

ECONOMIC SCIENCES. 2010. □ 3(64)**ECONOMICS AND POLITICS****FACTORS INCREASING COMPETITIVENESS OF THE RUSSIAN ECONOMY
ON THE WORLD MARKET: MACROECONOMIC AND INSTITUTIONAL ASPECTS**

© 2010 R. Lukyanenko

The article includes results of the analytical and econometric research carried out by the author and associated with the influence of macroeconomic and institutional factors on the attraction of foreign direct investments into the Russian economy. Macroeconomic indicators of the investment institutional environment are defined as factors with determinative influence. Also the target directions of macroeconomic strategies for the after crisis economic development are represented in the article.

Keywords: international competitiveness, foreign direct investment, sectors' and regional structure of the investment, macroeconomic factors of investment attractiveness, institutional factors of investment activity, the structural reorientation of the economy.

THE STATE CORPORATIONS AS MARKET ECONOMY INSTITUTE

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In the conditions of macroeconomic instability the state has faced necessity of consolidation of resources and budgeted deficit coverings, including from payments in an authorised capital stock of corporations. Considering that the majority of state corporations have no sufficient own means, forward reorganisation separate of them is absolutely justified.

Keywords: market economy, institute, the state corporations, the anti-recessionary policy.

PROBLEMS OF POSITIVE INVESTMENT RUSSIA IMAGE CREATING

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In this article necessity of marketing tools application in the process of Russia investment attractiveness level increase is proved. Also, technique of complex foreign investment market research is developed. On the basis of the technique the recommendations on positive investment country image creation are given.

Keywords: investment appeal of the country, investment image of Russia, complex research of the market of foreign investments, an investment climate, the foreign counterpart, investment risks, system "public relations".

**FORMATION OF STRATEGIC ALLIANCES IN THE RUSSIAN
TELECOMMUNICATION INDUSTRY**

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In article it is proved that the structure of construction of strategic alliances and the decision of tasks in view depends on such factors, as degree of association of partners, national and technological features of the market, economic development of region (or the separate country), a demand (necessity) of offered services in the given market, a standard of living (purchasing capacity) of inhabitants, an orientation of partners etc.

Keywords: the telecommunication industry, strategic alliances.

GLOBAL FINANCIAL CRISIS AND POTENTIAL OF INTERBUDGETARY TRANSFERS AS THE MECHANISM OF EQUATION OF TERRITORIAL BUDGETS IN THE RUSSIAN FEDERATION

© 2010 M. Seriogin

In article there is a speech about the mechanism of interbudgetary transfers which was the core in balancing of territorial budgets during the pre-crisis period in the conditions of proficiency of the federal budget of the Russian Federation. However in the conditions of crisis this mechanism became inefficient in achievement of vertical budgetary alignment in connection with gross national product falling, escalating of proficiency of the federal budget and falling of tax and not tax incomes.

Keywords: a global economic crisis, equation of budgetary system, proficiency of the budget, interbudgetary relations, interbudgetary transfers, power state structures, local governments, centralisation of budgetary resources, vertical alignment.

THE STATE INVESTMENT POLICY: SYSTEM ASPECT

© 2010 A. Kashin

In article the basic problems and prospects of formation state investment policy at the present stage are considered. The mechanism of realization of the state investment policy with application of the system approach is offered.

Keywords: the state investment policy, the realisation mechanism, the system approach.

IMPROVEMENT OF AN INVESTITIONNO-INNOVATIVE POLICY IN AN OIL AND GAS COMPLEX OF THE RUSSIAN FEDERATION

© 2010 P. Sorokin

The features of forming of modern innovative policy of the state in the oil and gas sector of Russia are considered in the article. An author offered elements and chart of the strategic planning of financing of investment and innovative activity of enterprises, developed the card of problems of oil and gas industry.

Keywords: innovations, investments, strategy of financing, oil and gas complex.

