

*Scientific Journal*

*Founded in 2004*

Registered by the Federal Service for Supervision in the Sphere of Telecom,  
Information Technologies and Mass Communications  
PI №ФC77-61038 from March 5, 2015.

## **Translated Title**

HERALD OF TVER STATE UNIVERSITY. SERIES: EKONOMIKA I UPRAVLENIE

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FEDERAL STATE BUDGET EDUCATIONAL INSTITUTION  
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## EVALUATION OF THE NATURE OF DIFFERENTIATION AND CONTINUITY OF THE STAGES AND PHASES OF TECHNOLOGICAL STRUCTURES

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The urgency of the research is that for the effective management of the development of the national economy in the long run, it is necessary to know with a high degree of accuracy the patterns of development and the change of technological structures. The purpose of this study is to assess the nature of the differentiation of technological and continuity of the stages and phases of technological structures in the interests of using instruments of long-term economic development. The content of the research consists in a retrospective analysis of the regularities of the phase change and the associated stages of the K-cycles of the I-Vth technological structures, and also in the forecasted description of the nature of the development of the VI and VII technological processes. Scientific novelty of the conducted research consists in representation of technological ways replacing each other in a single chain with the phases of the structure of the technological structure and the stages of the accompanying K-cycle.

**Keywords:** *evaluation, the nature of differentiation, continuity, stages of the K-cycle, the phase of technological structures.*

## DEVELOPMENT OF DIGITAL ECONOMY IN THE POST-SOVIET STATES

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Some time ago the society's and business' informatization level has determined the country's position in the world economy. But today it is dramatically insufficient. Digitalization processes along with NBIC-technologies steadily transform world economy into a global digital one, acting as the key engine of innovations, competitiveness, and economic growth. The aim of the article is to analyse digitalization processes of economy on the ex-USSR territory and to define problems and perspectives of its development. The scientific novelty is a quantitative crystallization of digitalization process' directions on the example of 6 former Soviet republics-outsiders. The main investigation results analyse the extent of readiness of ex-Soviet republics economies for the transition to the digital development level according to three directions: economy development level, society's informatisation level and perspectives of digitalization. Digitalization leaders and the main challenges on this way were brought to light as well.

**Keywords:** *digital economy, GDP, index of development, rating, e-government.*

## EUROPEAN DIGITAL ECONOMIC DEVELOPMENT STRATEGY: REGIONAL DIFFERENTIATION

L.B. Parfenova

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The development of the digital economy as a decisive factor of human progress in the conditions of dynamization of modern global processes is considered. There is a thesis that the acceleration of the introduction of information and communication technologies, as a strategic direction of the European Union, through the program of development of the digital economy in the EU is designed to provide a synergetic effect and have a positive impact on the economy of all EU countries without exception. In particular-to overcome the serious differentiation between the EU member States in the use of modern information technologies; to mitigate the problem in the labor market, complicated by the process of migration from the Middle East and North Africa. The analysis of the directions of activity of the EU governing bodies on the intensification of research on the problems of the digital economy in each of the member States, proposals for adaptation and use of new development opportunities, changes in the organization and production technologies. The article considers the key trends in the development of the digital economy and, in particular, the globalization of competition, the problems of the digital economy as the creation of a single digital market, financial support for the development of the digital economy of the European Union, a proven system of control over the implementation of the adopted Programs.

**Keywords:** *digital economy, information and communication technologies, DESI index, differentiation of states.*

## **J. SCHUMPETER AS AN OPPONENT OF K.MARX: THE SEARCH FOR A COMMON DENOMINATOR IN THE CONTEXT OF THE EVOLUTIONISM**

**E.N. Kukina**

Volgograd State Medical University, Volgograd

The article based on the appeal to the creative heritage of J. Schumpeter, considers his critical position with regard to Marxist hypothesis. The investigation analyses Schumpeter's assessment of the sociological and economic concepts and their synthesis. J. Schumpeter highly assessed the social doctrine of C. Marx, reflecting the logic of the dialectical process of historical development and social dynamics caused by the class struggle. Considerable attention is paid to J. Schumpeter's argument, where he partially agrees with the Marx's economic interpretation of the history. At the same time it was established that J. Schumpeter markedly belittled the significance of Marx's economic theory. He denied its central link – the labor paradigm and the theory of exploitation based on it and the number of other Marxist concepts. At the same time, the author justifies the idea of the underlying similarity of the paradigms of two great thinkers from the perspective of their vision of the evolution and logic of the capitalist economy towards socialization.

**Keywords:** *evolutionism; economic interpretation of history; class theory; labor paradigm; socialization.*

## **THE PROBLEM OF ASSESSING THE RISKS OF FRANCHISING**

**G.L. Tolkachenko<sup>1</sup>, A.V. Fedorov<sup>2</sup>**

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The purpose of the article is to study the features of franchising services in the region, the assessment of their possible risks. The article presents and justifies

the technique based on the use of the Lagrange function and Chebyshev's inequality and the method of expert evaluation of the franchise project at the stage of consideration of cooperation. The elements of scientific novelty consist in a comprehensive study of issues related to the development of franchising in the regional market, in the application of the mechanism of risk minimization in the franchising service sector, as well as the possibility of reasonable planning of franchising enterprises and drawing up a qualitative forecast of their development.

**Keywords:** *franchising, franchise relations, franchise company, franchising, franchisor, franchisee, subconcession, commercial risks, financial risks, legal risks, risks mitigation, forensic analysis, financial risks insurance, insurance of legal risks.*

## **FINANCIAL SOURCES FOR INVESTMENT PROGRAMS OF ELECTRICAL POWER ENGINEERING UNDER NEW ECONOMIC CONDITIONS**

**I.N. Rykova<sup>1</sup>, D.Yu. Taburov<sup>2</sup>**

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The article analyses financial sources of electrical power engineering enterprises and identifies development directions on the example of investment program implementation. The aim of the investigation is to systematize investment program data on the basis of data structuring according to key indicators of economic efficiency. The scientific novelty of the research consists in the search for new alternative mechanisms for electrical power engineering enterprises. The results of financial resources assessment enables to work out practical measures for increasing investment potential.

**Keywords:** *investment program, power engineering enterprises, financial sources, financial resources.*

## **HARMONIZATION OF THE STRATEGY OF OPERATING ACTIVITY OF THE ENTERPRISE WITH THE STAGE OF THE LIFE CYCLE OF THE OUTPUT**

**Yu.N. Kulakova<sup>1</sup>, A.B. Kulakov<sup>2</sup>**

<sup>1,2</sup>Ural Socio-Economic Institute of Academy of Labor and Social Relations (Moscow), Chelyabinsk

The article defines the operational activities of an industrial enterprise, formulates the concept of strategy of operation activity, establishes the function of the strategy of operation activity in the implementation of direct feedback between the main and instrumental strategies of the enterprise. The author's model of classification of eight possible types of strategies of the company's operational activity is characterized on the basis of the production function that relates the rates of growth in output, the amount of circulating assets and the duration of their turnover. The article identifies the correspondence of each of the eight types of strategies of operation activity to a certain stage of the life cycle of the products. The paper proposes a mechanism for coordinating the strategy of the operating activity of an industrial enterprise with its main strategy at each stage of the life cycle of the products. The authors highlight that the method of adjusting the strategy of the company's operational activity by changing at each stage of the life cycle can be only one of two factors determining the type of the strategy of operational activity.

**Keywords:** *management, operation activities, strategy, life circle.*

## **ADMINISTRATION OF TRANSPORT AND PRODUCTION INTERACTION DURING THE BUSINESS TRANSITION TO THE WORK WITH PREPARED MATERIALS**

**Yu.A. Negomedzyanov<sup>1</sup>, G.Yu. Negomedzyanov<sup>2</sup>**

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The article shows that the business transition to the work with prepared materials demands some changes in shipping and delivery conditions and close transport and production interaction. The author identifies the main condition for creating logistic system for steady and well-timed provision of metallurgic production with prepared materials. The scientific novelty consists in revealing the essence and new approach to the optimization of the system of prepared materials delivery from production to transport. The authors describe the mathematical model of the system.

