

# VESTNIK TVGU

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*Series «Economics and Management»*

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№ 1, т.1, 2015

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**Scientific Journal**

*Founded in 2009*

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: JEKONOMIKA I UPRAVLENIE

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FEDERAL STATE BUDGET EDUCATIONAL INSTITUTION  
OF HIGHER EDUCATION «TVER STATE UNIVERSITY»

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## **THE SYSTEM OF ECONOMIC AND THEORETICAL KNOWLEDGE**

**N.V. Kostjukovich**

Tver State University, Tver

The modern economic theory is a complex system including different competing concepts corresponding to the interests of global oligopoly structures. The author offers an alternative of transforming economic theory from an ideology into a source of social economic development on the basis of teaching methods' changes

**Keywords:** *economic theory, concepts, classics, neoclassic, mainstream, Keynesian Economics, Marxism, institutionalism, transforming of economic theory into a resource, economic theory disciplines, economic theory teaching.*

## **TRANSFORMATION OF ECONOMIC SYSTEMS: FROM "LABOR" TO "ENTREPRENEURIAL" ECONOMY**

**A.Yu. Zamlelyy**

Institute of International Trade and Law, Moscow

The article justified and reveals the mechanism of transformation of economic systems, which consists in changing the degree of participation of factors of production in promoting economic growth with influence of social, spiritual and political spheres of society and the environment. On the basis of this mechanism, the author develops the model of the evolution of economic systems which consists of isolated, "labor", "natural", "capital", "intelligent" and "entrepreneurial" economy, as well as such features as the quotient driver; the basic principle of development; beginning of the formation; the dominant sector of the economy; the characteristic form of economic activity; prevailing technology, the means of production, transforming resources; methods for the analysis of economic processes, etc.

**Keywords:** *economic system, entrepreneurial economy, a factor of production, the productive forces, needs*

## **THE LABOUR: CONCEPT, INTENSITY AND PAYMENT**

**V.A. Petrishev**

Tver State University, Tver

The author reveals the distinction between an everyday and a scientific concept of labor and entrepreneurship, why they differ from other activities. The article characterizes the sources of income, specifies the role of labor intensity in manpower costs' dynamics and remuneration of labor.

**Keywords:** *labor, entrepreneurship, job, labor intensity, manpower costs, remuneration of labor.*

## **THINGS AND BENEFIT: WHAT IS SOLD AND BOUGHT AT THE MARKET?**

**Petrishev M.V.**

Tver State University, Tver

The article describes the concepts of "thing" and "benefit", their similarity and difference. The author specifies the quality and quantity of benefits, objective and subjective utility of goods, he proves the invalidity of correlation between marginal subjective utility and a good value.

**Key words:** *"thing", "benefit", the quantity of benefits, utility of goods, objective utility, subjective utility, good as a benefit, benefit price.*

## **NATIONAL INNOVATIVE SYSTEMS IN "KNOWLEDGE ECONOMICS"**

**L.B. Parfenova**

P.G. Demidov Yaroslavl State University, Yaroslavl

The article considers the globalization of universal knowledge, how it influences innovation and competition. The knowledge is characterized as a phenomenon leading to a state competitiveness. The author highlights the necessity of finding criteria combining national, regional and global approaches. She mentions 2 models of global knowledge transformation: 1) European model, 2) former USSR model. The article emphasizes the importance of "knowledge" concept as a public benefit, the peculiarities of Russian higher education in global world. The author shows the rating of different countries' competitiveness in 2012-2015.

**Keywords:** *the globalization of universal knowledge, models of global knowledge transformation, "knowledge" concept as a public benefit, the rating of different countries' competitiveness.*

## **THE PROBLEM OF QUALITY CHANGES IN BUSINESS ENTITY POTENTIAL REPRODUCTION**

**I.A. Evdokimov<sup>1</sup>, L.A. Karaseva<sup>2</sup>**

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

The article analyses the main problems concerning business entity potential reproduction in modern Russian economy. The authors highlight the lack of professionalism as a factor reducing labor quality and leading to human capital crisis. The article describes potential problems of scientists, managers and entrepreneurs and mentions the necessity of quality changes in Russian higher education.

**Keywords:** *potential reproduction, human capital crisis, potential of scientists, potential of entrepreneurs, the graduate's ability requirements.*

## **RUSSIAN "ROADMAP" AND ITS PLACE IN THE WORLD ECONOMY: OBSTACLES OVERCOMING**

**V. I. Kornjakov<sup>1</sup>, M. L. Al'pidovskaja<sup>2</sup>**

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

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

The article shows the destructive character of the modern economy, how it destroys the existing manpower – a source of all other resources. Up to now there is no diagnosis of the Russian public

reproduction illness and the description of the growth of labor productivity in its main reproduction functions. In addition ineradicable material basis of inflation is stipulated by self-collapsing reproduction mechanism.

*Keywords: economy, facilities, reproduction, economic progress, neoindustrialization, «Marx's ring».*

## **METHODOLOGICAL APPROACHES TO THE HUMAN CAPITAL ESTIMATION**

**L.A. Efimova**

Moscow Timiryazev Agricultural Academy

The article considers the necessity of studying optimal methodological approaches to the human capital estimation. The author generalizes and classifies methodological recommendations concerning the human capital estimation in modern economy. The article specifies there doesn't exist any integrated method of human capital estimation due to a huge criteria variety. Foreign approaches are often theoretical and can't be adapted to Russian economy.

*Keywords: economy, human capital, analysis, estimation, methodological approaches, model, concept.*

## **EFFICIENCY: SIGNS, PRINCIPLES, CONCEPTS, CRITERIA**

**I.A. Podryadchikov**

Tver State University, Tver

The article reveals the character, role and function of such categories as: result, effect and efficiency in production process and in nature. The author specifies the contradiction character of goods allocation system.

*Keywords: result, effect, efficiency, justice, social ecological and economic efficiency.*

## **HEALTHY LIFESTYLE AND LABOR QUALITY**

**G.V. Tsvetkova**

Tver State Medical Academy

The article considers the factors (the lack of sleep and the fatigue of labor force) which deteriorate both the Russian population's health and labor quality. The author analyses the correlation between the factors, scientific progress and market impact; and also describes the methods for promoting healthy lifestyle, notably: personal responsibility, government social policy, the capitalist's transformation into a community-oriented entrepreneur.

*Keywords: labor quality, destructive lifestyle, the lack of sleep, fatigue, scientific progress, market economy, poverty, polyolithism of purposes, concept of holistic health, personal responsibility.*

## **THE PROBLEM OF INNOVATION DEVELOPMENT IN PROCEDURAL APPROACH**

**O.Y. Tolkachenko**

Tver State University, Tver

The article classifies theoretical approaches to the essence of innovation on the basis of scientific progress and procedural approach. The author compares different stages of innovative activity and specifies the problems that can be solved with the help of innovation contents analysis.

*Keywords: innovation, innovative activity, invention, modification, imitation.*

## **THE DEVELOPMENT OF SCIENTIFIC PRINCIPLES ON LENDING AND MORTGAGE**

**V.V. Klevtsov<sup>1</sup>, E.M. Arkhipova<sup>2</sup>**

<sup>1</sup>Moscow State University of Economics, Statistics and Informatics, Moscow

<sup>2</sup>Higher Business School, Tver

The article analyses dualistic character of lending, exposing the integrity of its assets and liabilities. The authors specify that the assets help to renovate financing and refinancing schemes. The lending is a liquid form of assets generating future cash flows based on the contractual cash requirements of the lender to the borrower. The article develops scientific principles of mortgage.

**Keywords:** *loan, mortgage, mortgage lending, mortgage capital.*

## **RUSSIAN INSURANCE MARKET: DEVELOPMENT TRENDS**

**O.S. Gulyaeva**

Tver State University, Tver

The insurance market is an integral part of the financial market and is exposed to the same risks and impacts. A decrease of economic growth in 2014 in Russia was predicted after a decline of growth rates in 2012. Nevertheless nobody expected an insurance fees' volume to plummet so dramatically at the end of the first half of 2014. The article gives a comprehensive analysis of the development trends in the first half of 2014, also the author attempts to predict these trends for the end of 2014 and for 2015.

**Keywords:** *insurance market, insurance fee, insurance payments, rate of growth.*

## **EXPRESS ANALYSIS OF A BUSINESS FINANCIAL STATE**

**N.V. Andrukhina**

Tver State University, Tver

The article considers the main concepts of express analysis, its users, informative basis and criteria system. The ability to make financial express analysis of your partners is an important factor of entrepreneurial success.

**Keywords:** *express analysis, information users, accounting, methods of analysis, criteria system.*

## **INTERNAL COMPETITIVENESS OF RUSSIAN BANKING SYSTEM: PROBLEMS AND PROSPECTS**

**T.G. Bondarenko<sup>1</sup>, E.A. Isaeva<sup>2</sup>**

<sup>1,2</sup> Moscow State University of Economics, Statistics and Informatics. Moscow

The article identifies some trends in Russian banking sector in conditions of financial instability. The authors describe the main reasons of decrease in efficiency of the commercial banks' activity; consider microfinance institutions as the main competitors of the banks and causes of their fast development. The article specifies the directions of the financial market growth, possible ways of the banking products and services development.

**Keywords:** *commercial bank, efficiency, competition, loyalty, client orientation, shadow banking, microfinance institutions, product portfolio, outsourcing, banking expenses.*

## **DEVELOPMENT AND INTEGRATION OF FINANCIAL MARKETS IN THE COUNTRIES-MEMBERS OF THE CUSTOMS UNION AND COMMON ECONOMIC SPACE (RUSSIA, BELARUS, KAZAKHSTAN): BANKING SECTOR**

**A.F. Glisin<sup>1</sup>, T.M. Kosterina<sup>2</sup>**

<sup>1,2</sup> Moscow State University of Economics, Statistics and Informatics, Moscow

The article examines the reasonability of establishing a fully integrated social and economic community in the countries that form the basis of the Eurasian Economic Space (Russia, Belarus, Kazakhstan), that could resist the challenges of the modern world economy and politics. The authors identify the problematic areas in establishing and improving the basic principles and mechanisms of new members' joining and integration into the community, opportunities and challenges in monetary integration, the creation of international financial institutions, financial centers and mechanisms for their effective interaction.

**Keywords:** *economic integration, financial markets, the Eurasian Economic Union, monetary and financial integration, banks, stock exchange, Interstate Bank, the banking system, International Financial Centre, macroeconomic policy.*

## **FORMATION AND DISTRIBUTION OF INTERNATIONAL RUSSIAN RESERVES IN FOREIGN POLICY RISKS**

**A.N. Sukharev**

Tver State University, Tver

The article reveals the structure and composition of international reserves and the rationale of the proposals to ensure the degree of protection in connection with the opportunity of strengthening economic sanctions against Russia. The author presents statistical data describing Russia's international reserves, including their location and profitability. He defines the role of gold in the international reserves and their impact on the financial position of the Russian Central Bank. The author offers to improve the security of the international foreign reserves, which include reducing their size for reorienting their part in the internal loans of the Russian economy, increasing the share of gold in the international reserves of the country and change the structure of international reserves.

**Keywords:** *international reserves, monetary reserves, monetary gold, internal reserves, external reserves, Russian Central Bank.*

## **CENTRAL BANK OPERATIONS WITH GOLD: THEORY AND PRACTICE**

**O.V. Smirnova**

Tver State University, Tver

The paper discloses the economic meaning of the gold presence in the reserve assets of the world central banks. Today, gold is not fulfilling the role of money, but it is a financial asset that can "effectively" accumulate value. Central banks cannot support the exchange rate of national currency with the help of gold. In this respect, it is like a "useless" asset for the central bank in implementing effective monetary policy. The central banks acquire gold to implement the strategy of reserve assets diversification. The change in the price of gold may lead to a significant revaluation of the balance sheet. Changes in gold prices cannot be considered as a gain or loss, but results in the capital value change (own funds) of the central bank.