FINANCIAL WELLNESS OF CORPORATION - THE BASIS OF ITS STABILITY AND SUSTAINABILITY

© 2010 V. Krapivin

This article examines the financial improvement in the post-crisis period, proposed standard functional scheme of financial recovery.

Keywords: corporation, financial recovery, crisis.

METHOD OF AN ESTIMATION OF DEGREE OF USE OF ENTERPRISE ABILITIES IN THE CONDITIONS OF FINANCIAL CRISIS

© 2010 D. Sypchenko

In the article the method of estimation of degree of the use of enterprise capabilities is offered as a basic factor, having influence on efficiency entrepreneurial activity in the conditions of financial crisis.

Keywords: enterprise abilities, efficiency, enterprise activity.

ECONOMIC THEORY**ECONOMIC AND INSTITUTIONAL INTERESTS OF MONOPOLIES
IN MODERN ECONOMY**

© 2010 N. Kalentiyeva

In research is analyzed intercoupling economic and institutional interests of monopolies. The Author are determined main forms of the realization monopoly institutional interests.

Keywords: economic interest, institutional interest, monopoly, monopoly profit, pricing strategies of monopoly, non-strategic barriers, institutional barriers, vertical integration, horizontal integration.

COMPETITION AND COOPERATION IN KLASER

© 2010 E. Tereshin, V. Volodin

The list of integration formations are shown in article. Here you can find some characteristics of clusters' formation, as the dynamical network organizations operating voluntary in an uncertain environment. Some questions of a competition, cooperation and long-term mutual relations in clusters are considered here.

Keywords: klaster, a competition, cooperation, the conflict, the integrator.

**STABILITY OF ECONOMIC DEVELOPMENT:
THE MACROECONOMIC APPROACH**

© 2010 F. Tshurbaeva

The article reflects the main approaches to the concept of sustainability as economic category. Different points of view on the content of the terms of strength and stability

Keywords: stability, stability, economic growth, kinds and stability factors.

ECONOMY AND MANAGEMENT**CALCULATION OF REQUIREMENT OF AGRARIAN SECTOR
IN THE REGION IN CAPITAL INVESTMENTS**© 2010 N. Rudenko, V. Balashenko, D. Mineev, M. Kupriaeva,
A. Ruskov, M. Gorshkov

In given article calculation of requirement for capital investments taking into account modern conditions of managing is resulted.

Keywords: reform, structure of areas under crops, base areas, gross output cost, requirement for capital investments.

**BUSINESS - PROCESS REENGINEERING
IN MANAGEMENT SYSTEM OF MEDICAL COMPANY**

© 2010 S. Ermakova

The article deals with the theoretical and practical aspects of process-oriented medical management. Recommendations are given on how to integrate business process organization decisions into a corporate structure and a quality management system.

Keywords: management in health care, business processes, business process reengineering, process-oriented management, management system.

**SUBSTANTIATION OF SEPARATE METHODOLOGICAL DECISIONS
AT AN ESTIMATION OF EFFICIENCY
OF AGRICULTURAL PRODUCTIONS**

© 2010 N. Rudenko, N. Rudenko, V. Balashenko, M. Gorshkov, D. Mineev, A. Ruskov
In given article attempt of a substantiation of efficient methodical approaches is undertaken at definition of an estimation of activity efficiency of agricultural productions in modern conditions of managing is considered.

Keywords: growth reserves, efficiency, an estimation technique, agricultural productions, farmers, a gross output exit, the prices unequilibrium, compensation of losses.

**ORGANIZATIONAL-ECONOMIC ASPECTS OF MANAGEMENT
OF INVESTMENT ACTIVITY OF THE ENTERPRISE IN THE CONDITIONS
OF RISK AND UNCERTAINTY**

© 2010 E. Izotova

In article long-term objectives of investment strategy of the company at the present stage are proved and effective ways of their achievement are defined; the algorithm of formation optimum on structure of an investment portfolio of the company including most economically effective and least risky projects is developed and presented. Successfully to solve a problem of a choice of the investment project, opti-malnogo both on indicators of economic efficiency of investments, and by criteria of a risk level method use многокритериально-го rangings on the basis of use of the device of vector optimisation and the theory of indistinct sets has allowed.