**Keywords:** *system of prepared materials delivery from production to transport, mathematical model of parameters optimization.*

## **DEVELOPMENT OF ECOLOGICAL AND TECHNOLOGICAL PARKS WITHIN PROJECT MANAGEMENT**

**M.V. Tsurkan<sup>1</sup>, M.A. Lyubarskay<sup>2</sup>**

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The relevance of the study is due to the problems of waste management in the cities of Russia, most of which can be solved in the operation of ecotechnoparks, developing within the framework of the project approach. The goal of the article is to systematize views on the possibilities of application of project management for the development of ecotechnoparks in Russian cities. The article clarifies the concept of "ecotechnopark", the use of which is legitimate for the Russian practice. The classification of ecotechnoparks is based on various grounds, including the type of waste. The concept of the project management for the development of ecotechnoparks, and the experience of its application in Russia, identified the main constraints. The results of the study are of practical importance for the public authorities, the governing body and participants of ecotechnoparks, experts in the field of waste management, scientists in the field of environmental Economics and project management.

**Keywords:** *project management, ecotechnopark, project, city, recycling.*

## **MANAGING COSTS IN THE BUSINESS MODELS OF LIVESTOCK BREEDING FARMS ON THE BASIS OF SYNERGETIC APPROACH**

**I.P. Kurochkina<sup>1</sup>, L.A. Mamatova<sup>2</sup>, N. Y. Bystrova<sup>3</sup>**

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The article is devoted to the study of different approaches to managing the activities of economic entities, on the basis of which the authors justified the use of a synergetic approach in the formation of the business model of the breeding farm. On the basis of the analysis of statistical indicators characterizing the development of breeding livestock breeding, the authors highlight the need for qualitative improvement of the management system of this industry at the level of "federation-region- farm ". The work proposes a new block-financial structure with accounting as a key element of the

business model. Since the activity of any organization is based on cost management, the authors think the use of accounting tools in the information synthesis and distribution of costs among projects and processes is necessary.

**Keywords:** *synergetic approach, business model of breeding economy, cost management.*

## **ORGANIZATIONAL CULTURE AS A FACTOR OF INFLUENCE ON EFFICIENCY OF MANAGEMENT OF ORGANIZATION**

**A.V. Scherbakov<sup>1</sup>, O.V. Skudalova<sup>2</sup>**

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The article deals with the actual problem of the impact of the quality of labor potential on the functioning of the organizational culture of the enterprise, which in its turn affects the efficiency of management of the entire organization. These aspects affect the activity of the enterprise, its competitiveness in the market of goods and services. The analysis of the conceptual apparatus, scientific approaches of Russian and foreign authors to the assessment of the efficiency of economic entities, allow us to note the feasibility of building a management apparatus and the need for its effectiveness to ensure the operation of the entire enterprise. The purpose of the study is the effectiveness of the company's management and the factors that influence it. One of them is an organizational culture with all its features and elements. The authors have developed a system of administrative actions that contribute to improving the efficiency of management, as well as the analysis of practical methods for assessing the activities of enterprises used in Russian and foreign practice. The article specifies such concepts as quality, efficiency and effectiveness which enable to express the degree of achievement of the goals of economic entities. The authors analyse corresponding conclusions about the essence of organizational culture and its impact on the effectiveness of the organization management.

**Key words:** *management effectiveness, organizational culture, human capital, labor potential, organization, assertiveness.*

## **FEATURES OF THE FORMATION OF A DECENTRALIZED DATA MANAGEMENT SYSTEM IN MEDICAL INSTITUTIONS BASED ON BLOCKCHAIN TECHNOLOGY**

**I.A. Dokukina**

Central Russian Institute of Management, Branch of RANEPa

In today's world, anyone has the potential to quickly and efficiently access various data sets and personal information. There are applications that aggregate such information flows in one place and provide convenient access to it. These trends bypass one of the most important areas which closely connected with the quality and life expectancy of a person—it is health. One of the major challenges facing health systems worldwide is the provision of a large amount of health data to a range of stakeholders, while ensuring data integrity and confidentiality. The use of blockchain technology in this area will make it possible to improve the safety and security of patient's medical data, as well as help to link disparate databases into one, making the interaction of patients and doctors more simple and orderly. The purpose of the article is to consider the features of the formation of a decentralized data management system in medical institutions. The scientific novelty of the article is obtained in the framework of achieving its goal and is to build a

working decentralized prototype of data management in medical institutions based on the consistent use of blockchain technology.

**Keywords:** *blockchain, data management, decentralized management system, medical facilities, data storage.*

## **PUBLIC CHAMBER IN THE STRUCTURE OF ECONOMIC RELATIONS: PUBLIC CONTROL INSTITUTIONS IN THE SYSTEM OF HOUSING AND COMMUNAL SERVICES**

**N.N. Kozlova<sup>1</sup>, S.V. Rassadin<sup>2</sup>**

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<sup>2</sup>Tver State Technical University, Tver

The article investigates the role of tver region public chamber in the system of housing and communal services. The authors analyse configuration and ways of interaction with federal and regional authorities, as well as public organisations in the sphere of eliminating housing and communal problems. The authors have concluded that the tver region public chamber works effectively being a mediator for all entities and coordinating regional policy for increasing effectiveness of reforms.

**keywords:** *public chamber, public control, civil society, regional economy, housing and communal services.*

## **ISSUES OF IMPORTANCE OF THE RUSSIAN GAS INDUSTRY**

**A.M. Tsikin**

LLC “NIIgazeconomika”

The peculiarities of ensuring the import dependence of the Russian gas industry are studied on the basis of an analysis of the criticality of imported facilities and the economic effect of their replacement. The purpose of the work is to develop an algorithm for the formation of import substitution scenarios and their economic evaluation. As a result of the analysis, methodical approaches to the analysis of the criticality of imported objects were first developed; groups of objects were determined by their influence on the production and economic activities of enterprises of the Russian gas industry. Algorithms for implementing various scenarios for import substitution and for choosing the optimal variant were proposed. A feature of the proposed schemes is the focus on ensuring import-dependence, which does not lead to a decrease in the efficiency of activities or the functional reliability of manufacturing enterprises. The results of the work can be used to develop programs for the development of import dependence of the Russian gas complex and increase its competitiveness.

**Keywords:** *import dependence, gas industry, competitiveness.*

## **EVALUATION OF INDUSTRIAL POTENTIAL OF THE REGIONS IN THE CENTRAL FEDERAL DISTRICT**

**T.M. Kozlova<sup>1</sup>, O.G. Boyko<sup>2</sup>, G.N Paltseva<sup>3</sup>**

<sup>1,2,3</sup>Tver state University, Tver

An assessment of the industrial potential of the regions is an important stage in the complex tasks of creating conditions for the growth and development of industry, taking into account their regional specifics. This allows managing the characteristics of the potential, identifying problems that prevent the adequate contribution of industry to ensure strategic competitiveness of the regions and the country's economy as a whole. The purpose of the study is a comparative assessment of the industrial potential of the regions of the Central Federal District and the determination of the influence of individual factors on the change in its level. The article demonstrates that regions with similar starting conditions for development currently differ greatly in terms of the level of development of industrial potential, depending on how actively the processes of formation of market institutions take place in them, new forms of territorial organization of production are activated, and the innovative orientation of production is strengthened. An increase in the number of regions with an average level of industrial capacity development has been revealed, while the situation in the lagging regions is deteriorating, which increases the heterogeneity in the development of the industrial potential of the Central Federal District, restrains interregional cooperation ties and reduces the opportunities for the development of the district.

**Keywords:** *industrial potential, region, estimation, development factors, integral rating*

## **ECONOMIC RELATIONS INFLUENCE ON FINANCIAL STABILITY IN AGRICULTURE**

**N.E. Zimin**

RGAU - MAAA named after K.A. Timiryazev, Moscow

The current state of financial security of agricultural enterprises is considered, and the presence of corresponding threats is revealed. It is shown that in the domestic science and state statistics, the analysis of the levels of financial security is carried out by comparing the actual values of indicators of financial stability and solvency with normative (rational), having a certain economic meaning. The tendencies in the formation of regularities of significant violations of payment discipline by participants in economic relations are established. The subject of the study was the actual economic relations of economic entities in the agro-industrial complex of Russia. As the objects of the study options for the mechanisms for the formation of economic results of agricultural enterprises and their impact on economic security are considered. The scientific novelty of the study is to obtain the results of the influence of economic relations on the financial security of agricultural enterprises.