**Keywords:** *central bank, precious metals, gold, gold reserves, investment coins, accumulated difference, realized differences.*

## **PUBLIC INSTITUTIONS OF FINANCIAL STABILIZATION IN THE MODERN WORLD**

**M.V. Dyachenko**

Tver branch of the Russian Academy of National Economy and Public Administration under the President of the Russian Federation

The article reveals the mechanisms of financial stabilization at the supranational and international levels. The cyclic nature of the global economy requires a comprehensive approach to the implementation of financial stabilization measures that should be realized not only at the country level, but also at the level of groups of countries and the international community as a whole. The

article describes the institutional structure of financial stabilization at the supranational and international levels. The author presents the advantages and disadvantages of financial stabilization mechanism, implemented within the framework of the IMF, the European Financial Stability Facility, ACF and others.

**Keywords:** *cyclieconomy, financial stability, the IMF, the Financial Stability Forum, the Financial Stability Board, the European Financial Stability Facility, the EurAsEC Anti-Crisis Fund.*

## **CASH PROTOCOLS: THEORETICAL CONCEPTS**

**P.A.Kosogaev**

Tver State University

The aim of the article is to reveal the economic-theoretical mechanism of indirect exchange in terms of various protocols' abstract monetary systems functioning, identifying the progress of money and monetary systems and their development prospects. The protocol of monetary system is economic players' activities aiming to implement multilateral exchange of goods with the use of a particular product or a something else, which can be called money. The author discloses different types of money functioning protocols. The article shows how issuers effect oneconomic relations among players through the control of indirect exchange. The author describes the genesis of money from the perspective of the Austrian School of Economics, the ways of cash changes in the context of the third industrial revolution.

**Keywords:** *protocol, monetary system, indirect exchange, Cryptocurrency*

## **CORPORATE SOCIAL RESPONSIBILITY IN BANKING**

**P.S Shcherbachenko**

Financial University under the Government of the Russian Federation,  
Moscow

The author considers the specific features of implementation of corporate social responsibility and non-financial accountancy. The article describes the mechanism of withdrawing the license from financial institutions. The author highlights the decrease in trust to the banking sector including the companies of corporate social responsibility. It's necessary to integrate the concept of corporate social responsibility into the institutional banking structure and all business processes.

**Keywords:** *Corporate social responsibility, social business activity, the banking sector.*

## **INSTITUTIONAL STRUCTURE AND DEVELOPMENT OF THE FINANCIAL AND CREDIT SYSTEMS**

**O.V. Gafarova**

Eurasian Open Institute (Azov Branch), Azov

The article considers the issues of institutional structure and the development of scientific concepts on financial and credit systems. The author assumes that the finance and credit, advancing money to the production and consumption (general function), providing the improvement of financial intermediate sector and the sphere of financial and credit services, promoting the efficient allocation of funds, thus have the basis for convergence and separation.

**Keywords:** *finance, credit, financial system, financial-credit system, the efficiency of markets.*

## **NEW ASPECTS OF EMPIRICAL RESEARCH OF BUSINESS ACQUISITIONS ON LEVERAGED BUYOUT BASIS**

**Y. V. Ionova<sup>1</sup>, O.E. Rjzanova<sup>2</sup>**

<sup>1,2</sup>Moscow State University of Economics, Statistics and Informatics, Moscow

The article proves the financial crisis of 2008-2009 is still influencing the methods of financial risks analysis that had been used before the "explosion" of soap bubble on the USA real estate market. The

author argues debt is an integral part of modern business. It's impossible to develop business without debts. They are very important for different types of financing and namely for redemption of shares through "Leveraged buyout" instrument.

**Keywords:** *debts, acquisitions and mergers, leveraged buyout, crisis, company-target.*

## **INVESTMENT MECHANISM OF RUSSIAN ECONOMY: EVOLUTION AND PRESENT**

**O.G. Osipova**

The Russian Presidential Academy of National Economy and Public Administration, Tver branch,  
Tver

The article considers the internal logic of the investment process transformation in Russia. The author describes the mechanism of savings formation in the command economy, where directly planned rate of savings acted as an exogenous variable, and the processes of savings served it. The transition to the market economy has created a coordination mechanism and changed cause-and-effect relations between accumulation and savings. Savings have become a determinant of accumulation. However, in Russia there is a significant gap between savings and accumulation. The accumulation rate is lagging behind the savings due to the outflow of capital, the formation of gold and foreign exchange reserves and other factors. This situation is typical not only for Russia but also for various developing countries that lose a significant amount of domestic savings due to the nature of modern global financial system.

**Keywords:** *saving, savings, investment, capital investment, capital outflow, investment mechanism.*

## **BANKING WORK PECULIARITIES WITH PROBLEM LOANS**

**N.B. Glushkova**

Tver State University, Tver

The author considers different approaches to the concept of "problem loan", how Russian banks can manage it under conditions of developing financial crisis. The article analyses restructuring mechanisms and methods of loans refinancing when borrowers experience refunding problems. The author estimates operating efficiency of banks having problem loans.

Key words: problem loan, appearance factors, banking work with problem loans, restructuring and loans refinancing.

## **FOREIGN EXPERIENCE ANALYSIS IN CREATING MANAGEMENT INFRASTRUCTURE OF COMPLEX TECHNICAL SYSTEMS' LIFE CYCLE**

**M.V. Volkov**

Close research corporation "Department of military economy and finance", Tver

The author proves the efficiency of complex technical systems (CTS) is closely connected with management productivity, quality of development programs and their implementation. It's very difficult to solve practical problems concerning planning and managing complex technical systems because of fast scientific and technological progress and economic transformation in the country. That's why foreign experience analysis plays a very important role.

**Keywords:** *life cycle, complex technical systems, planning, technology, integrated management system.*

## **CORPORATE MANAGEMENT – DEVELOPMENT TENDENCIES**

**V.A. Shahovoy**

Financial University under the Government of the Russian Federation, Moscow

The article analyses the problems of corporate management development in joint-stock companies, interaction of the main participants – shareholders, independent directors and top management. The author considers the ways of efficiency increase in boards of directors' work, risk management in companies.

**Keywords:** *joint-stock company, the board of directors, independent director, shareholders, the top management, risks, risk management.*

## **THE PROBLEM OF CORPORATE MANAGEMENT**

**N.N. Bedenko**

Tver State University, Tver

The article investigates the peculiarities of conceptual apparatus formation in corporate management, taking into account current transformations in the Russian legislation. The author analyses such system-forming concepts as “corporation” and “management”. Corporate management is a combination of complex relations among investors, managers and governing authorities. The author classifies corporation criteria and indicates the ways of corporate management improving and namely: information transparency increase, controlling mechanisms development.

**Keywords:** *corporate management, organization, management improving, corporation.*

## **ANALYSIS OF FOOD ENTERPRISES COMPETITIVENESS**

**N.A. Volkova<sup>1</sup>, D.V. Yatskovoy<sup>2</sup>**

<sup>1,2</sup>Odessa National Economic University, Ukraine

The article analyses the Odessa region food enterprises according to three criteria: the analysis of the production potential, business activity and financial situation. To form typical homogeneous groups the authors classify statistical data on the basis of a cluster factor. Each group has an average value of indicators of production capacity, the level of business activity and financial situation. The research of selected groups' indicators allows to identify the strengths and weaknesses of the enterprises, to determine the main directions for the management strategy development in order to improve the food business competitiveness in the region.

**Keywords:** *food enterprises, competitiveness, profitability of sales, expert methods, strengths and weaknesses.*

## **FORMATION AND PRACTICAL IMPLEMENTATION OF MANAGEMENT MODEL IN AGRICULTURAL HOLDING COMPANIES**

**L.V. Uchaeva<sup>1</sup>, K.A. Belyakova<sup>2</sup>**

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

<sup>2</sup>Russian Agricultural Scientific Research Institute of Production, Labor and Management, Moscow

The article considers the problems of holding companies' activities on the market, the peculiarities of intra-enterprise relations, the specific character of regulation process. The authors compare the existing types of holding companies in agriculture.

**Keywords:** *holding, agriculture, holding structure, management mechanism, holding types.*

# REGULATION STRUCTURE PECULIARITIES OF THE BUSINESS EDUCATION MARKET

**S.V.Anisimova**

Tver State University, Tver

The article analyses the results of theoretical research of business education market, defines its objects (educational programs), subjects (consumers, producers, government, non-profit public organizations and others) and peculiarities. The author gives her own definition to the "business school" concept and describes its characteristic features. The author proves that business education market can work effectively having both market, and non-market management. The primary regulator is a state. The article indicates other key regulators of the market and gives classification of their regulation functions.

**Keywords:** *business education market, business education market structure, business school, business education market regulators.*

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**Scientific Journal**

**Founded in 2003**

Registered by the Federal Service for Supervision in the Sphere of Telecom,  
Information Technologies and Mass Communications (ROSKOMNADZOR).

PI №ФC77-51592 from November 2, 2012.

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**Series «Economics and Management»**

**№ 1, т. 2 2015**

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## METHODS OF ERROR CONTROLLING IN LENDING ORGANIZATIONS ACCOUNTING

**A.N. Grushko<sup>1</sup>, E.S. Grushko<sup>2</sup>**

<sup>1</sup> Close corporation "Banking information systems", Moscow

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The article considers the problems of "error" interpretation in accounting. The authors analyze the role of information technologies in accounting quality improvement and give some recommendations for problems solving.

**Keywords:** *accounting, accounting errors, error classification, quality of automated system.*

## THEORETICAL FOUNDATIONS OF PERSONNEL ACCOUNTING

**A.V. Mirontseva**

Russian State Agrarian University named after K.A. Timiryazev

The article explains the importance and role of labor asset concept. The author considers normative regulation of accounting at an enterprise and gives a comparative analysis of IAS 19 and AR "Accounting for employee benefits."

**Keywords:** *labor, personnel, IAS 19, compensation, accounting, employment.*

## THEORY AND PRACTICE OF LAND ASSETS ACCOUNTING IN AGRICULTURE

**I.V. Makunina**

Russian State Agrarian University named after K.A. Timiryazev, Moscow

The article examines both historical and modern approaches to land assets accounting. The author raises the problem of food security in Russia and justifies business transactions in land assets registration. The article analyses basic errors in agricultural accounting.

**Keywords:** *land assets, cadastral value, agricultural land, food security, land census.*

## **PRINCIPLES OF INTERNATIONAL FINANCIAL REPORTING STANDARDS AND MANAGEMENT ACCOUNTS**

**O.B. Fomina**

Tver State University, Tver

The article considers the problems of accounting methodology development, implementing in Russia “Conceptual basis of Financial Reporting Standards”, developed by the Council monitoring International Financial Reporting Standards. The author highlights the possibilities of harmonization of accounting principles and International Financial Reporting Standards.

**Keywords:** *International Financial Reporting Standards, Conceptual basis of Financial Reporting, accounting methodology, harmonization of accounting principles.*

## **DETECTING THE WEAKEST SIDES IN RUSSIAN AGRICULTURE AND PROBLEM TERRITORIES IN DAIRY SECTOR OF STOCK RAISING**

**V. N. Novikova<sup>1</sup>, V. B. Reut<sup>2</sup>**

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

The article considers different crises in agricultural production. The authors make comparative analysis of production indicators in crop sector and stock raising based on two periods: during restructuring term (perestroika) and the current five-year period. The article classifies territories in terms of milk production.

**Keywords:** *agriculture, stock raising, dairy sector, agricultural crises, livestock, territory classification.*

## **PROBLEMS OF IMPORT SUBSTITUTION OF AGRICULTURAL PRODUCTS IN RUSSIA**

L.V. Postnikova

Russian State Agrarian University named after K.A. Timiryazev, Moscow

The article deals with the essence of import substitution, the reasons for its poor use and its development prospects in Russia's agricultural economy during economic sanctions.

**Keywords:** *food security, food sovereignty, imports substitution, exports, imports.*

## **ANALYSIS OF AGRICULTURAL MARKETING SYSTEMS**

**A.S. Babanskaya**

Russian State Agrarian University named after K.A. Timiryazev, Moscow

The article highlights the problems of justifying selection and optimization of goods movement directions (distribution channels). The author analyses the assessment and effectiveness methodology of agricultural marketing systems.

**Keywords:** *distribution system; sales channels; analysis; merchandising; implementation costs; implementation structure; the effectiveness of marketing activities*

## **MODERN APPROACHES TO THE STAFF ASSESSMENT OF AGRICULTURAL ENTERPRISES**

**I.V. Kharcheva**

Russian State Agrarian University named after K.A. Timiryazev, Moscow

The article proves the importance and role of the personnel evaluation system as a competitive advantage in the field of management. The author researches approaches to the system of personnel evaluation from the point of view of technology, organizing and dataware.

**Keywords:** *personnel evaluation, certification, evaluation methods, personnel management, information management*

## **ECONOMIC ANALYSIS OF THE DEMOGRAPHIC PROBLEMS OF THE TVER REGION**

**A. B. Solov'eva<sup>1</sup>, E. N. Yastrebova<sup>2</sup>**

<sup>1</sup>Moscow State University of Economics, Statistics and Informatics, Tver branch

<sup>2</sup>TverStateUniversity, Tver

The article analyses the annual average population size decrease in Tver region, as well as the excess of the death rate compared to the birth rate. The authors prove the necessity of these problems' quality solving at a state level. The article researches the problem of uneven population distribution in Tver region.

**Keywords:** *population size, the annual average population size, increase, birth rate, death rate, migration*

## **THE FRANCHISING MECHANISM OF REGIONAL ENTERPRISES**

**G.L.Tolkachenko<sup>1</sup>, A.V. Fedorov<sup>2</sup>, A.O. Golovin<sup>3</sup>**

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

<sup>3</sup> Moscow State University of Economics, Statistics and Informatics, Moscow

The authors describe the application features of franchising mechanism in business, its introduction and development at regional enterprises, the interaction of franchising elements.

**Keywords:** *franchising, franchisor, franchisee, franchising system, types of franchising systems and franchising relationships.*

## **METHODOLOGY OF RISK ANALYSIS AND REGIONAL ECONOMIC SECURITY THREATS**

**O.M. Djuzhilova<sup>1</sup>, I.V. Vjakina<sup>2</sup>**

<sup>1,2</sup>Tver state technical university, Tver

The article proves that the development of analysis methodology and diagnosis of threats and risk events, destabilizing the system's activity is the basis for the regional economic security. In this regard, the quantitative risk assessment of the risk events based on an evaluation of the direct and indirect damage is very important for adequate solutions of regional economic security problems.

**Keywords:** *economic security, economic risks, direct damage, indirect damage, risk analysis.*

## **COMMUTING MIGRATION ON THE MOSCOW REGION PERIPHERY (EXAMPLE OF KLIN TOWN)**

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

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The article analyses commuting migration of Klin residents. Klin is one of the Moscow region industrial centers; it is situated in the north-western outskirts. The authors investigate main factors of labor migration, namely the state of Klin district labor market and differences in wages in Moscow and in Klin. On the basis of labor migrants' survey the article describes the motives, directions of labor migration and the time required for commuting trips.

**Keywords:** *commuting, labor market, supply and demand of labor, labor migration motives*

## **TERRITORIES' SINFORMATION ATTRACTIVENESS (THE EXAMPLE OF TVER REGION, ACCORDING TO THE RESEARCH OF "BUSINESS TERRITORY" JOURNAL)**

**I.P. Smirnov<sup>1</sup>, A.A. Fomkina<sup>2</sup>**

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

<sup>2</sup>Lomonosov Moscow State University, Moscow

The article describes the experience of content analysis of the "Business Territory" journal in order to determine the mentions' frequency concerning the territorial units of Tver region. It argues that informational attractiveness of the territory depends on their investment activity. The article shows the number of the most popular municipalities in Tver region.

**Keywords:** *content analysis, informational attractiveness of the territory, investment activity, Tver region*

## **THE DEMOGRAPHIC COMPONENT IN THE TERRITORIAL PLANNING OF TVER REGION**

**A.S. Shchukina**

Tver State University, Tver

The article analyses the influence of demographic factors on regional development and the need for the demographic section in the territorial planning documents. The author investigates the impact of demographic processes on the system of settlement and gives some recommendations concerning more accurate assessment of the current demographic situation. The article researches demographic prognoses for different territorial levels.

**Keywords:** *territorial development, territorial planning, settlement system, demographic processes.*

## **THE METHOD OF DESCRIPTION, ANALYSIS AND OPTIMIZATION OF REGIONAL TRANSPORT SYSTEM**

**S.I. Bidenko<sup>1</sup>, D.I. Mamagulašvili<sup>2</sup>, A.V. Elsakova<sup>3</sup>**

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

<sup>3</sup> Admiral Ushakov Maritime State University Novorossiysk

The article analyses traditional approaches, models, and methods of description and analysis of territorial transport activity. The authors research regional geo-economic apparatus of natural and social systems.

**Keywords:** *Transport, Infrastructure, Analytical Methods, Statistical Methods, Methods of Geographic Information, Geomarketing, Geo-Economic Modeling.*

## **DETERMINATION OF FRANCHISING AGREEMENT PARAMETERS WITH NON-LINEAR DEMAND FUNCTION IN UNCERTAIN CONDITIONS**

**A.G. Solomakha**

Tver State University, Tver

The article analyses approaches to the optimization of franchising contract parameters on the understanding that the franchiser and franchisee play a hierarchical game. The author investigates analytical results of the contract parameters' calculation for nonlinear (square) function of demand. Data uncertainty on the demand function specifies the problem of determining the contract parameters. It is to maximize the optimization task.

**Keywords:** *franchising system, franchising contract, hierarchical game, royalty coefficient, nonlinear demand.*

## OPTIMIZATION INSTRUMENTS OF RESOURCES MOVEMENT IN INTERNAL MANAGEMENT SYSTEM

A.N. Borodulin

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The article analyses theoretical problems concerning the formalization of dynamic systems of resource allocation. The author considers applied models and optimization methods on the basis of mathematical instruments adaptation for mechanic movement principles. The models can become an analytic base for economic entities in different sectors.

**Keywords:** *mathematical modeling, networks of resources distribution.*

## RUSSIA AND TVER REGION' POPULATION GROWTH TRENDS AND PREDICTION BASED ON THE MULTIFRACTAL DYNAMICS MODEL

A.N. Kudinov<sup>1</sup>, K.V. Kruglov<sup>2</sup>, V.N. Ryzhikov<sup>3</sup>, V.P. Tsvetkov<sup>4</sup>, I.V. Tsvetkov<sup>5</sup>

Tver State University, Tver

The article researches the issues concerning the Russian Federation and Tver Region's population growth based on the multifractal dynamics model (MDM). The authors define the population growth trends and forecast tendencies up to 2030 across Russia and up to 2031 across Tver region. Based on the experimental data on population size over the last 25 years the article calculates the MDM parameters for this period. The conclusion is as follows the Russian Federation population has an oscillatory character and the Tver Region population has a monotonic character. Within the framework of the MDM, the authors make a medium-range population growth forecast.

**Keywords:** *fractal, multifractal, piecewise-linear population growth trend, multifractal dynamics, forecast.*

## CALCULATION FEATURES OF THE CONSUMER PRICE INDEX IN RUSSIA

G.N. Paltseva<sup>1</sup>, O.G. Boyko<sup>2</sup>

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

Consumer price indexes are the official statistics characterizing dynamics of the prices for consumer goods and services. The methodology of calculation of IPTs in Russia conforms to the international standards. The traditional methodology which is the cornerstone of IPTs is based on the concept of a price index of Laspeyres. The Federal Statistic Government systematically takes into account the changing social and economic conditions and corrects calculation methodology of IPTs. The article considers a new official methodology of statistical supervision over consumer prices of goods and services and calculation of consumer price indexes which came into force on January 1, 2015.

**Keywords:** *consumer price index, IPTs scope, calculation of individual and summary consumer price indexes.*

## WHY THE TERM "INTERNET- MARKETING" HIGHLIGHTS MARKETING AGAIN

E.V. Komarova<sup>1</sup>, A.V. Moskaev<sup>2</sup>

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The article researches the effectiveness of Internet- marketing and influencing factors. The authors describe important criteria for evaluating the site's commercial success, indices suitable for the estimation of the site's effectiveness in view of achieving marketing goals. The article highlights the marketing component of Web sites and its practical introduction.

**Keywords:** *Internet, Web site, marketing, advance, conversion, effectiveness*

## PRINCIPLES OF “LOGICAL LOGISTICS” IN TRADE BETWEEN RUSSIA AND ECUADOR

V.M. Kurganov<sup>1</sup>, V.D. Morales<sup>2</sup>

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

The article analyses trade relationships between Russia and Ecuador and the ways of its effectiveness increase. The authors consider the decrease of logistics costs and offer a new concept of “logical logistics” which is a complex approach to expenses’ reduction in delivery chains.

**Keywords:** *foreign-trade operations, logistics, logistics costs*

## PROSPECTS OF FLAX LOGISTIC COMPLEX DEVELOPMENT IN RUSSIA

B.A. Pozdn’jakov<sup>1</sup>, T.N. Phederova<sup>2</sup>, N.U. Rozhmina<sup>3</sup>

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The article analyses the main drawbacks of flax logistic complex. The authors highlight the economic losses connected with the flax delivery delay from fields to stock house because of the lack of vehicles and logistic chains. The article offers to solve the problem by storing flax packs in harvesting places.

**Keywords:** *flax complex, logistic chains, losses reduction.*

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## **TOP - PRIORITY INSTITUTIONAL REFORMS UNDER THE INFLUENCE OF DIVERSIFIED CRISES ON SOCIAL AND ECONOMIC DEVELOPMENT OF RUSSIA**

**A.A. Artemiev**

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The article analyzes of socio-economic development of The Russian Federation in 2014 and the first quarter in 2015. Outlined the main crises affecting on the national economy. It proposed a set of top-priority institutional reforms providing progressive development of the national economy.

**Keywords:** *socio-economic development, the national economy, the crises of the impact, institutional reforms.*

## **THE SYSTEM OF INDICATORS THAT EVALUATE COUNTRY'S MILITARY SECURITY**

**D.A. Kuznecov**

The Perm Military of Interior Forces for Home Affairs Department of Russia, Perm

The paper provides the analysis of the system of indicators that evaluate country's military security. The author defines military security of the country. The basic methods of determining the quantitative and qualitative characteristics that reflect the current state of military security are analyzed. The author reveals that today there is no single model and method of assessing the military security of the country. The author also stresses that development of integrated system concept for the assessment of the military security of the country and the development of indicators to assess the country's military security should be done. Because assessment of the military security of the country, a comparison of the actual and projected levels of military security indicators, shows the vector of development of the country, and helps to minimize the impacts of external and internal threats.

**Keywords:** *military security, system of indicators, level of security, internal and external threats*

## **RISK CLASSIFICATION AND ASSESSMENT FOR REAL ESTATE MANAGEMENT OF RAILWAY TRANSPORT**

**V.S. Merkusheva**

Petersburg State Transport University, Saint Petersburg

In the article analyses of the various risks of real estate management of railway transport was done, the model for estimation of the potential risks in real estate transactions in this area was given, taking into account its specificity.