**Keywords:** *financial security, state support of agricultural producers, receivables and payables, efficiency.*

## **EXPORT POTENTIAL DEVELOPMENT IN ELECTROENERGETICS SECTOR AS A FACTOR OF INCREASING STABILITY**

**A.A. Gibadullin**

Moscow technological Institute national research University, Moscow

The article investigates the problems of export potential development in electroenergetic sector. The relevance of the problems is closely connected

with stable functioning and development of electroenergetic sector as well as exploitation of physical and moral depreciated equipment. The author proves that export indicators increase helps companies receive additional financial resources for equipment modernization. The aim of the study is creating mechanisms for export potential development in electroenergetic sector. The author analyses mechanisms of electricity delivery to foreign countries. The author calculates the highest possible export revenue across the territory of Eurasian union states.

*Keywords: electroenergetic sector, export potential, stability.*

## **INTER-REGIONAL COMPARISONS OF THE DEVELOPMENT LEVEL OF TOURISM INFRASTRUCTURE IN THE RUSSIAN FEDERATION**

**Y.V. Dalmatenya<sup>1</sup>, A. V. Kuchumov<sup>2</sup>, A.V. Tchaikovskaya<sup>3</sup>**

<sup>1,2</sup>"Saint Petersburg state University of Economics», St. Petersburg

<sup>3</sup>"Baltic Academy of tourism and entrepreneurship», St. Petersburg

The limited funds of the Federal and regional budgets determine the need to specify the priorities of their spending in the framework of Federal programs for the development of tourism. The study presents an approach to the information support of the development level calculation of a regional tourism infrastructure, which is the basis for determining its rating among the subjects of the Russian Federation according to these criteria. On the basis of the analysis of statistical data for the period 2006–2015 the authors investigate a moderate fluctuation of the given estimation and fluctuation of the groups of factors influencing its size. The results of the research have proved the feasibility of using the proposed approach for annual monitoring of the development level in tourism infrastructure of the regions.

*Key words: inter-regional levels, tourism, region, tourist infrastructure.*

## **MONITORING ACTIVITY OF HOSTELS AS A NEW FORM OF SMALL BUDGET ACCOMMODATION FACILITIES DEVELOPMENT**

**T.A. Grigoryan**

Sochi State University, Sochi

The research is aimed at developing theoretical and methodological recommendations for monitoring the activity of hostels, as a new form of small economy-class accommodation facilities development. The author makes a comparative analysis of theoretical and methodological approaches to monitoring the means of accommodation of tourists and an assessment of their applicability to hostels and proposes his own comprehensive theoretical and methodical approach to monitoring hostels as a new form of development of small economy-class accommodation facilities. The study has revealed that monitoring of hostels as a new form of small economy-class accommodation facilities development should include all existing conceptual installations and a set of methods. For this purpose, an author has developed his own complex theoretical and methodical approach to the monitoring of hostels as a new form of small economy-class accommodation facilities development.

*Keywords: monitoring of the activity of accommodation facilities, hostel, small means of accommodation for tourists of economy class.*

## **APPLICATION OF THE FORSIGHT-FORECASTING METHODOLOGY FOR DETERMINING DIRECTIONS OF MONOTOWNS DEVELOPMENT IN THE IRKUTSK REGION**

**A.V. Govorkova<sup>1</sup>, T.G. Gedich<sup>2</sup>, A.S. Govorkov<sup>3</sup>**

<sup>1,2,3</sup>Irkutsk National Research Technical University, Irkutsk

The article considers the problems of social and economic development of monotown (single-industry town) in the Irkutsk region. The purpose of the article is to analyze the possibility of using the foresight forecasting method to solve the problems of socio-economic development of mono-profile municipal entities on the example of the Zheleznogorsk-Ilimsky monotown. The author investigates existing methods and technologies for solving the problems of economic diversification at the municipal level. The author substantiates the methodology for forecasting and formation of planned socio-economic indices of monotown development, which can be taken into account when developing the corresponding road map. The article offers a comparative analysis of the socio-economic and production potential of a single-industry town and describes the ranking of the main directions of socio-economic and production prospects. The author proposes the structure of the road map and the content of its main elements.

**Keywords:** *monoprofile municipal formation, monotowns, Rapid Foresight methodology.*

## **MODELS AND MECHANISMS OF INTERACTION OF EDUCATION MARKET AND LABOUR MARKET IN THE REGION**

**M.A. Yuryeva**

Southwest State University, Kursk

The article offers the directions of mechanisms improvement for balancing education market and labor market: programming release of qualified specialists, but not forecasting the number of university graduates; account and regulation of internal migration flows of students and graduates; foresighting the needs for qualified personnel on regional labor market for identification of perspective specialties; modeling future landscape of a regional education system within the concept of "long life learning". The study describes interactions between labor and education markets in the form of the competitive model "education market-the region-labor market" systems. It allows revealing motives of all participants of the system and competition factors in the market. The competition between the agents of the system interacting in the form of 5 separate subsystems is the cornerstone of the model. For each subsystem competition factors are revealed and grouped. The aim of a higher education institution is to form the architecture of a regional labor market.

**Keywords:** *labor market, education market, higher education institution, region, competition*

## **UNCOUNTABLE ECONOMIC ANALYSIS, OR THE ABILITY, UNUSED BY THE COUNTRY**

**Yu.I. Budovich**



Financial University under the Government of the Russian Federation,  
Moscow

The collapse of the USSR is associated with the crisis of the Soviet economy. The role of Soviet economic science in creating this crisis has not been fully studied. The purpose of the article is to show that one of the reasons for the Soviet economy collapse was the lack of scientific development of "uncountable" economic analysis, this effective replacement of the traditional, "countable" analysis of the activities of enterprises, to justify the need to focus on the efforts of modern economic science on the development of uncountable economic analysis. It is shown that the need for scientific development of uncountable analysis in our country arose after the October revolution of 1917, when control management of nationalized industries became a part of the state activities. The author highlights low efficiency of uncountable analysis carried out without scientific methods. The article demonstrates the effect of the use of scientifically developed uncountable analysis on the example of the United States. The main reasons that have slowed down the development of uncountable economic analysis in our country are: the defeat of the science about the scientific organization of production in the late 20-ies, the transformation of the movement for the scientific organization of production from specialized activities into the movement of the working masses, the conversion of the accounting analysis into the entire economic analysis.

**Keywords:** *economic analysis, countable analysis, uncountable analysis.*

## **ACCOUNTS (ACCOUNTING) AND UNCOUNTABLE (PLANNED) ECONOMIC ANALYSIS IN THE MIRROR OF ECONOMIC THEORY**

K. N. Lebedev

Financial University under the Government of the Russian Federation, Moscow

Science "economic analysis" continues to develop in line with the accounting paradigm of control management, characterized by low efficiency. At the same time, its effective alternative, which is uncountable economic analysis, is not subjected to scientific development. The purpose of the study is to justify the need to focus the efforts of economic science on the development of uncountable economic analysis. It is shown that in conditions when management is not carried out normally, the counting analysis is ineffective and duplicates the work of the planning Department. But even in the case of poor management, its effectiveness is low, as it can only identify those shortcomings that arose in the reporting period, is not able to identify and exploit new opportunities and passes by the bulk of shortcomings in management activities. These weaknesses are not addressed by the uncountable analysis based on the validation of management cycles and carried out by highly qualified industry experts invited from outside.

**Keywords:** *economic analysis, accounting analysis and without analysis.*

## **TO THE QUESTION OF EVALUATING THE COMPETITIVENESS OF THE REGIONS OF THE COUNTRY**

**A.A. Kostrova**

Yaroslavl State University. P.G. Demidova, Yaroslavl

The urgency of the issue is that 1) there is an aggravation of competition both on the world market, and firms, industries, countries, as well as individual regions as parts of national economies; 2) the approaches to assessing the competitiveness of the region are quite different; 3) extremely high competitiveness differentiation at the regional level, especially in countries with unevenly distributed resource, climate, etc. conditions. The purpose of the article is to actualize the need to study competitiveness at the regional level, to clarify the diversity of factors that determine it, and to justify the appropriateness of the subject approach to determining the level of competitiveness of Russian regions. The role of a differentiated approach to the assessment and management of competitiveness for the economic development of countries is defined.

**Keywords:** *competitiveness, region, factor, subject approach, differentiation*

## **REPRODUCTION OF THE SHADOW ECONOMY AND TRANSFORMATION OF THE CONTROL RELATIONS**

**V.V. Chaplya**

KubSU, Krasnodar

One of the most important tasks facing economists is the formation of an integral system of views on the nature of shadow (hidden, illegal) economic relations, which at present penetrate almost all spheres of socio-political and economic life. The question of the objective conditionality of the shadow sector remains largely open, since the concept of the shadow economy itself has not yet been fully formed, the ideological attitudes of civilized society have not been fully clarified with respect to the direction of economic thought. The author's approach to the reproductive dynamics of the shadow economy is grounded; the main reason for both expanded and, more importantly, narrowed reproduction of the shadow economy: the transformation of the control system in the form of tools other than the established control system, forms and principles of control as an economic alternative to a historically concrete form of a legal economy.