**Keywords:** *risk, methods of risk assessment, real estate, railway transport*

## **INFLUENCE OF DISTRIBUTED GENERATION DEVELOPMENT ON INVESTMENT ACTIVITY IN THE RUSSIAN ELECTRIC POWER INDUSTRY**

**A.V. Kosygina**

National Research University Higher School of Economics, Moscow

Progress of energy, telecommunication and “smart” technologies together with development of distributed and alternative generation and “green” energy create opportunities for transformation of electric power systems on basis of new technological mode. Conditions for investment activity in electric power generation sector change dramatically. Policymakers on the Russian electric power industry and heat industry underestimate development of distributed generation.

**Keywords:** *electric power industry, distribution generation, investment*

## **PROSPECTS FOR THE DEVELOPMENT OF FINANCIAL OUTSOURCING IN THE RUSSIAN FEDERATION**

**S. V. Yuriev**

Saint-Petersburg state economic University, St.-Petersburg

The article analyzes the current world market situation prompting companies to develop new strategies and to seek more effective solutions to improve their competitiveness in a rapidly developing business relations, as well as stiff competition at the national and international markets.

**Keywords:** *outsourcing, business processes, document outsourcing, subjects of economic relations*

## **THE DIRECTIONS ON DEVELOPMENT OF THE LAW IN THE FIELD OF TAX ACCOUNTING OF INCOME TAX AT IMPLEMENTATION OF INNOVATIVE ACTIVITY**

**T.G. Sheshukova, K.V. Razuvaeva**

Perm State National Research University, Perm

The purpose of the article - to identify shortcomings of existing tax legislation of the Russian Federation, in the recognition of income and expenses for tax purposes of income tax, in the implementation of innovation, evaluation procedures pending the results arising from the creation of innovation, and to propose new rules for the adoption of the above mentioned operations for tax accounting . Designed fragment tax returns for income tax, with a view to the formation of indicators arising from the implementation of innovation on the basis of the proposed regulations. Implementation of recommendations will allow to accept to tax accounting the income and expenses according to key stages of innovative activity that will lead to formation of the detailed information on the innovative sphere. Also presented offers will bring into accord standards of the existing tax law to the operations which are carried out in reality in the innovative sphere as the existing articles of the Tax code of the Russian Federation don't consider a set of the actual moments, characteristic for innovative activity.

**Keywords:** *innovation activity, tax accounting, tax reporting income, expenses*

## **THE PERFECTION OF MECHANISMS OF MANAGEMENT BY DEVELOPMENT OF TOURISM IN THE RUSSIAN FEDERATION**

**K.A. Lebedev**

The institute of tourism and hospitality, Moscow

The analysis of economic reforms in Russia testifies to significant amount of problems and the negative phenomena. During reforming manufacture in all spheres of an economic complex though it is typical at structural changes in economy was reduced. The dynamics of development of sphere of services of tourism in Russia specifies increase of activity of tourist streams and shows advantage of a share of private visits above the business and organized trips, and also essential excess of quantity of departures abroad Russians with the private and organized collective trips in comparison with service trips that characterizes formation of structure of the Russian tourism within the limits of the European tourist space.

*Key words: mechanism, tourism, space, service activity, quality, regulation, economy.*

## **ON THE RELEVANCE OF ECONOMIC-BASED APPROACH TO TOURISM DEVELOPMENT IN MODERN RUSSIA**

**A.N. Lyubarsky**

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In the article the analyses of the role of tourism in the market for goods and services was done, the necessity of cost-based approach to the development of tourism in modern Russia was proved.

*Keywords: tourism, market for goods and services, cost-based approach*

## **PUBLIC-PRIVATE PARTNERSHIP IN HEALTH CARE IN THE FACE OF INSTABILITY**

**N.N. Bedenko**

Tver State University, Tver

This article presents the characteristics of the application of public-private partnership for sustainable development of the health system of the Russian Federation. On the basis of the study of modern State of the industry, organizing factors of influence on the level of its development, the prospects for the use of public-private partnerships as a means to guarantee the provision of high quality health care to people.

*Keywords: public private partnership, health care, PPP-standard, concession.*

## **METHODS OF EVALUATING THE PERFORMANCE OF HEALTH CARE FACILITIES BASED ON THE CRITERIA OF ACCESSIBILITY AND QUALITY OF CARE INDICATORS AND RESOURCE PROVISION OF CARE**

**N.I. Yashin, E.A. Hansuvarova, K.S. Yashin**

Lobachevsky State University of Nizhni Novgorod, Nizhni Novgorod

At the present stage, there are problems of assessing the effectiveness of health care institutions, there are no methods, comprehensively covering all aspects of budgetary organizations. Methodology proposed in evaluating the performance of health care facilities based on the criteria of accessibility and quality of care indicators and resource provision of medical care, to evaluate the effectiveness of budget management in a multi-directional indicators characterizing the activities of medical institutions.

*Keywords: health care facility (HCF), the coefficient of performance of a medical office, the coefficient of effective enforcement of hospital beds, cost-effectiveness ratio, the standardized final*

## **SUBJECT ANALYSIS OF PETITIONS OF RESIDENTS FROM DIFFERENT RUSSIAN REGIONS TO THE PUBLIC RECEPTION OF UNITED RUSSIA FRACTION AT THE STATE DUMA OF THE RUSSIAN FEDERATION**

**V.G. Soukhovolskiy<sup>1</sup>, A.M. Shelekhov<sup>2</sup>, M.A. Karpov<sup>3</sup>**

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The analysis of intensity and subjects of citizens' appeals to the Parliament is potentially an important tool of the assessment of state of society in the country. The article features the subject specificity of residents' appeals to the leading fraction of the State Duma, the activity of residents' appeals in different regions. Besides, it provides the analysis of the problems that citizens address to the legislative body of the country.

**Keywords:** *legislator, rank distribution, Zipf-Pareto equation, coefficient of correlation*

## **THE ORGANIZATION AND STRUCTURE OF LAND ADMINISTRATION IN THE REGION**

**O.S. Lazareva, O.E. Lazarev**

Tver state technical University, Tver

The article presents the structure of land administration of the Tver region, and describes the organization of management of land Fund. Labeled by some management problems and their solutions

**Keywords:** *land Fund, management, regional bodies of Executive authority, land relations*

## **BUILDING THE REGIONAL INNOVATIVE INDEX USING THE DELPHI METHOD**

**A.A. Maltseva, E.V. Klyushnikova**

Tver State University, Tver

The paper presents the methodology of calculating the regional innovative index, which was obtained on the basis of indicators defined at the first stage of the study, using the author's two-step procedure. The authors have proposed a group of system's indicators in accordance with the economic content, which allowed to allocate specific weights for each indicator. Regional innovative index can be used as in the original or with adjustments being made in the study with due regard to the results of statistical data processing.

**Keywords:** *regional innovative index, methodology, indicators, system of indicators.*

## **RETROSPECTIVE EVALUATION OF THE SCIENCE CITIES DEVELOPMENT IN RUSSIAN FEDERATION AND THE FEATURES OF THEIR LEGAL STATUS**

**I.A. Monakhov**

Tver State University, Tver

Science cities play a special role in the national innovation system of Russia. Based on the initiative of the Soviet central authorities in the second half of the last century, Science cities have been designed to provide USSR leadership in advanced technologies, nuclear industry, space industry, microelectronics and others. Nowadays science cities have special status and the right to receive state support for the maintenance of existing and construction of new infrastructure which the Law vested them. Science cities which have special importance in the formation of scientific-technological core of the country, are the territories of innovative development. However, their legal status, as well as mechanisms for state support need to be revised in the face of the new challenges.

**Keywords:** *science city, science city research-and-production-complex, legal status*

## **CIVIL SOCIETY ROLE IN CITY MANAGEMENT**

**G. A. Parakhonskaya, J.A. Monahova, G. M. Silaeva**

Tver State University, Tver

Possibilities of development in small cities and towns are considered based on sociologic investigation.

**Keywords:** *civil society, local government*

### **Investment projects of territorial development in a fragile economic situation: the regional dimension**

**M.V. Tsurkan**

Tver State University, Tver

Indicated in this article the problem of realization of investment projects in a fragile economic situation, disclosed the basics of investment projects implementation of territorial interest in the framework of the Local Initiatives Support is indicated by the significance of the development of social and infrastructural complex to reduce social tension, an algorithm for the selection of urban and rural areas for the implementation of projects conditions of limited funds allocated from the regional and local budgets.

**Keywords:** *investment projects, public infrastructure complex, municipality, territorial interests.*

### **THE ANALYSIS OF MEASURES OF STATE SUPPORT OF SINGLE-INDUSTRY TOWNS, WHICH ARE AIMED AT PROMOTING EMPLOYMENT OF THE POPULATION**

**G.K. Lapushinskaya, T.Yu. Bazhenova**

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The state attention to single-industry towns is caused by processes that occur in the labour markets of these cities. Measures to address the problems of single-industry towns are strategic and require several years to implement. However, the decision of problems of employment required urgently. Thus, the analysis of measures of state support of single-industry towns, which are aimed at promoting employment, is important.

**Keywords:** *employment, unemployment, single-industry towns, measures of state support*

### **ASSESSMENT AND ANALYSIS OF THE FACTORS OF INTERNAL AND EXTERNAL ENVIRONMENT THAT AFFECT THE QMS INTEGRATED CORPORATE STRUCTURE**

**A.Y. Klochkov, T.A. Levina**

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Modern organizations need to adapt to changes in the external environment. The influence of environmental factors is important for the organization. The analysis of factors of internal and external environment that affect the QMS integrated corporate structure allows you to select a set of factors that must be considered in the management of quality. The QMS of the group of companies as part of the overall management system also suffers the influence of the internal and external environment. Therefore, the factors affecting the quality management system can be divided into two large groups: external factors and internal factors of the environment.

**Keywords:** *factors of internal and external environment, the quality management system, integrated corporate structure.*

## CAUSES AND CHALLENGES OF ORGANIZATIONAL CHANGES

**L.M. Bozhko**

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The article is devoted to studying of the reasons and problems of carrying out organizational changes. Results of research of the Tver region organizations for the purpose to identify the reasons and problems of change management at the applied level of management are presented.

**Keywords:** *change management, reasons of organizational changes, problems of change management.*

## FEATURES OF THE CALCULATION OF THE TOTAL WORKING TIME

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Tver State University, Tver

This article describes the main types of time, revealed specifics of and rules for calculation of the total working time, the regulations governing the added time.

**Keywords:** *a labour accounting system, direct and indirect labour accounting system of working time, the duration of the reference period, the rules of working time, overtime, pay, working time schedules, payroll*

## MINIMUM SAFETY STOCKS NEEDS IN THE BUSINESS STRUCTURE

**Y.A. Negomedzyanov, G.Y. Negomedzyanov**

Tver State University, Russia, Tver

The article describes the conceptual framework approach to the determination of the minimum-size need insurance stocks in micrological production system.

**Keywords:** *business structure, safety stock, minimum needs level, the methodology for determining.*

## MODERN STYLES OF LEADERSHIP AND SPECIFICATIONS OF USE IN ORGANIZATIONS

**S.V. Chtegrintsova**

Tver state university, Tver

There are many styles of leadership in organizations. The style of leadership may be use in accordance with personal qualities of leadership, qualities of workers and management in organization.

**Keywords:** *styles of leadership, leadership, personal qualities of leadership, social group, management, workers.*

## IMPROVEMENT OF CUSTOMS PROCEDURES, FOCUSED ON INTERNATIONAL STANDARDS

**S.V. Goncharov**

Saint-Petersburg State University of Economics, Saint-Petersburg

The article discusses the prospects for the development and improvement of customs procedures, used the customs representative in the provision of services to participants of foreign trade, in view of the integration of the Russian Federation in international organizations whose activities are related to international trade and approximation of customs legislation to uniformity, with the aim of providing the participants of foreign economic activity of high-quality services.