**Keywords:** *Reproduction of the shadow economy, economic relations of control, control tools, forms of control, principles of control.*

## **THE EFFECTIVENESS EVALUATION OF FEDERAL ASSETS MANAGEMENT AS A BASIS FOR FEDERAL PROPERTY MANAGEMENT SYSTEM IN THE RUSSIAN FEDERATION**

**E.V. Razumova**

Financial University under the Government of the Russian Federation, Moscow

The aim of the article is to analyze current efficiency indices in the sphere of federal property management in order to reveal drawbacks in the system. The author highlights the efficiency indices characterizing the performance of federal authorities in the system of federal property management. The scientific novelty consists in identifying the possibility of the indices implementation for revealing system problems in the sphere of federal property management.

**Keywords:** *federal assets, federal property, management efficiency, efficiency indices, monitoring.*

## **URBAN AGGLOMERATION IN THE SYSTEM OF STRATEGIC PLANNING AND SPATIAL DEVELOPMENT OF RUSSIA: APPROACHES AND SOLUTIONS**

**E.A. Deynega**

Financial University under the Government of the Russian Federation, Moscow

Active development of urban agglomerations requires the definition of their role in the system of strategic planning and spacial organization of Russia, which determines the relevance of the research. The article provides evidence of the potential for urban agglomeration to act as a form of functioning of regional systems taking into account the factors of spatial development of territories. The author has formed an approach to the further development of urban agglomerations, which is presented through the strategic planning system within the framework of the current Russian legislation. To ensure the successful formation of a strategy for the development of the urban agglomeration, it is proposed to use coordinated schemes of territorial planning. The article proves the need to develop the strategy for the development of the urban agglomeration, and also substantiates the process of forming a coordinated strategy for the development of the urban agglomeration.

**Keywords:** *urban agglomeration, strategic planning, spatial development, regional systems, uniform socio-economic area.*

## **DESIGN THINKING AS THE MOST PERSPECTIVE METHOD OF INNOVATION CREATION**

**P.V. Heiderich**

South-West state University, Kursk

The dynamics of the transformation of the world economy obliges the business sector to react sharply to such changes. In the face of uncertainty and dynamically changing markets, organizations need to remain competitive.

The main target of the research is to identify the possibilities of design-thinking as an approach capable of increasing the efficiency of innovative projects in conditions of uncertainty and high competition. As a result of a research the author has concluded that for successful implementation of innovative products on the market and preserving efficiency in the long term, the commercial organizations have to use creative tools of design thinking complemented with the TIPS methods and lateral thinking. Design thinking as anthropocentric and systematic approach, in our opinion, is the most perspective technique not only for generation of innovations, but also for the solution of important commercial, social and household problems.

**Keywords:** *creating of innovations, theory of inventive problem solving, lateral thinking, design thinking.*

## **SOVEREIGN FUNDS AS AN INSTRUMENT OF STIMULATING DEVELOPMENT OF THE PUBLIC ECONOMIC SECTOR: INTERNATIONAL AND RUSSIAN EXPERIENCE**

**G.A. Koroleva<sup>1</sup>, T.M. Ananyina<sup>2</sup>**

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Authors research the purposes for using sovereign funds in the international and Russian practice. The purposes of creation of funds can initially differ. They can be general or rather narrow, segmented, directed to the solution of one problem. There are differences in the order of forming and use of means of similar funds. In many respects, it determines also difference in the received results from their use. First of all, it is connected with the process of projects selection which uses these funds for solving current problems of society. In sovereign funds all transactions should have certain rules and restrictions.

**Keywords:** *sovereign funds, economic growth, state regulation, investment projects*

## **INFLUENCE OF ECONOMIC SECURITY LEVEL ON THE MILITARY CAPACITY IN MODERN RUSSIA**

**D.A. Kuznetsov**

Perm military institute of troops of National Guard of the Russian Federation, Perm

The purpose and scientific novelty of article consists in a complex research of a problem of interrelation of economic security and military capacity of the country. The author develops a comprehensive concept of ensuring sufficient level of military safety due to increase in separate indicators of economic security. Today economic security considerably influences ensuring military safety and military capacity of the Russian Federation, at the same time there are separate directions which will be able to affect positively a military potential. The author revealed need of development of the concept on increase in innovation of economy of the Russian Federation for ensuring its economic and military security.

**Keywords:** *economic security, military potential, military safety, defense industry complex.*

## **IMPROVING THE EFFECTIVENESS OF CORPORATE CONTROLLING**

**I.F. Nepomnyashchikh**

Tver state technical University, Tver

The development strategy of corporate structures should primarily be developed on the basis of improving the concepts of strategic management, which have a significant impact on the economy as a whole, affecting the public and public interests. The lack of clearly defined management mechanism of large organizations reduces the level of investment attractiveness of domestic business, so Russian corporate structures need to implement and use controlling. The novelty of the research consists in the development of internal audit, control and risk management mechanisms as one of the main directions of improving the efficiency of corporate

controlling. The aim of the study is to form and substantiate an additional set of measures to improve the quality of control and audit and risk management in corporate structures, which in its turn contributes to the improvement of organizational and management processes and interaction of participants in economic relations increase the investment attractiveness and competitiveness of the domestic corporate environment.

**Keywords:** *controlling, the mechanism of the improvement, auditing, control, risk management.*

## **PROBLEMS OF ENSURING ECONOMIC SECURITY OF THE INTELLECTUAL ACTIVITY RESULTS IN THE BANKING SECTOR**

**I.A. Bashanova**

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The article deals with the types of intellectual property, the principles of formation of economic security of intellectual property and the problems of economic security of the results of intellectual activity. The purpose of the study is to examine the nature of economic security and the problems arising in the construction of the system of economic security of intellectual property in the banking sector. The author shows that the lack of economic security of intellectual property is a threat to its owners. In addition, ignoring or failing to comply with the principles of security of intellectual activity is also a high risk. The problem of identifying threats and implementing prescribed security measures is significant and requires careful study. One of the ways to reduce the risk of loss of intellectual property is the motivation of employees.

**Keywords:** *economic security, banking, intellectual property, intellectual activity.*

## **PROBLEMS OF REPRODUCTION OF MINERAL-RAW MATERIAL BASE OF OIL AND GAS COMPANIES IN RUSSIA**

**N.E. Tsareva<sup>1</sup>, I.D. Galuzinsky<sup>2</sup>**

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The relevance of the research topic is due to the scientific and practical significance of the problems associated with the efficiency of the mineral resource base of oil and gas companies. High efficiency of management and operation costs of the mineral resource base is the basis for long-term sustainable development of oil and gas companies. The purpose of the study is to consider the problems of reproduction of mineral resources of oil and gas enterprises in Russia: natural, administrative and economic. Significant differences in the management of the mineral resources base of domestic and foreign enterprises are shown, which affects the cost efficiency of companies for these purposes.

**Keywords:** *efficiency of enterprises, national economy, reproduction of mineral resources.*

## **INTELLECTUAL CAPITAL AND TECHNOLOGICAL DEVELOPMENT IN RUSSIA**

**G.N. Tunguskina**

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The purpose of the study is to justify the need for assessing the structural components of intellectual capital that are not part of intangible assets. In this regard, various approaches to determining the structure of intellectual capital are analyzed, grouping of methods for assessing the intellectual capital of enterprises is given, and their essence is examined. The article investigates his methodology for calculating intellectual capital used by analysts to determine the ranking of intellectual companies and the practical results of its use. Taking into account the key directions of the development of the Russian economy, such as digitalization, the increase of high-tech exports and the growth of intellectual capacity of human capital, the author substantiates the necessity of evaluating all structural elements of intellectual capital, including human capital, which allows it to be objectively evaluated and, ultimately, building up the intellectual capital of enterprises.

**Keywords:** *intellectual capital, intangible assets, valuation.*

## **APPROACHES TO CLASSIFICATION OF REGION'S INTELLECTUAL CAPITAL**

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The approaches to the classification of the types of intellectual capital of the region presented in the studies of domestic and foreign authors are studied. As a result of the critical analysis their features are revealed, own classification which can be used as a basis for practical research of questions of the intellectual capital of regions is offered.

**Keywords:** *intellectual capital, region, knowledge, structure, element, intangible resource*

# VESTNIK TVGU

Series: Economics and Management

№ 4, 2018

*Scientific Journal*

*Founded in 2004*

Registered by the Federal Service for Supervision in the Sphere of Telecom,  
Information Technologies and Mass Communications  
PI №ФC77-61038 from March 5, 2015.

## **Translated Title**

HERALD OF TVER STATE UNIVERSITY. SERIES: EKONOMIKA I UPRAVLENIE

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FEDERAL STATE BUDGET EDUCATIONAL INSTITUTION  
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### CRYPTOCURRENCY: INSTITUTIONAL ISSUES

**N.V.Kostyukovich<sup>1</sup>, P.A.Kosogaev<sup>2</sup>**

Tver state university, Tver

The research of cryptocurrency role in the institutional system of the society is very urgent due to the process of legal regulation of cryptocurrency issue and circulation both in Russia and foreign countries. The article investigates for the first time the necessity of institutional policy transformation on the basis of new conditions introduction. The authors raise the question of formation of internal institutional structures i.e. crypto laboratories on the level of key organizations accumulating information and intellectual potential.

*Key words: cryptocurrency, institutionalism, values rising in prices, new historic triad, management economic theory, currency rate, cryptonomics.*

### TOKENES PRIMARY OFFER AS AN ALTERNATIVE SOURCE FOR VENTURE FINANCING

**O. Yu. Tolkachenko**

Tver state university, Tver

This article discusses a new way of attracting investment through tokens, which appeared as a result of the development of the cryptocurrency market. Traditional sources of attracting risk capital show their limitations due to the lack of liquidity of investments, a relatively long period of attracting venture capital. Therefore, modern venture investors are interested in public sale of cryptographic assets. The rapid growth of this method of investment is associated with a high income that token holders can receive, but this process is associated with high collective risks and the lack of clear legislation in this area. For the development of ICO in Russia, the Ministry of Finance of the Russian Federation has developed a draft law on the regulation of digital assets, which is ambiguous and needs clarification. Thus, the purpose of the study is to study a new source of funding for the initial supply of tokens and assess the prospects of its use in the Russian Federation.

*Keywords: tokens, digital assets, cryptocurrency, collective risks, regulation of digital assets, venture fund, startup.*

## **FORMATION AND PROTECTION OF INDIVIDUAL INTELLECTUAL CAPITAL IN THE INTERNET ERA**

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V.I. Vernadsky Crimean Federal University

The purpose of the article is to identify mechanisms for the formation and information protection of individual intellectual capital in the context of the impact of the Internet. Cognitive activity is one of the core in knowledge economics, cognitive models of knowledge representation make it possible to develop mental mechanisms in perceiving new knowledge and purposeful information search in the Internet, thus justifying the need to create cognitive filters and coordinating the semantic processes of an individual's consciousness, understanding and interpreting the meaning of special texts. At the same time, it is necessary to control the emotional support of the process of creating formalized and non-formalized individual knowledge and the adequacy of the formed cognitive structures of the individual to scientific ideas.

**Keywords** *individual intellectual capital, Internet, cognitive activity, knowledge economy, knowledge.*

## **THE CUSTOMER RELATIONSHIP MANAGEMENT IN THE SPHERE OF INTELLECTUAL SERVICE**

**L.E. Мошкова<sup>1</sup>, M.V. Орлова<sup>2</sup>, S.A. Силина<sup>3</sup>**

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<sup>2,3</sup> State University of management, Moscow

The purpose of the article is to justify the need to build relationships with customers as one of the key areas for the formation of competitive advantages of the company. The scientific novelty consists in establishing the relationship between the complex relationship of KIBS - firms with key partners and business profitability. The relevance of the topic depends on the specifics of the formation of relationships in the field of knowledge-intensive services. The study identifies the relationship between consumer commitment and the economic benefits of KIBS companies. The article proposes marketing technology managing "portfolio of customer relations" in project-oriented organizations.

**Keywords:** *knowledge-intensive business services, relationships, competitive advantage*

## **THE PROBLEMS OF ORGANIZATIONAL CHANGES REALIZATION (THE REGIONAL ASPECT)**

**L.M. Bozhko**

Emperor Alexander I St. Petersburg State Transport University, Saint Petersburg

The article investigates the problems of organizational changes management including the reasons for its failure. The research results are based on the organizations of the Tver region. The author identifies the nature of changes planning, their completeness, observance of carrying out terms. The author highlights the problem of unsuccessful changes` reasons. The author has confirmed the assumption of presence at most the organizations of problems regarding planning and changes realization. The author has revealed the problems

of change management, has tracked the development of the situation on a number of the main points connected with the implementation of changes, has formulated the general conclusion about the research problem.

**Keywords:** *change management, organizational changes, change realization.*

## **THE SEARCH FOR BALANCE OF INTERESTS BETWEEN PRODUCTION OF MILITARY AND CIVILIAN PRODUCTS**

**A.Kh. Kurbanov<sup>1</sup>, R.A. Knyaznedelin<sup>2</sup>, N.E. Popov<sup>3</sup>**

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The article deals with the problems of diversification and development of civilian production at the enterprises of the military-industrial complex in the context of the projected decline in the state defense order. The subsequent increase in exclusively special-purpose products is not a rational solution in ensuring the long-term sustainable development of enterprises of the military-industrial complex, since many of its types can only be claimed by military consumers. The novelty of the author's approach is that the work indicates the need to revise strategies for the further development of defense enterprises in the direction of searching for promising segments in the market for civilian products, analyzes the experience of conversion in advanced economies, justifies the need for the state to participate in large-scale diversification of production. The authors describe an innovative process of forming a balanced product portfolio on the basis of successive stages.

**Keywords:** *state defense order, diversification, defense-industrial complex, conversion, military products, civilian products.*

## **BASIC DIRECTIONS OF REGIONAL POLICY, PROVIDING INCENTIVES FOR TVER REGION ECONOMIC GROWTH**

**O.V. Zhukova**

Tver State University, Tver

The article is devoted to the main directions of regional policy, providing social and economic development of the Tver region. The author describes the features of an effective regional investment policy formation as a part of the overall investment policy of the country and the role of human capital as a key factor in the development of the economy. The Tver region is highly differentiated in terms of living conditions, production development and social infrastructure, and has an unfavorable demographic situation. The article presents the data of the Ministry of economic development of the Tver region in terms of population and migration indicators in the current year. The author formulates proposals for priority areas of regional policy that provides incentives for economic growth in the region: industry, agriculture and tourism. The article substantiates the need to improve the efficiency of municipal administrations of the Tver region to improve the investment climate, as well as the creation of an Agency focused on providing support to investors in order to form an investment policy based on the needs and priorities of the region.

**Keywords:** *regional policy directions, incentives for economic growth.*

## **MANUFACTURING INDUSTRY OF THE REPUBLIC OF BELARUS: PROBLEMS AND GROWTH OPPORTUNITIES**

**A.A. Pranevich<sup>1</sup>, O.N. SHkutko<sup>2</sup>**

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The dynamic changes taking place in the world economy determine new trends in the development of its manufacturing industry. For the Republic of Belarus, in which the manufacturing industry is the basis of the country's exports, the identification of growth points, the development of measures minimizing the crisis in this sector is a priority. The subject of the research is the manufacturing industry of the Republic of Belarus. On the basis of identifying the dynamic changes in the modern world manufacturing industry the authors identify the problems of its development and growth opportunities in the economy of the Republic of Belarus. The achievement of this goal is realized by identifying changes in the modern world manufacturing industry; by determining the risks and opportunities for the growth of the Republic of Belarus in the global market of manufacturing products. Methodology of the article is based on the methods of analysis and synthesis, comparative analysis, historical analysis, induction and deduction, system approach.

**Keywords:** *manufacturing industry, competitiveness, value chains, economic growth, global market.*

## **THE IMPLEMENTATION OF THE REGIONAL SPECIALIZATION IN THE AGRICULTURAL SECTOR OF THE RUSSIAN ECONOMY**

**T.A. Levanova<sup>1</sup>, L.M.Kornilova<sup>2</sup>, A.A.Valerianov<sup>3</sup>**

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The problem of regional specialization as the most important factor in the development of the economy requires close attention, since much of the efficiency of social production depends on it. The aim of the study is to develop areas that contribute to the specialization of the region in the agricultural sector in the modern conditions of the Russian economy. The authors identify and describe the factors for the realization of regional specialization opportunities in the agrarian sector, which are represented by market conditions of agrarian economy, structural factors and conditions specific to the agrarian sector, leading producers to the role of "price recipients". To achieve a highly successful regional specialization in the agricultural sector, the authors propose a number of conditions related to the availability of productive resources, the nature of the demand for products, and the general conditions for the functioning of agricultural farms.