**Keywords:** *foreign economic activities, customs patterns, customs procedures, the customs representative, the efficiency of the customs authorities, the customs services*

## **IMPROVEMENT OF THE MANAGEMENT SYSTEMS IN THE ENERGY-ENGINEERING COMPANIES**

**E.S. Sergievsky**

Ivanovo State Polytechnic University

The article describes the author's approach to optimizing the key business processes and workflows at the example of energy-engineering companies on the basis of their simulation and measuring the effectiveness of their performance.

**Keywords:** *quality management system, simulation of business processes, effectiveness of business processes, monitoring, optimization.*

## **VALUATION OF FINANCIAL COSTS IN FUEL AND POWER SECTOR'S STRATEGIC PROJECTS**

**E.S. Anisimova**

Financial University under the Government of the Russian Federation, Moscow

The aim of the Article is to create the general index of industry average cost of capital which could measure several factors, i.e. capital structure, risks, inherent to companies, assets volume. The result of research is regression equation, which estimates the cost of funds for companies. The equation allows determining the cost of funds needed with minimum time spending.

**Keywords:** *the cost of capital, the strategic projects financing, the structure of capital*

## **DIFFUSION OF INNOVATION THROUGH NETWORK FROM STAKEHOLDERS MANAGEMENT PERSPECTIVE**

**B.N. Kumatov**

National Research University Higher School of Economics, Moscow

Based on current state policy aimed at introduction of innovations in different sectors becoming increasingly important research in diffusion of innovation. The success of innovation adoption is directly interfaced with the processes of the interaction of different with external and internal stakeholders. Given the importance of managing the interests of stakeholders concerned, in the context of innovation, the basic parameters have been considered in the context of innovation management stakeholders of the organization.

**Keywords:** *the diffusion of innovation, stakeholder management, social network analysis*

## **APPROACHES TO MUNICIPALITIES GROUPING LARGEST TAX POTENTIAL (ON THE EXAMPLE OF THE LAND TAX)**

**V.I. Lebedeva**

Tver State University, Tver

The article presents the results of typological groups of municipalities Tver region largest tax potential land tax. As an approach to the concept of grouping is applied elasticity. The grouping of municipalities is based on an evaluation of the coefficient of elasticity of tax potential land tax each municipality of the Tver region. Conclusions and recommendations. As an information base study used data from the Office of Federal Tax Service in the Tver region.

**Keywords:** *classification, tax potential, elasticity, tax collection, municipalities*

## **RULES FOR FORMING STIMULATION CRITERIA FOR EMPLOYEES IN PROFESSIONAL EDUCATION INSTITUTIONS**

**A. S. Garmashova**

State University of Management, Moscow

In article author defines rules for forming stimulation criteria for employees in professional education institutions, which have to be stated in the legal act of work payment. The stimulation criteria, developed according to these rules, will form interest of pedagogical personnel in increasing of productivity both own activity, and activity of all educational organization.

**Keywords:** *stimulation, work payment (compensation), stimulation criteria, professional education institutions*

## **INDUSTRIAL DEVELOPMENT IN INDUSTRIAL PARKS: TVER REGION'S CASE**

**A.A. Scheglov, R.O. Navrocki**

Tver State University, Tver

In the paper the authors demonstrates the main development trends and features of industrial parks' activity at the present stage through the example of industrial parks in the Tver region. The authors shows that the developed industrial potential of the region, materially supported by the conditions created by the executive authorities, provides opportunities for the development of industrial parks in the region, as the regulatory enshrined territorial structures of industrial development in the Federal Law N488-FZ "On industrial policy in the Russian Federation".

**Keywords:** *industrial park, production, industrial sites, region*

# VESTNI TVGU

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*Series «Economics and Management»*

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№ 3, 2015

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**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

**Founder**

FEDERAL STATE BUDGET EDUCATIONAL INSTITUTION  
OF HIGHER EDUCATION «TVER STATE UNIVERSITY»

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## METHODOLOGICAL INDIVIDUALISM IN ECONOMIC SCIENCES

**O.V. Karamova**

Financial University under the Government of the Russian Federation, Moscow

The article researches the intellectual tradition of the methodological individualism. The author analyses the new time philosophy that is the base of the market system vision. The paper shows the tough core of the methodological individualism in the neoclassical theory.

**Keywords:** *methodological individualism, holism, Cartesian rationalism, spontaneous cooperation, tough core, scientific rationalism.*

## ROUBLE DEVALUATION: ECONOMIC AND THEORETICAL ANALYSIS

**N.V. Kostyukovich**

Tver State University, Russia, Tver

The Bank of Russia ought not only to strengthen the ruble consistently, but also to elaborate a new doctrine of exchange rate policy, which could explain every aspect that might seem absurd from the point of view of the prevailing economic-theoretical concepts. The author reckons the methodology of structural levels can play a significant role in creating a new theoretical platform.

**Keywords:** *devaluation, cumulative devaluation, strong rouble policy, theoretical platform of exchange rate policy, methodology of structural levels*

## NETWORKING PROCESSES IN SOCIAL AND ECONOMIC DEVELOPMENT

**Y.I. Shorokhov**

Tver State University, Russia, Tver

The author analyses social and economic development as a networking interaction of its participants. The article highlights that the inability of managerial structure to adapt to scientific and technical achievements and environmental changes provokes structural crises in social and economic development. The author introduces the concept of "factor networking function", its efficiency depends on the situation and infrastructure. Local managerial decisions aiming to eliminate negative effects of structural crises can trigger series of networking self-destruction mechanisms. The author gives such examples.

**Keywords:** *networking processes, social and economic development, managerial structure, adaptation ability, structural crises, "factor networking function", self-destruction mechanisms.*

## **THE ROLE OF FICTITIOUS CAPITAL FOR CAPITAL CENTRALIZATION IN MODERN ECONOMIC CRISIS**

**E.N. Veduta<sup>1</sup>, R.A. Gulyaev<sup>2</sup>**

<sup>1,2</sup> Lomonosov Moscow State University, Moscow

The article examines the fictitious capital as a factor promoting capital centralization during the period of economic decline and recession. In addition, the authors analyze definitions of centralization and concentration of capital. Moreover, they describe the mechanisms of social capital development in terms of economic cycle and make a conclusion concerning the role of fictitious capital IN the capital centralization.

**Keywords:** *Fictitious capital, capital centralization, capital concentration, economic cycle.*

## **SCIENTIFIC CONCEPTS DEVELOPMENT ON THE ROLE OF INFORMATION AND KNOWLEDGE IN SOCIETY PRODUCTIVE FORCES STRUCTURE**

**A.Yu. Zamleliy**

Institute of International Trade and Law

The author analyzes the nature of the concepts: "information" and "knowledge"; their hierarchical subordination when considering the level of the individual (person); functional interdependence, bilateral transformation and properties within the social system. The article proves the necessity of considering the factors of information and knowledge production as a single factor of production while analyzing productive forces development.

**Keywords:** *productive forces, factors of production, information, knowledge, technology*

## **THE PROBLEM OF INDUSTRIAL ENTERPRISES' ECONOMIC DEVELOPMENT**

**M.S. Dolgikh**

Tver State University, Tver

The article focuses on the problems of the industrial complex development as a sector which may be the engine of the entire economy of the whole country. The author highlights the problems existing in the industrial complex, which, in his opinion, should be first-priority. The problems considered in the complex, influence each other and therefore the solution of one problem will have no impact on the economic development of the industrial complex.

**Keywords:** *economic development, industrial enterprise, industrial potential, competition, innovation.*

## **THE FEATURES AND SPECIFICS OF SOCIO-ECONOMIC PLANNING IN THE PROGRAM OF IMPORT SUBSTITUTION**

**M.R. Topalyan**

Tver State University

The article investigates the problems of designing and planning of Russian economic development. The author highlights some issues of import substitution. The article proposes to use the method of structural levels as a tool of planning programs and projects. It makes it possible to study the project in details and to model its implication in the logic of territory development. The author specifies number of criteria which help to apply the structural-level approach.

**Keywords:** *import substitution, national programs, method of structural levels, investment project, territory of project realization.*

## CONCEPT OF EMPLOYMENT AS A CHARACTERISTIC OF LABOUR MARKET

Y.S. Karyan

Chelyabinsk State Pedagogical University, Chelyabinsk

Today the problem of labor market and employment of the population is exclusively actual for the Russian economy. Employment is one of the major processes of formation and use of the manpower. However the conceptual framework describing the employment relations as the indicator of society development remains important so far. The article proves that there is no uniform concept of "employment". The author analyses various theoretical views of domestic and foreign economists. Discrepancy of these views provokes the need of scientific definition of employment on the basis of key characteristics integration of the labor economy definition that is not only of informative, but also of practical importance.

*Keywords: employment, principles of the employment concept, employment classification*

## INTERESTS OF OWNERS AND FORMATION OF THE DECISION MAKING INNOVATION MECHANISM IN THE SPHERE OF ECONOMIC DEVELOPMENT

O.N. Panamareva<sup>1</sup>, S.I. Bidenko<sup>2</sup>, D.I. Mamagulašvili<sup>3</sup>

<sup>1</sup>Admiral Ushakov maritime state university, Novorossiysk

<sup>2,3</sup>Tver state university, Tver

The article substantiates the need for molding the concept of the formation of intellectual economic-geographic information system (IEGIS) which takes into account both federal and regional components in order to observe the economic interests of the state, business and population.

*Keywords: the owner interests, IEGIS, intellectualization, transport infrastructure, investment, innovation, the state-private partnership.*

## RESEARCH ON THE ESSENCE AND CONTENT OF INNOVATIVE PROCESS AT AN ENTERPRISE

A.E. Kurach

Pskov State University, Pskov

Department of management of organizations and innovation

The paper presents the results of the analysis of different approaches to defining and structuring the process of innovation creation and introduction at an enterprise. On the base of the analysis the author develops his own model of the innovation process at an enterprise.

*Keywords: innovation process, innovation development, innovation introduction, knowledge valorization.*

## MODERN TRENDS IN INNOVATIVE ACTIVITY DEVELOPMENT OF AN ENTERPRISE

O.Y. Tolkachenko

Tver State University

This article researches the content of the innovative activity on the basis of the existing regulatory and legislative framework. The author analyzes the trends in the innovative activities development in modern conditions.

*Keywords: innovation, commercialization of innovation, innovation projects, innovation infrastructure.*

## **THE PROBLEM OF ECONOMY TRANSITION TO THE INNOVATIVE DEVELOPMENT (ON THE BASIS OF “START-UP FOUNDATION” IN TVER REGION)**

**L.A. Karasyova<sup>1</sup>, M.A. Franshtein<sup>2</sup>**

Tver State University

The article investigates the problem of venture investment through the process of foundation creation in collaboration with the state. The authors analyze the mechanism and problems of the investment foundation functioning on the basis of “Start-up foundation” in Tver Region. The article gives recommendations on the innovation ecosystem development.

**Keywords:** *venture fund, investment, “triple spiral”, “sowing” investment, modernization, innovative development*

## **INVESTMENT POTENTIAL OF MODERN RUSSIAN MINING INDUSTRIES**

**I.V. Vyakina<sup>1</sup>, L.F. Garanikova<sup>2</sup>**

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

The decline in world oil prices leads to a significant reduction of the federal budget revenue. High capital intensity of mining industries and the deterioration of their material and technical basis cause an objective need for a serious analysis of investment opportunities in mining industries and the assessment of the Russian economy prospects under the circumstances. The article proves that the increasing of the output with high added value and the investment projects aimed at enhancing the real capital are the main national priorities, determining the development of the country in the long term.

**Keywords:** *investment attractiveness, investment potential, the mining industry, capital intensity, regional economy.*

## **THE WAYS OF IMPROVING THE MECHANISMS AND TOOLS OF THE TVER REGION INNOVATION POLICY**

**S.V. Kuzina<sup>1</sup>, P.K. Kuzin<sup>2</sup>**

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

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

The article investigates possible ways for improving the mechanisms and tools of the Tver region innovation policy on the basis of federal and regional legislation analysis. The authors use the basic laws and programs of the Tver region Government in the sphere of management of innovation policy. The results can be rather useful for the regional government during the implementation of the Tver region innovation policy.