**Keywords:** *regional specialization, product differentiation, pricing policy, production resources, agricultural production cooperative.*

## **ANALYSIS OF ENTREPRENEURIAL RESOURCES ON THE BASIS OF TEMPORAL AND SPATIAL DEVELOPMENT OF TERRITORIES IN THE RUSSIAN FEDERATION**

**D.Yu. Fraimovich<sup>1</sup>, M.I. Zakirova<sup>2</sup>**

<sup>1-2</sup>Vladimir State University named after Alexander and Nikolay Stoletovs

The purpose of the study is to analyze the degree of development of entrepreneurial resources in the regions of the Russian Federation over a long period of time. To assess the results, indicators of the specific turnover of small

businesses were applied. The rates of change of the selected criteria for the functioning of the most important sector of the economy are compared with the dynamics of the average per capita GRP for specific territories. A study was made of the level of interregional differentiation in terms of the effectiveness of the development of the most initiative national economic unit within federal districts. Conclusions about the prospects of activation of entrepreneurship are formulated.

**Keywords:** *business resources, regions, small business results*

## **DEVELOPMENT OF INTEGRATION PROCESSES IN THE PROCESSING UNIT OF THE DAIRY-PRODUCT SUBCOMPLEX OF AGRO-INDUSTRIAL COMPLEX IN THE SARATOV REGION**

**A.M. Pukach**

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In the conditions of an unstable price level in the dairy market, the problem of providing the population with high-quality dairy products can be solved only with the development of integration processes at all levels. The purpose of the article is to study the features of the development of integration processes in the processing unit of the dairy-food subcomplex of the agro-industrial complex of the Saratov region. The novelty of the study is to identify these features and substantiate the author's approach to promising areas of development of integration processes in the processing unit of the dairy-food subcomplex of the agro-industrial complex of the Saratov region. The article highlights that the largest dairy processing enterprises in the Saratov region are not the centers of the classic vertically integrated holding structures, but are themselves members of associations or groups of companies that are mainly integrated on a conglomerate basis. The emphasis is placed on the creation of integrated formations including account regional features that take into account the interests of small, medium and large businesses. Solving this problem is possible only with substantial government support, taking into account the presence of various models of integrated formations, using the competitive advantages of integrated formations, ensuring the comprehensiveness and effectiveness of using their resource potential and encouraging widespread innovation.

**Keywords:** *integration, integration processes, integrated formations, dairy and food subcomplex, milk processing enterprises*

## **THE PROBLEM OF FINDING EFFECTIVE FORMS OF APARTMENT BUILDINGS MANAGEMENT IN MODERN RUSSIA: INSTITUTIONAL ASPECT**

**A.N. Sukharev**

Tver State University, Tver

The purpose of the article is a theoretical understanding of the problem of the economic mechanism inefficiency relating to the housing and communal services in modern Russia and a definition of conceptual directions for overcoming it. The scientific novelty of the article is to identify the essence of the inefficiency of the economic mechanism in the housing sector of modern Russia and the "failure" of the competitive market in it, as well as to identify quantitative patterns of dependence of the area of premises in an apartment building on the choice of the method of management. The article reveals the inefficiency of various forms of management of apartment buildings (management companies, HOA and HBC). The research reveals shortcomings of collective forms of. The central problem of housing and communal services is a non-payment of the population. The author

considers the potential of territorial public self-government in improving the quality of housing and utilities services. The article presents the data of the author's research concerning the frequency of choice of the apartment building management method by the owners of the premises of the HOA or a specialized cooperative.

*Keywords: housing and communal services, market mechanism, institutional trap, negative selection, cross financing, cross transport, management companies, HOA, HBC, territorial public self-government*

## **MIGRATION PROCESSES IN THE TVER REGION: DYNAMICS AND IMPACT ON THE POPULATION STRUCTURE**

**L.P. Bogdanova<sup>1</sup>, A.S. Shchukina<sup>2</sup>**

<sup>1,2</sup>Tver State University, Tver

The study analyzes the current migration processes in the region, assesses the impact of migration on the formation of not only quantitative, but also qualitative characteristics of the population of the Tver region. The authors have investigated a wide range of publications and have revealed directions for studying migration and identified new opportunities for studying migration based on regional and municipal statistics. The article continues the series of publications on the results of the migration examination in the Tver region. The article describes the dynamics of migration flows in recent years and changes in the spatial structure of migration. The authors present the age profile of the migration inflow / outflow and the assessment of the impact of migration on the age and educational characteristics of the population of the Tver region. The authors highlight the educational and labor migration of young people in the Tver region and justifies the need for regional measures for reducing the outflow of young people from the region.

*Keywords: the quality of the population, human resources, interregional migration, international migration, educational migration, labor migration*

## **THE ISSUE OF LABOR MIGRATION REGULATION IN RUSSIA**

**V. P. Gavrikov**

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The author considers the consequences and threats of illegal labor migration to the national security of the Russian Federation in the context of the global problem of migration regulation. The article proposes some measures for improving the regulatory framework and mechanisms to ensure the organized involvement of labor from the CIS countries and the rational distribution of labor migrants in the country, as well as effective interaction between the state, the employer and the labor migrant and counteract the shadow market in the use of labor migrants and related corruption and bribery.

*Keywords: migration, labor migration, illegal labor migration, the shadow labor market of migrants, regulation of labor activity of migrants, training of qualified personnel from among labor migrants.*

## **ORGANIC AGRO-PRODUCTION: OPPORTUNITIES AND EFFICIENCY**

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Agricultural Academy, Tver

The article assesses the possibilities for the development of organic agricultural production based on the soil status of the Tver region. The authors have concluded that the Tver region has a large amount of potentially suitable lands for organic agricultural production according to their toxicological and radiological characterization. For the first time for the Tver region, agricultural land was grouped according to their agrochemical, toxicological and radiation state in order to select the lands most suitable for organic agricultural production. The authors make the selection of agricultural land groups for various technologies, as well as development and adjustment of technologies for the production of organic agricultural products, taking into account the state of production potential and the highest efficiency of its use. The article conduct a comparative assessment of the economic efficiency of the production technology of organic products and traditional intensive technologies of agricultural production in the region.

**Keywords:** *organic agricultural production, agrochemical indicators, economic efficiency, grouping of agricultural land.*

## **CRITERIA AND INDICATORS OF EFFICIENCY EVALUATION OF SALES ACTIVITY**

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Efficiency of sales is a central indicator of marketing activities of an enterprise. In almost all types of marketing activities, the degree of effectiveness of sales activities has an impact on the performance of work. The organization of effective sales activity is a priority task of the enterprise and one of the most significant indicators of the efficiency of functioning of all subsystems of the enterprise. The purpose of the study is to analyze, compare and summarize the criteria and indicators that are used in assessing the effectiveness of sales. The article discusses various methods for evaluating the effectiveness of sales activities. The article compares different points of view in relation to indicators and criteria for evaluating the effectiveness of the organization of sales activities. The authors develop theoretical and practical bases for assessing the marketing activities of the enterprise and offere practical tools for its implementation.

**Keywords:** *sales activities, performance indicators, performance parameters, internal efficiency, external efficiency.*

## **ECONOMIC SECURITY MANAGEMENT AT THE MACRO AND MICRO LEVELS**

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It is indicated that despite the elaboration of the main provisions on economic security in the "Strategy of economic security of the Russian Federation for the period up to 2030", in the consolidation of the efforts of power structures and the institutional environment, certain issues of ensuring the protection of national



interests in this area and process management have not found the proper solution. The purpose of the article is to formulate and clarify at the macro level the idea of economic security as "economic security at the micro level (in the organization)." Scientific novelty is an attempt to find a solution to three research problems: the formation of a system of indicators for assessing economic security at the micro level; the justification of methodological approaches and the definition of an integral indicator for assessing economic security in the organization; the development of measures to ensure the economic security of economic entities. The process of economic security management in the organization is considered from the standpoint of strategic management in order to develop a system of rapid response to changes in the internal and external environment, threats and challenges.

**Keywords:** *economic security, economic security strategy, economic security assessment, economic security management in the organization, economic threats.*

## **PROBLEMS OF CONTROL AND SUPERVISING ACTIVITY OF FEDERAL EXECUTIVE AUTHORITIES: ORGANIZATIONAL AND METHODOLOGICAL ASPECT**

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The article discusses some aspects of the organizational and methodological foundations and approaches to solving the problems of the control and supervisory sphere in the overall context of the ongoing administrative reforms. As a working hypothesis, the author investigates the main approaches to the delegation of control and supervisory functions of federal executive authorities to executive authorities of the constituent entities of the Russian Federation. The article proposes some procedures for the transfer of control and supervisory powers of the federal executive bodies to the executive bodies of the constituent entities of the Russian Federation.

**Keywords:** *control and supervision, executive bodies, the delegation of regulatory powers.*

## **THE DESCRIPTION AND ASSESSMENT OF THE REGIONAL ECONOMIC SITUATION THROUGH THE ARTIFICIAL NEURAL NETWORKS**

**S.I. Bidenko<sup>1</sup>, G.A. Zelenkov<sup>2</sup>, D.I. Mamagulashvili<sup>3</sup>, E.V. Hekert<sup>4</sup>, I.S. Hramov<sup>5</sup>**

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The article investigates the integration of artificial neural networks mechanism into the process of territorial analysis of regional economic activity. The authors analyze the content and spacious data of the category of "economic activity of a region". The article highlights the essence of the assessment of economic situation in a region. The scientific novelty consists in demands formulation relating to a formalized presentation of an economic situation on a region's territory which helps to carry out a comprehensive analysis of economic activity through the mechanism of artificial neural networks. The authors identify the sequence of target parameters formation and the scope of output estimates. The research offers the implementation of artificial neural network according to the

“classification task” formula. The authors propose recurrent neural network with the architecture of "multi-layer perceptron" as a basic structure of the neural network. The article develops a mathematical model of neural network application as a system of differential equations with a delay. The proposed method has been tested on the number of data describing the dynamics of some agricultural parameters in the Tver region.

**Keywords:** *territorial economic situation, spatial analysis, situation assessment, artificial neural network.*

## **FORMATION OF THE LOGISTIC SYSTEM PROVIDING ENTERPRISES WITH PREPARED MATERIALS: STRATEGIC AND TECHNICAL ASPECT**

**Yu.A. Negomedzyanov<sup>1</sup>, G.Yu. Negomedzyanov<sup>2</sup>**

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The article discusses the main aspects of a very important problem of forming a logistic system for providing enterprises with prepared materials. In particular the authors present a conceptual scheme of the approach to the formation of a system for providing enterprises with prepared materials based on logistic principles and the use of a common information space of supply chains. The article considers the principles of optimization of the parameters of the subsystem of the direct supply of prepared materials from transport to production as a strategic technical base for the formation of the macrologistical system for providing enterprises with prepared materials. The authors offer a mathematical model of subsystem optimization and describe the results of the selection of its optimal parameters.

**Keywords:** *system of direct supply of materials from transport to production, mathematical model of optimization of its parameters.*

## **DEVELOPMENT OF MULTIFUNCTIONAL CENTERS BASED ON THE BALANCE OF INTERESTS OF PROVIDERS AND RECIPIENTS OF STATE AND MUNICIPAL SERVICES**

**S.N. Danilova**

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The article analyses the option of optimizing the cost of multifunctional centers operating (MFC) while ensuring a balance of interests of providers and recipients of state and municipal services. The aim of the study is to identify the most promising organizational schemes for the provision of services in multifunctional centers in large cities. The basis of the study was a positivist philosophy, involving the predominant use of quantitative data. The authors used an inductive approach to the study, during which a comparative analysis of the practice of functioning of individual multifunctional centers in major cities of Russia allows us to draw theoretical conclusions about the advantages and disadvantages of the organizational chart of the functioning of the MFC for business. The scientific novelty of the results obtained is to establish the relationship between the management of various groups of costs for the functioning of the MFC and ensuring a balance of interests between providers and recipients of state and municipal services.

**Keywords:** *public service, municipal service, balance of interests, multifunctional center (MFC), management, corporate social responsibility*

## INFORMATION PROVISION OF MARKET INSTRUMENTS ASSESSMENT FOR FINANCING INNOVATION

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The article puts the light on the analysis of the published data on the sources of technological innovations financing. This analysis is based on the systematization of the authors' approaches to grouping of the sources of innovations financing, their comparative characteristics, advantages and shortcomings, and also – the revealed financial barriers of the small innovative companies' development. It provides the completeness of the information support of carrying out the innovative activity assessment in the industrial complex on the use of its financial potential. The possibilities and limitations in the information support of the assessment of the market instruments effectiveness for the technological innovations financing are also revealed in the article. The authors highlight that this assessment is limited due to the lack of the detailed indicators reflecting the volume and the structure of credit and venture investments in the context of the scale of industrial companies, industries and their integrated structures.

**Keywords:** *technological innovation, banks, syndication, venture capital investment, rating.*

## THE PROBLEM OF THE INNOVATIVE ORGANIZATIONAL CULTURE FORMATION

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This article focuses on the formation of an innovative organizational culture. In the article, the authors consider the essence of the concept of organizational culture and highlight its basic properties (collectivity, emotionality, historicity, dynamism). Innovative organizational culture forms in the mind of the collective an understanding that innovation is the only right way to success. It should focus on individualism. The article reveals the essence of the concept of innovative organizational culture. Under the innovative organizational culture, the authors understand the norms, values and beliefs prevalent in organizations that provide a high level of employee initiative and the implementation of their innovative ideas. The authors point out that when forming an organizational culture, it is necessary to remember that employees of the organization are representatives of generation Y. The article presents the advantages of generation Y (education; technical and technological knowledge; communication skills; the desire for self-realization; moderate attitude to money; learning ability). The authors describe some of the techniques for managing employees from the generation Y. The article provides a list of indicators by which one can assess the degree of innovativeness of the organizational culture. The authors have conducted the study among the employees of organizations located in the city of Nizhny Novgorod, the purpose of which was to reveal knowledge in the field of the formation of an innovative organizational culture.

**Keywords:** *organizational culture, properties of organizational culture, innovative organizational culture, generation Y, indicators of innovativeness of organizational culture.*

## **THE ANALYSIS OF THE FACTORS AND DIRECTIONS OF EFFECTIVE MANAGEMENT OF THE PRODUCTION POLICY OF THE ENTERPRISE IN THE CONDITIONS OF INNOVATIVE DEVELOPMENT**

**L.V. Muhametzyanova**

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The purpose of the article is to analyze the directions and factors of effective reproduction of fixed capital in the conditions of modern innovative development. The relevance of this study is determined by the need to update the fixed assets of most Russian companies. The author analyses the features of evaluating the effectiveness of an innovative project. The article proposes the use of the indicator of the reduced costs to assess the economic efficiency of any innovative project, since this indicator leads to a single annual dimension of most factors. Scientific novelty of the work is a targeted, comprehensive study of the optimization system of fixed capital reproduction in relation to the requirements of modern highly innovative economy. The article is intended for researchers, doctoral students, postgraduates, teachers, as well as senior students who study Economics in depth.

**Keywords:** *innovations, fixed capital, factor analysis.*

## **TRENDS AND PROBLEMS OF SMALL BUSINESS DEVELOPMENT IN AGRARIAN SPHERE**

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The purpose of the study is to assess the dynamics of small business development in the agricultural sector of the Russian Federation in 2014-2017 in comparison with the general trends in the development of entrepreneurship in the Russian Federation. The article analyzes the reasons for non-fulfillment of the target indicators “Strategies for the development of small and medium-sized businesses in the Russian Federation for the period up to 2030”, which characterize the development of small businesses in the agricultural sector. The author identifies specific problems of small business in the agrarian sector that constrain its development. The scientific novelty of the research lies in the proposed measures to eliminate some of the problems of small business in the agricultural sector, to improve the existing mechanisms of state regulation of its development.

**Keywords:** *small business in the agricultural sector, business regulation, strategy.*

## **PROVIDING LONG-TERM INTEGRATION OF FLAX-GROWING AND ITS PROCESSING IN THE TVER AREA**

**A.V. Mirontseva**

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It is proved that only integration at a long-term basis will allow to use effectively measures of the state support and to bring producers of a flax fiber to the level of 1990 when the Tver region had the acreage of 759 hectares of a fiber flax. The purpose of article consists in definition of measures for development of a Inovodstvo on the basis of integration in the Russian Federation. Calculations for increase in efficiency of a Inovodstvo are given in the Tver region on condition of attraction of instruments of integration and cooperation. It is reasoned that a

major factor of development is creation of an agro-industrial cluster at state support in the form of payment of leasing payments for fixed assets, repayments of percent on the credits for construction (reconstruction) of production buildings and purchase of the equipment, purchase of the software and their modules, development of technical documentation on technologies and processes.