**Keywords:** *innovation policy; innovation; innovation mechanism; innovation tool.*

## **CONCEPTUAL APPROACHES TO THE DEFINITION OF STRATEGY**

**N.M. Perepelitza<sup>1</sup>, T.A. Starshinova<sup>2</sup>**

<sup>1</sup>Tver state technical university, Tver

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

This article describes the various approaches to the definition of "strategy", explains the differences between strategies and tactics, divides the types of strategies according to different classification criteria.

**Keywords:** *strategy, tactics, portfolio strategy, competitive strategy, classification, functional and instrumental strategy, basic strategy.*

## **ANALYTICAL METHODS OF EFFICIENCY MANAGEMENT AT AN ENTERPRISE**

**N.A. Volkova<sup>1</sup>, A.L. Kolyada<sup>2</sup>**

<sup>1,2</sup>Odessa National Economic University, Ukraine

The article divides the considerable number of analytical methods into 3 groups: heuristic rated and combined. Before defining the main directions of efficiency management, it is necessary to identify its strong and weak points and to identify potential opportunities and threats. This may be accomplished by using the method of expert evaluations, which refers to the heuristic group. In the face of increasing global competition, it is important for each enterprise to be competitive and to withstand competitions successfully. One of the most effective modern tools of competitive advantage achievement is benchmarking. In the short term benchmarking should become the leading method of doing business for domestic enterprises. This is why the managers of the most companies should understand its essence and overcome their distrust and bias.

**Keywords:** *analytical methods, expert evaluation, identification of strengths and weaknesses, benchmarking.*

## **COOPERATION OF CORPORATE AND SECTOR STRUCTURES IN AGRICULTURAL HOLDINGS**

**L.V. Uchaeva<sup>1</sup>, K.A. Belyakova<sup>2</sup>**

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

<sup>2</sup>All-Russian Research Institute of Production, Labour and Management in Agriculture, Russia, Moscow

The article describes the concepts that characterize the interaction and interrelation of economic entities having different production and economic orientation, but united by a common ultimate goal (production task).

**Keywords:** *business group, a group of companies, holding, business units, division of grain processing and baking division.*

## **PUBLIC CONTROL OF PROJECTS IMPLEMENTATION IN EDUCATION**

**O.V. Karabanova**

Moscow state teachers' training university, Moscow

The article proves the need of public control adjustment in Russia. The author analyses the foreign experience in education public control, the problems of public monitoring in Russia and the ways of their solution.

**Keywords:** *civil society, public control, civil control, public monitoring, education*

## **PROGRAMME MANAGEMENT OF SOCIAL INVESTMENTS IN RUSSIAN COMPANIES**

**O.V. Danilova**

Financial University under the Government of the Russian Federation, Moscow

High level of society requirements to the business as a full participant in the processes of production and consumption, forces companies to pay more attention to social and environmental fields. In these circumstances, the companies focused on sustainable development, are looking for rational ways of combining economic, environmental and social outcomes of their own activities in order to maintain competitiveness. The article examines the Russian large business structures' experience of social investment programs' implementation. The author analyses how it influences on the qualitative and quantitative changes in the socio-economic development of the certain territories. The article describes the formation of management mechanisms of social investment programs.

**Keywords:** *business structure, interaction, company habitat, sustainable development, public authorities.*

## **USING OF THE PROCESS APPROACH TO THE MANAGEMENT OF ENERGY ENTERPRISES**

**N.G. Ostroukhova**

Samara State Technical University, Samara

Complicated geopolitical situation, the consequences of the global financial crisis and economic globalization, the ongoing reforms of the FEC (fuel and energy complex) make energy enterprises search for effective approaches to the management. Changing economic conditions have reduced the effectiveness of the functional approach to the management. The process approach fully corresponds to the situation in the industries of the Russian FEC. Despite of its versatility, the process approach has several disadvantages. Managers can achieve the maximal effect of the process approach only in combination with systemic or functional approaches.

**Keywords:** *energy industries; process approach; functional approach; systems approach*

## **GLOBAL FINANCIAL STABILIZATION: NECESSITY AND MECHANISMS**

**M.V. Dyachenko**

The Russian Presidential Academy of National Economy and Public Administration, Tver branch

The article explains the necessity of reforming the global financial system, offering a set of measures and mechanisms for stabilizing the global financial system and protecting it from the negative factors. In terms of continuous increase in the US government debt, the risk of US government default enhances too. The author discloses the idea of reforming the global financial system proposed by J. Soros and shows its utopianism. The author believes that the reform of the global financial system should be carried out not through the creation of the world's money, but on the basis of existing national and / or collective currencies. The article proves the necessity to form such monetary system, which could create legal and institutional framework for ensuring equal access to the world financial resources at fair prices.

**Keywords:** *global financial system, financial stability, global governance, global money, modernization development*

## **LENDING AGENCIES: ON THE WAY TO INTEGRATED ACCOUNTING**

**A.N. Grushko<sup>1</sup>, E.S. Grushko<sup>2</sup>**

<sup>1</sup>“Banking information systems”, Moscow

<sup>2</sup>Tver State University

The article investigates the problems of integrated accounting concept and its implementation in lending agencies. The authors analyze the regulatory role of the Russian Central Bank in the process of new methods' creation for accounting quality improvement and optimization. The article highlights the evolution of requirements and perspective approaches to the electronic accounting format. The authors give so mere commendations.

**Keywords:** *integrated accounting, accounts, electronic accounting format, accounting language extensibility XBRL, taxonomy XBRL.*

## **SAVINGS IN RUSSIA: A QUANTITATIVE ASSESSMENT**

**A.A. Golubev**

Tver State University, Tver

The article describes the quantitative assessment of internal savings in the Russian economy as a potential source of financing its modernization development. The author defines the formation of savings in Russia and their sufficiency for financing thenational economy development. The author uses the Russian Federal State Statistics Service' and the Central bank's data as a statistical base for the calculation.

**Keywords:** *savings, financial resources, international investment position, the GDP, the Reserve Fund, the National Welfare Fund*

## **CRYPTOCURRENCY AS AN ECONOMIC INSTITUTION**

**P.A.Kosogaev**

Tver State University, Tver

The aim of the article is to reveal the economic-theoretical essence of money in terms of the sign system of society, the evolution of money and monetary systems and their development prospects. The author summarizes the current definitions of the cryptocurrency essence proposed by the central banks and the directions of the research into the development of alternative money systems, money and finance. The article highlights the essence of money as a social institution: the instrument of social evolution, demonstrating the potential for development and adaptation to the certain requirements. The paper shows the genesis of money in view of different monetary theories according to the interdisciplinary approach. The author describes the process of money formalization and its transition, as an intermediary in the exchange, to more abstract forms. The article specifies the ways of money and monetary systems' changes during the third industrial revolution, as well as the changes of the modern Issuer's functions.

**Keywords:** *money, sign, sign system, the monetary system, the virtual currency, cryptocurrency*

## **THE ROLE OF FOREIGN EXCHANGE RESERVES IN THE RUSSIAN MACROECONOMIC POLICY**

**O.G. Osipova**

The Russian Presidential Academy of National Economy and Public Administration, Tver branch

The article discloses a contradictory character of foreign exchange reserves' use for ensuring financial and economic stability in the country. The formation of gold reserves deprives the Russian economy "reliable" sources of financing its modernization development. The author proposes to allocate a portion of foreign exchange reserves of the Russian Central Bank to domestic assets. It's necessary to take into account the macroeconomic balance and create a multiplier effect of the income and expenses' expansion of (the Keynesian multiplier effect). An important problem in ensuring the Russian macroeconomic stability is unavailability of international speculative capital; the situation is capable to destabilize the national economy. The author highlights the necessity to introduce the rate of reserve requirements for short-term capital that could reduce its profitability and increase socio-economic development stability.

**Keywords:** *foreign exchange reserves, macroeconomic policy, venture capital, foreign assets, internal assets, modernization*

## **THEORETICAL AND METHODOLOGICAL ASPECTS OF THE FORMATION AND USE OF THE CENTRAL BANK'S PROFITS**

**O.V. Smirnova**

Tver State University

Tver State Technical University, Tver

The article deals with the public the role of the central bank, its constitutional-legal status and its influence on the formation and use of income. The author proposes a list of the Central bank's special functions. The paper describes the impact of the Central bank's monetary operations on its income and expenses. The author specifies the classification of the Central Bank's revenues from its ordinary activities and the implementation of its constitutional functions. The article differentiates between the notions of "seignorage" and "quasiseignorage" as specific revenues providing the bulk of the

revenue and profit margin. The author divides the Central bank's financial results into explicit and non-explicit ones.

**Keywords:** *Central Bank, financial performance, capital, emission, seignorage, quasiseignorage, quasi-fiscal expenses, quasi-fiscal losses, National Financial Council.*

## **EQUITY AND PROFIT OF THE SWISS NATIONAL BANK**

**G.L. Tolkachenko<sup>1</sup>, A.N. Sukharev<sup>2</sup>**

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

The article discloses the mechanism of the formation and use of profits and capital fluctuations of the Swiss National Bank as a part of its monetary policy. The problem of the Bank is a low level of inflation that might worsen its financial situation, including losses and negative equity. The Bank can have in the short term not only damages but also negative equity that is not acceptable for central banks around the world. The authors assess the financial and economic consequences of increasing the proportion of gold in the assets of the Swiss National Bank, including its impact on the effectiveness of its monetary policy and financial performance.

**Keywords:** *Swiss National Bank, profits, capital, gold, foreign exchange reserves, financial leverage*

## **THE EXPRESS ANALYSIS METHODOLOGY ON CASH FLOWS AND ITS PECULIARITIES IN DETERMINING THE FINANCIAL POSITION OF THE INNOVATION-ORIENTED CORPORATE STRUCTURE**

**M.R. Gilmiyarova**

The Pskov state university, Pskov

The article proves the relevance of the information contained in the cash flow statement. Depending on the information needs of users and their purposes the author specifies the so-called express analysis of cash flows alongside with the detailed analysis. The offered methodology of the express analysis of cash flows is applied to a particular corporate structure.

**Keywords:** *cash flows, express analysis, methodology, financial position, corporate structure.*

## **THE ROLE OF OPERATORS IN NATIONAL PAYMENT SYSTEM**

**N. B. Glushkova**

Tver State University, Tver

The article investigates the entities of the national payment system, their status and role they play in payments. The author describes the operators' responsibilities and the requirements they should meet. The author pays special attention to banking and non-banking lending agencies which play the key role in the national payment system. The paper assesses the regulatory measures of payment risks (particularly money transfers)

**Keywords:** *the national payment system, entities, the national payment system's operators, money transfer operators, operators of the payment infrastructure services, operators of the electronic money, payment system risks, guarantee fees.*

## **THE PROBLEM OF INFLATION IN TERMS OF NEW KNOWLEDGE ABOUT THE AVAILABILITY OF VIRTUAL AND REAL ECONOMIES**

**Yu.V.Liferenko**

Moscow State University of Economics, Statistics and Informatics, Tver branch

The article analyses the role and importance of inflation in modern economy. The problem is the ratio of the money quantity in the economy and commodity prices, that is, the influence of the amount of money on the inflation. The author makes a conclusion that the quantity theory of money "does not work", because of the lack of the relationship between the amount of money in the economy and the existing prices. Money flows from the real to the virtual spheres of the economy. The virtual sphere

plays a part of cash reserves for the real economy from which, if necessary, money goes into the real economy, and vice versa. Thus, the real economy provides itself automatically with the necessary amount of money. The state, represented by the Central Bank has no influence on the “demand inflation”, as it occurs spontaneously.

**Keywords:** *inflation, real and virtual economy, capital mobility, the law of average profit, the stock market.*

## **INCOME BASE DEVELOPMENT OF MUNICIPAL UNITS – THE EXAMPLE OF TVER REGION**

**O.S. Chernikin**

Tver State University, Tver

The article considers the motivation mechanisms of municipal units for developing their own income base and economic potential. These mechanisms are based on the regional government’s incentive activities. On the results of the economic and taxable potential assessment the rating of the municipal units is developed annually.

**Keywords:** *municipal units, economic and taxable potential.*

## **REGION’S TAX POTENTIAL IN THE SYSTEM OF TAX FEDERALISM**

**A.A. Pugachev**

P.G. Demidov Yaroslavl State University, Yaroslavl

The model of tax federalism determines interbudgetary relations. Region’s tax potential plays an important role in realization of the interbudgetary functions. Nowadays in Russia the interbudgetary relations aren’t efficient consequently the imbalance in regional development is growing. Stimulating function of interbudgetary relations is under developed in the current system of tax federalism; there are no effective incentives to increase the tax potential in the regions.

**Keywords:** *tax potential of a region, tax federalism, interbudgetary relations, Federal Fund for Financial Support of Regions.*

## **EVALUATION OF THE MARKET PROSPECTS FOR ISLAMIC INSURANCE (TAKAFUL) IN RUSSIA AND IN THE NORTH CAUCASUS REGIONS (THE CHECHEN REPUBLIC EXAMPLE)**

**E.A. Isaeva<sup>1</sup>, M.M. Magomadova<sup>2</sup>**

<sup>1</sup> Moscow State University of Economics, Statistics and Informatics, Moscow

<sup>2</sup> Moscow State University of Economics, Statistics and Informatics, Moscow. The Chechen state university, Grozny

The article considers the necessity of taking into account the diversity of the Russian culture, which has a direct impact on the condition and structure of the economy, the formation of its individual sectors, including the financial one and the insurance market in particular. The paper, based on the analysis of a variety of scientific and special sources, investigates the performance indicators of Takaful market development in Russia and in the world. The authors develop the capacity forecast of Takaful market in Russia and in the Chechen Republic in the medium term.

**Keywords:** *Islamic insurance, Takaful, forecast, market, market capacity, development, condition, dynamics.*

## **THEORETICAL GLOBALIZATION ASPECTS OF THE MODERN COMMUNITY OF NATION-STATES**

**L.B. Parfenova**

P.G. Demidov Yaroslavl State University, Yaroslavl

The issue investigates the nature of globalization, analyzes the main approaches to the theory of globalization. The author raises the issue of reasonability of the historical method of globalization

per iodization and emphasizes the special importance of economic transformations in the late twentieth century. The author reveals the reasons for the existence and strengthening of the anti-globalization movement. The paper analyses the results of the European Union activity in particular its fifth enlargement, which has to a series of conflicts among the Member States of the European Union.

**Keywords:** *globalization, multinational corporations, international competition, the globalists and anti-globalists, the historical stages of globalization, national and supranational, international financial institutions.*

## **EXPERIENCE OF IMPORT SUBSTITUTION POLICY IN BRAZIL AND TAIWAN**

**E.V. Kozyreva<sup>1</sup>, N.V. Novikova<sup>2</sup>**

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

The article considers the main approaches to the implementation of the strategy of import substitution in some countries. The authors analyze the main targets, mechanisms, protectionist measures and the results of the policy of import substitution and export orientation in Brazil and Taiwan. The paper presents some results of the economic development in these countries and reveals basic mistakes that should be taken into account when developing and applying policy tools for the import substitution.

**Keywords:** *import substitution policies, export-oriented strategy, import substitution, protectionism, tariff and non-tariff instruments.*

## **PRICING POLICY PECULIARITIES IN EXPORTING ECUADORIAN GOODS INTO RUSSIA**

**V.M. Kurganov<sup>1</sup>, V.D. Morales<sup>2</sup>**

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

The article considers the problems of international relations efficiency between Ecuador and Russia, pricing structure of different goods, logistics schemes and delivery channels. The authors make conclusions how various factors influence the selling price for a certain commodity.

**Keywords:** *foreign deal, contract price, international transportation.*

## **MANAGEMENT ACCOUNTS IN AN UNSTABLE ECONOMY**

**O.B. Fomina**

Tver State University, Tver

The article considers the main problems of the management accounts development in increasing instability of the Russian economy. The author identifies the key areas of risk assessment, particularly the formation and interpretation of management information including uncertainties. The paper specifies the possibilities of management accounts application as a basis for accounting for a company's sustainable development.

**Keywords:** *management accounting, budgeting, risk management and internal controls, instability of the economy, uncertainty factors.*

## **THE DISADVANTAGES OF THE LEGAL AND REGULATORY ACCOUNTING FRAMEWORK OF RUSSIAN COMMERCIAL ENTERPRISES**

**L.V. Azarova<sup>1</sup>, E.N. Yastrebova<sup>2</sup>**

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

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

The article analyzes the main accounting methods used in Russia and identifies the disadvantages in existing legal and regulatory framework. The authors highlight the lack of certain accounts used in the accounting records in the modern chart of accounts. The paper specifies the ways of these

problems' solution and describes the issues of the automated accounting methods in terms of the upcoming transition to IFRS (International Financial Reporting Standards).

*Keywords: regulatory framework; ledger accounting; simplified accounting; automated accounting; accounts; accounting records.*

## **COMBINATION OF FORECASTS BASED ON THE ANDREWS' ONE STEP M-ESTIMATE**

**A.A. Vasil'ev**

Tver State University, Tver

The author proposes to use the Andrews' one-step M-estimate instead of the weighted average mean for the combination of individual models forecasts. The results of the research has proved the hypothesis that the accuracy of combined forecasting models based on the Andrews' M-estimate exceeds the accuracy of the models based on the weighted average mean.

*Keywords: the Andrews' M-estimate, combination of forecasts, combined model, forecast, one-step estimate, simple arithmetic mean, the weighted average mean.*

## **INTERRELATION OF ECONOMIC AND MILITARY SECURITY WITHIN THE CONCEPT OF ORGANIZATIONAL AND ECONOMIC MODEL**

**D.A. Kuznetsov<sup>1</sup>, M. N. Rudenko<sup>2</sup>**

Perm State University, Russia, Perm

The paper analyzes the military and economic security of the state and the way of its implementation through the organizational and economic model. The authors consider the concept of military and economic security defines the threats to the national security and the major framework of military and economic security.

*Keywords: economic security, military security, organizational and economic model, the relationship.*

## **ANALYSIS OF THE "INFORMATION" CONCEPT IN INFORMATION THEORY**

**Yu.N. Krylov**

Tver State University, Tver

The author analyses the term of "information", different sources of its interpretation: in the Middle Ages, in the middle of the twentieth century, in the modern textbooks for students, in Wikipedia and in scholarly researches.

*Keywords: information, information theory, the general theory of information, economic informatics.*

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<p>Registered by the Federal Service for Supervision in the Sphere of Telecom, Information Technologies and Mass Communications PI №ФC77-61038 from March 5, 2015.</p>		
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## **THE ESSENCE AND STRUCTURE OF A MARKET'S COMPETITIVE ENVIRONMENT THROUGH THE PRISM OF THEORETICAL ECONOMY**

**M.L. Alpidovskaya, A.A. Kladova**

Financial University under the Government of the Russian Federation, Moscow

Based on a thorough review of the major theoretical approaches to comprehending the nature and the structure of a market's competitive environment, the article argues the acute necessity of researching this category in terms of the new paradigmatic mainstream of economics – theoretical economy. Employing this approach, the authors suggest a definition of the essence of a market's competitive environment as well as a model of its structure.

**Keywords:** *market, competition, competitive environment, theoretical economy*

## **HUMANIZATION OF ECONOMY ON THE GROUND OF EVOLUTION IN PRODUCTION, LABOR, MANAGEMENT, CONSUMPTION MODELS**

**M.V. Chistyakov**

Tver State University, Tver

The author analyses linkage of production model, labor model, management model, consumption model in the postindustrial conditions and creation of the humanitarian environment

**Keywords:** *Production model, labor model, management model, consumption model, technological mode, reflexive control, humanitarian environment*

## **KOSYGIN A. N. AS A POLITICIAN AND "MAN OF SYSTEM" LOOKING INTO THE FUTURE**

**G.V. Budkevich**

Financial University under the Government of the Russian Federation, Moscow

*Department of economic theory*

Alexei Nikolaevich Kosygin (1904-1980), a person who was ahead of his time, has controversial reviews. But we must not forget about the scale of his personality: Chairman of the Board of Ministers for 16 years, member of the government of the country during 42 years. In 1941 Kosygin was responsible for the evacuation of the enterprises from the western regions of the USSR to the east of the country, was also directly involved in the laying of the "road of life" to Leningrad on the ice of Lake Ladoga and in the construction of the pipeline on the bottom of Lake Ladoga to supply the besieged Leningrad with fuel. As a politician, he managed to resolve many of the military conflicts of the 70s of the twentieth century. In the mid-60s. the Soviet Union launched a large-scale

economic reform that was initiated by Prime Minister Alexei Kosygin. The essence of this reform was the decentralization of economic planning, the enhancing of the role of the integrated indicators of the economic efficiency (profit, rentability) and the increasing of the autonomy of enterprises. The reform was the first comprehensive attempt to transfer the Soviet economy to a market economy and to prevent the danger of domination of the "oil needle" in the domestic economy. But he was "a man of the system", not interested in changing of the situation, which provides itself with higher authority. In the end, that was the main reason for the failure of his reform, which was ahead of time.

**Keywords:** *consumer cooperation, collectivization, the collective farm, commodity-money relations, command-administrative system, convergence theory, the shaft, cost price, price, profit, bonus, credit, «path dependence».*

## **IMPROVING THE MANAGEMENT OF INNOVATION AND TECHNOLOGY FOR ECONOMIC GROWTH IN MODERN CONDITIONS**

**I. K. Babaytseva**

Saratov socio-economic institut (branch)  
FGBOU VPO "REU im. G.V. Plekhanov" Saratov

The article deals with innovation and technology growth factor and its effect in the current conditions, as well as the main directions of improving management. Much attention is paid to the influence of the economic factor on the economic interests of the actors involved and analyzed the process and their harmonization.

**Keywords:** *innovation and technology factor of economic growth, government regulation, management and performance regulation.*

## **INNOVATIVE ENTREPRENEURSHIP IN RUSSIA UNDER SANCTIONS**

**L.N. Mamaeva**

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FGBOU VPO "REU im. G.V. Plekhanova", Saratov

Purpose of the article - to show the development of innovative entrepreneurship in Russia in terms of sanctions. The article describes and analyzes the problems of innovation development of economy of Russia and foreign countries. Equally important author pays innovation infrastructure. It was noted that the development of innovative business need government support for the production and further promotion of an innovative product to market. Recently, the state in this process is given great attention. The main methods of analysis were used dialectical, institutional, systemic, structural and functional.

**Keywords:** *innovation, innovation infrastructure, entrepreneurship, investment, political risk sanctions competitiveness.*

## **USE OF REFERENCE MATERIALS AND PRACTICES WITHIN THE STATE AND MUNICIPAL FUNCTIONS**

**M.V. Tsurkan**

Tver State University, Tver

The article defines the space conceptual categories of «reference material» and «educational materials», identified the importance of their development and use in the implementation of state and municipal functions are examples of the materials.

**Keywords:** *reference materials, educational materials, public functions, municipal functions*

## **CONTEMPORARY ISSUES AND STATE CONTROL MECHANISMS OF MIGRATION IN AFRICA (FOR EXAMPLE ANGOLA)**

**Antonio Nvula Goncalves Antonio**

Ministry of internal Affairs of the Republic of Angola, Angola

The article examines the current problems and state mechanisms of control of migration flows in Africa.