**Keywords:** *integration on a long-term basis, efficiency of flax cultivation, production of flax fiber, state support of flax producers.*

## **PROFESSIONAL SELF-DETERMINATION OF YOUTH IN THE RUSSIAN LABOR MARKET**

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The purpose of the study is to identify the features of professional self-determination of young people after getting vocational education and assessment of the success of their entry into the labor market: employment at their first job, plans for further education, as well as determination of the reasons for the reluctance or inability of young people to work in their profession (specialty). It is proved that young people with higher education, who have Master's and Specialist degrees, as well as those who have professional education in the programs of skilled workers and non-manual workers, are more successful in the labor market. Young people with a Bachelor's degree were less competitive. Among the main reasons for the impossibility and reluctance to find a job according to the acquired profession (specialty) is the lack of specialized vacancies and the unattractiveness of vacancies in terms of wages and working conditions.

**Keywords:** *graduates, economic activity, employment.*

## **«OCCUPATIONAL BAROMETERS» AS A REGULATION INSTRUMENT OF LABOR MIGRATION IN FINLAND**

**D.V. Grizovskaya**

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In modern conditions of economic globalization the most developed countries initiated a process of improving approaches to the regulation of national labor markets and employment. The article analyzes the Finnish experience of regional regulation of labor migration. The author has formulated the main stages of development of the regulatory framework of migration policy in Finland and determined the specificity inherent in each of them. "Occupational barometers" are recognized as the most replicable and adaptable to the Russian reality tool for informing the population and monitoring migration processes. The author considered the basics of the Finnish system of forecasting economic development, established the specific features of the "barometers", as well as their structural and organizational elements.

**Keywords:** *occupational Barometers, labour migration, the forecasting system.*

## **THE TRAVELING SALESMAN AND THE CONDITIONS FOR SEARCHING FOR THE HAMILTONIAN CYCLE**

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The solution of the traveling salesman's problem is often identified in educational and scientific literature with the search for the Hamilton cycle. However this is correctly only for the tasks with certain restrictions on the tariff matrix that should be metric. Otherwise, the search for the Hamilton cycle leads to the solution, which will not be optimal. The purpose of the study is to establish the criteria for the applicability of the methods created for finding the Hamilton cycle and solving the traveling salesman's problem. The results allow us to obtain optimal solution for any formulation of the problem, which expands the applicability of the traveling salesman's problem to any areas of the economy. In the case the formulation of the problem cannot be considered metric, it is proposed to supplement the algorithm with the steps modifying the tariff matrix in order to make it metric. The article proposes a simple and fast way for searching for a solution through the use of clustering in case of the presence of symmetric zeros in the matrix.

*Keywords: traveling salesman problem, mathematical model, Hamiltonian cycle.*

## **THE RESPONSE**

**on the article Vasily Vasilyevich Chaplya**

**"REPRODUCTION OF THE SHADOW ECONOMY AND THE  
TRANSFORMATION OF RELATIONS OF CONTROL»**

**M.L. Alpidovskaya**

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Moscow

The purpose of this response is to update the study of the phenomenon of shadow economy and attempt to consider it through the prism of the theory of social reproduction, as well as to focus the attention of concerned researchers to the problem of identifying relationships and dependencies of dynamic changes in the reproduction of the shadow economy and socio-economic relations of control.

*Keywords: theory of social reproduction, shadow economy, socio-economic relations, economic relations of control, property relations.*

## **THE ESSENCE OF ECONOMIC ANALYSIS**

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Moscow

The purpose of the article is to represent an adequate interpretation of the essence of economic analysis, to show inadequacy of three traditional interpretations of it and to establish the reasons that led to their appearance. It is shown that essence of the economic analysis is the control management consisting in audit of earlier exercised control. It is proved that her treatments: studying of activity of the enterprise for the purpose of assessment of implementation of the plan, identification of reserves, etc.; dialectics of the analysis and synthesis; stage of the management process which is between data collection and processing and

decision-making; were created generally under the influence of advertizing, economic and political aspirations of their authors. It is proved that considerably it was caused by development of "the economic analysis" traditionally as analysis which performers and customers are accountants.

**Keywords:** *economic analysis, the essence of economic analysis, control management, primary management.*

## **UNCOUNTABLE ECONOMIC ANALYSIS, OR THE ABILITY, UNUSED BY THE COUNTRY**

**Yu.I. Budovich**

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The science "economic analysis" is characterized, on the one hand, by the lack of development of the analysis of the activities of economic units of the enterprise, and on the other – by the development of the analysis of the activities of its production units, not related to its area of responsibility. One of the reasons is the absence in economic science of an adequate generally accepted criterion of the economy, which does not allow to correctly divide the objects of management in the enterprise into economic and non-economic and, therefore, to correctly identify the objects of management, activities for control management of which is subject to development in the science "economic analysis". Research objective – to offer adequate criterion of economy, and on its basis to state approach to allocation of the economic analysis at the enterprise. It is reasoned that adequate criterion of economy are the commodity-money relations according to which the processes caused by the contractual commodity and financial relations and the compulsory financial relations belong to economy. It is shown that in process of specification of activity of the enterprise for levels of management both economic, and non-economic objects of management of activity are allocated, up to the level of jobs, jobs of workers of economic specialties. Control management of these economic objects is subject to development in science "the economic analysis".

**Keywords:** *criterion of economy, objects of economic management, economic analysis at the enterprise.*

## **CRITERIA REVIEW METHODICAL BASES OF ASSESSMENT OF EFFICIENCY AND EFFECTIVENESS OF THE INTERBUDGETARY ALIGNMENT OF SECURITY OF MUNICIPAL UNITS**

**M.V. Tsurkan**

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The article investigates the introduction of participatory mechanisms in the system of intergovernmental equalization of budgetary support of municipalities through the provision of regional subsidies. The purpose of the article is to identify approaches to assessing the effectiveness and efficiency of inter-budgetary levelling of the security of municipalities as a result of the use of transfer instruments. The article analyzes the advising techniques, reveals aspects of their imperfections, in particular, the lack of components of the balance indicators in the design formulas. The author develops a classification that helps to systematize the existing assessment approaches, which can be implemented according to three reasons: the scope; complexity; measurability of indicators.

The results of the research are of practical importance for public authorities, scientists and specialists in the field of intergovernmental relations.

**Keywords:** *effectiveness, efficiency, municipality, interbudgetary transfer, leveling.*

## **MODERN APPROACHES TO STRUCTURING THE INTELLECTUAL CAPITAL OF UNIVERSITY: ANALYTICAL REVIEW**

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The article presents the results of systematization of domestic and foreign researchers' approaches to the classification of intellectual capital of the University. The article highlights the need to transform modern intellectual capital into the "knowledge corporation". The authors analyze domestic and foreign literature and identify the relationship between the individual elements of intellectual capital. The classification characteristics presented in the sources are based on the class approaches to the structure of intellectual capital, while in some cases there are special types of it, which are typical exclusively for universities. The article highlights significance of human, structural and client capital for the development of universities. The scientific novelty of the article is determined by the list of sources and their interpretation, which identifies the author's view on the problem of University intellectual capital. The results of the generalization given in the article are the basis for further detailing study of intellectual capital of universities, since the defragmentation of the research subject will contribute to the identification of specific factors of intellectual capital management for the purpose of increasing the efficiency of their functioning.

**Keywords:** *intellectual capital, university, knowledge, classification, human capital, structural capital, relationship capital*

## **DOMESTIC EXPERIENCE OF LABOR REGULATION SYSTEM DEVELOPMENT AND ADVANCED PRACTICES**

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The purpose of the article is to assess the domestic experience and theory of labor regulation as well as best practices of Russian and foreign enterprises in this sphere. It is shown that the key vector of labor regulation development is the management of its productivity. Scientific novelty consists in the definition based on the studied domestic and foreign approaches to the regulation of labor, relevant for today, and in the proposed recommendations for improving the regulation of labor in modern conditions.

**Keywords:** *labor rationing, labor productivity, best practices, the establishment of a rationing system, the principles of rationing labor.*