**Keywords:** *refugees, the state, immigration, migration, emigration.*

## **DEMOGRAPHIC AGEING AND PROBLEMS OF REPRODUCTION OF LABOR RESOURCES IN RUSSIAN REGIONS**

**T.Yu. Bazhenova**

Tver state university, Tver

The article is devoted to the analysis of the level of demographic aging and age structure of population of Russian regions. The analysis is based on the ratio of the number of pensioners, working and children falls on average per unit age. The result are groups of regions with different levels of demographic aging and types of population reproduction.

**Keywords:** *demographic aging, age structure of population, group of regions.*

## **LABOR MARKET AND LABOR PRODUCTIVITY IN RUSSIA**

**E.S. Yakhontova**

RANEPA, Moscow

Competitiveness of Russian companies depends on labor productivity growth in modern business environment. Special features of national labor market complicate the efforts for high productivity human resources lock in of many companies. This article is dedicated to core factors of Russian labor market that are blocking labor productivity growth and labor market development as well. Here you can find some recommendations for situation improvement.

**Keywords:** *labor market, labor productivity, education, HRM politics.*

## **SOCIO-ECONOMIC CONSEQUENCES OF INFORMAL EMPLOYMENT IN RUSSIA**

**N.V. Tskhadadze**

Financial university under the government of the Russian Federation, Moscow

The article analyzes the socio-economic impact of informal employment in Russia. Distribution of informal employment leads to serious negative consequences for business activity, economic growth and development of the country as a whole. However, the consequences of informal employment are not so unequivocal, under certain conditions, not too large-scale informal employment may have a positive impact. Therefore, regulation of informal employment should be extremely thoughtful and balanced.

**Keywords:** *informal sector, informal employment, informal income, productivity, economic resources, production costs, production efficiency, competitiveness, entrepreneurship, economic growth.*

## **FEATURES OF STATE REGULATION OF EMPLOYMENT OF SINGLE-INDUSTRY TOWNS**

**G.K. Lapushinskaya**

Tver state university, Tver

Employment in single-industry towns is a determining factor of the complexity of the socio-economic situation and to refer them to a greater or lesser risk category. The impact on employment of the towns is both direct and indirect methods of regulation. The article describes the main types of activities and especially their impact on employment of single-industry towns.

**Keywords:** *employment, unemployment, single-industry towns, measures of state support*

## **SPECIFIC FEATURES OF IMPLEMENTATION OF PROFESSIONAL DEVELOPMENT PERSONIFICATION MODEL NOWADAYS**

**V.A. Geng**

Tver State University, Tver

The main goal of modern education is to form a socially active personality that complies with modern level of science and practice development, possesses corresponding knowledge, skills and competencies. Modern information and communication technologies significantly increase the range of opportunities for education and optimize educational process' organization. The models that are created for professional development of employees should take into consideration social and economic conditions in every region of Russian Federation. Educational systems' functioning is based on forecasting of regional demand in professional staff and capability of educational institutions to react to these forecasts appropriately and on time.

**Keywords:** *professional education, continuing education, modular education system*

## **THE SOCIO-PHYCHOLOGICAL CLIMATE HAS INFLUENCE ON SATISFACTION OF WORKERS JOB**

**S.V. Chtegrintsova**

Tver State University  
Department of Management, Tver

The manager must pay attention to forming positive socio-psychological climate in an organization. It has an important characteristic: job satisfaction, high level of responsibility, development of communications. The positive relation to job and high level of professional cohesion result in higher productivity.

**Keywords:** *socio-psychological climate, manager, working group, solidarity of personnel, responsibility, communications, business activity, job satisfaction*

## **PUBLIC OPINION AND STATE POWER: MECHANISMS OF INTERACTION AND MUTUAL INFLUENCE**

V.A. Mikhailov

Tver state University  
Department of sociology, Tver

The article discusses the basic mechanisms of interaction and mutual influence of public opinion and public authorities.

**Keywords:** *interaction, state, public opinion.*

## **UNITED TERRITORIAL SELF-GOVERNMENT IN THE CITY OF TVER**

**M.I. Vishnyakova, T.G. Pletneva**

FGBOU VO "Tver State University",  
Department of Public Administration, Tver

This article describes the organization of territorial self-government on the theoretical level as well as on the city of Tver. It is said that in the Tver region is not the subject of the law governing the organization of territorial self-government, despite the fact that many of the subjects of the Federation have already adopted such laws. It is also considered a number of problems hindering the development of territorial self-government in Russia in general and in the city of Tver, in particular. These include, for example, a fuzzy definition of the place of subjects in the CBT system of local government, inability and unwillingness of

local authorities to use the potential of CBT, as well as the lack of activity of citizens to exercise their rights in the area of self and others.

**Keywords:** *territorial self-government, the development of the solution, the interests of citizens, targeted programs.*

## **THE COMMISSIONER FOR HUMAN RIGHTS IN THE POLITICAL AND ADMINISTRATIVE AREA TVER REGION: PROBLEMS AND PROSPECTS**

**N.N. Kozlova**

Tver State University, Tver

The article analyzes the legal status and powers of the Commissioner for Human Rights in the Russian Federation, describes the activities of the Ombudsman in the Tver region. The author concludes that further strengthening of this institution as a guarantor of the rights and freedoms of citizens.

**Keywords:** *Human Rights Commissioner (Ombudsman), governance, human rights and freedoms, democracy.*

## **CLASSIFICATION OF REGIONS BY THE LEVEL OF INNOVATIVE DEVELOPMENT BASED ON CLUSTERING**

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Innovation Activities (Tver InnoCenter) of Tver State University, Tver

**Serov A.A.**

Tver State University, Tver

**Baskakova A.L.**

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In the article is given the author's approach to the classification of Russian Federation's regions on the basis of indicators of innovation development. The peculiarity of the approach is that the authors use as the base the instrument of clustering, rather than a linear distribution on the groups in accordance with the criterial values of the integral index, as is customary in the modern science and practice. Usage of clustering as a basic tool for the classification of regions takes into account the particular of factor and the resulting indicators, including their variation, which provides the most precise selection of groups with similar characteristics.

**Keywords:** *regional innovation index, method, indicators, clustering*

## **ACTIVATION OF INVESTMENT POLICY ON THE TERRITORY OF PRESENCE AT MODERN CONDITIONS**

**L.Y. Moshkova**

Tver State University, Tver

The diagnostics of investment space of Russia testifies to its extreme heterogeneity, unevenness of distribution of investment resources between regions. Activation of investment policy is directed on overcoming of imperfection of the legislation, introduction of investment standards and creation of safe investment climate.

**Keywords:** *the investment policy, the effect of private investments, the investment climate, the partnership of business and power.*

## **FINANCIAL SECURITY OF MANAGEMENT OF TERRITORIES OF MUNICIPALITIES OF THE TVER REGION IN 2014**

A.A. Artemyev

Tver state technical university, Tver

Summary. In article the analysis of financial security of management of territories of municipalities of the Tver region in 2014 and the first quarter 2015 is carried out. The main problems influencing local government in the Tver region are designated. The set of the prime measures providing development of territorial administration by municipalities of the region and also on cut in expenditure on financing of local governments is offered.

**Keywords:** *territorial administration, municipalities, expenses and income of the budget, recommendation about development.*

## **CURRENT STATE AND PROSPECTS OF DEVELOPMENT OF RESEARCH AND PRODUCTION COMPLEXES OF RUSSIAN FEDERATION'S SCIENCE CITIES: ANALYTICAL REVIEW**

**Barsukova N.E.**

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**Dorofeeva N.S.**

Lurye Scientific and Methodological Center for Higher Education Innovation Activities (Tver InnoCenter) of Tver State University

In the article is substantiated the thesis about the special role of Russian Federation's science cities in the development of national science, technology and innovation. On the basis of comprehensive analysis the authors demonstrate a significant excess of a number of economic indicators of science cities over the average Russian economic indicators. The dynamics of indicators characterizing the criteria for the special status of science cities is studied, as well as an analysis of changes in the legal framework regulating their content and value is presented.

**Keywords:** science city, scientific and production complex, official status, scientific and technological potential, innovative activity

## **CLUSTERIZATION OF FASHION RETAIL COMPANIES ACCORDING TO THEIR STRATEGIC BEHAVIOR BASED ON PUBLICLY AVAILABLE DATA**

**A.V. Kim, N.B. Filinov**

National Research University Higher School of Economics, Moscow

DEA-analysis is performed based on publicly available data on 94 world largest fashion retailers. Standard clusterization of coefficients obtained from DEA-analysis gives clusters that are analyzed with respect to homogeneity and fit to the types of strategic behavior outlined in strategic management.

**Keywords:** *Strategic management, cluster analysis, Data Envelopment Analysis (DEA)*

## **THE INTEGRATION OF CORPORATE SOCIAL RESPONSIBILITY IN THE SPHERE OF DISTRIBUTION OF FUNCTIONS AND POWERS BETWEEN THE MANAGEMENT CORPORATION**

I.Yu. Belyayeva, M.M.Pukhova, Kh.V.Kharchilava

Federal State-Funded Educational Institution of Higher Professional Education «Financial University under the Government of the Russian Federation», Moscow

The article is devoted to the specifics of the distribution of competences between the subjects of corporate governance (general meeting of shareholders, board of directors, management) in the field of corporate social responsibility.

**Keywords:** *corporate social responsibility, the general meeting of shareholders, board of directors, the board of the distribution of competences between the main actors of corporate governance*

## **THE ROLE OF CHANGE MANAGEMENT AS A FACTOR OF SUSTAINABLE DEVELOPMENT OF COMPANIES**

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The most important factor of sustainable growth of companies is well-structured change management process. In the globalized economy and increasingly uncertain environment, companies face the challenge of diagnosis environment to detect threats and identify opportunities. Adequate and prompt response to the challenges of the environment will minimize the risks and increase competitive advantage.

**Keywords:** *sustainable development, change, innovation, company.*

## **FLOATING COEFFICIENT OF THE ROYALTY AS ONE OF INSTRUMENTS OF MANAGEMENT OF FRANCHISING SYSTEMS**

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In article the main instruments of management of franchising systems are considered, their importance in activity of the franchiser both in two-level, and in multilevel franchising systems is estimated. As the most effective instrument of management of the franchising relations the system of floating coefficient of a royalty is offered. Schemes of realization of system of floating coefficient of a royalty in franchizing are developed.

**Keywords:** *franchising system, franchising contract, floating coefficient of a royalty.*

## **RATINGS OF MUNICIPAL ENTITIES OF THE TVER REGION LARGEST TAX CAPACITY**

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The article presents the results of the ranking of municipalities and city districts of the Tver region largest tax capacity. The basis of the rating - the concept of elasticity. Rating of municipalities based on the estimation of the coefficient of elasticity of the tax capacity of each municipality of the Tver region. As an information base study used data from the Office of Federal Tax Service in the Tver region.

**Keywords:** *rating, tax potential, elasticity, tax collection, municipalities*

## **THE CONCEPT «REGIONAL GOVERNANCE» AT THE PRESENT STAGE OF SOCIO-ECONOMIC DEVELOPMENT**

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The article substantiates the necessity of improving the scientific and practical aspects of regional development at the present stage. The concept of «governance». Based on the analysis of scientific and special sources author's understanding of the term «regional governance».

**Keywords:** *region, regional management, public administration*

## **PROBLEMS OF DEVELOPMENT OF SOCIAL BUSINESS IN RUSSIA**

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The author's point of view on social business as on a new form of business activity which purpose is the solution of actual social problems is presented in article. The existing standard and legal, resource and information barriers interfere with development of this kind of activity in our country and, therefore, the existing social problems of Russia remain unresolved.

**Keywords:** *social business, social problems, institutes of civil society, small and average business.*