Keywords: investment strategy an optimum investment portfolio of the company ranging of investment projects criteria of economic efficiency of investments criteria of level of riskiness of investments vector optimisation a method is a lot of-kriterialnogo ranging.

**INFLUENCE ON SOCIAL AND ECONOMIC BEHAVIOUR
OF HOUSEHOLDS THROUGH INTERACTION WITH BANK SECTOR**

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The article is devoted a question of social and economic behaviour of households, and also an opportunity of influence on it through bank sector of economy. Various approaches to studying behaviour households, criteria describing them are considered; also participants of the financial market at the present stage in Russia are considered.

Keywords: a household; social and economic behaviour of households; институциональ-ный the approach to studying of households; noklassicheskii the approach to studying of households; financial literacy of the population.

**IFORM LOGISTICAL MANAGEMENT OF THE BUILDING-REGENERATIVE
COMPLEX**

© 2010 K. Eldarkhanov, T. Berikhanov

In article the analysis of concepts of innovative development of a building complex on an example of the Chechen Republic is made, the technique of the organisation and automated management functioning by the building processes, providing effective support of material and accompanying streams is shown.

Keywords: region, economy, management, building, logistics, development.

REVEALING OF THE FACTORS INFLUENCING CHANGE OF A FINANCIAL CONDITION OF THE COMPANY

© 2010 M. Shvetsov

In today's conditions of world financial crisis the issues of crisis management in companies have become more urgent. Therefore, in order to develop a set of measures to withdraw the company from the state of financial distress it is necessary to identify the factors affecting the efficiency of the organization. Accordingly, the purpose of this article will be to identify these risk factors.

Keywords: corporate strategy, crisis management, bankruptcy, financial distress, solvency, financial distress costs, LR stability, development of company's competences, risk factors.

INNOVATIVE MODERNIZATION OF THE DOMESTIC PRODUCTION OF THE HIGH TECHNOLOGY KINDS OF PRODUCTION AT THE PRESENT STAGE

© 2010 S. Demin

The essence of innovative modernization of manufacture in the high technology products. Author's definition of a category "innovative modernization" the high technology industry is offered and shown that a basic element of innovative modernization is development effective national innovative system.

Keywords: high technology products, innovation, innovative modernization, national innovative system.

MANAGEMENT OF OPERATIONAL CYCLE OF INNOVATIVE PRODUCTION MANUFACTURE WITH MECHANICAL ENGINEERING TAKING INTO ACCOUNT INDUSTRIAL AND NON-PRODUCTIVE RISKS

© 2010 V. Karpov

The author constructs management model by the operational cycle, switching on management of industrial and non-productive risks of the enterprise.

Keywords: cooperation, operational cycle, reengineering, network planning, economic efficiency, risk-management.

RESOURCE MANAGEMENT OF THE RUSSIAN INTEGRATED COMPANIES

© 2010 E. Shteyn

This article touches upon questions of organization of resource management of integrated companies in Russian market reality. Methodical recommendations about construction of a complex control system for resource flow management are developed with due account taken of system approach.

Keywords: integrated companies, resource flow and management, strategic planning, synergistic effect, systematic approach.

STATISTICAL FEATURES OF RESEARCH OF THE PRICES IN THE MARKET OF BAKERY PRODUCTION

© 2010 O. Buresh, L. Davletshina

In article features of statistical research of the prices in the market of the bakery production, allowed to generate system of the statistics considering the primary goals of the statistical analysis of consumer prices with directions of price researches of subjects of the market are defined. The offered system includes characteristics of market laws of the prices of the market of bakery production, the indicators describing influence of the prices for a standard of living, and also the indicators characterising reaction of buyers on change of the prices.

Keywords: the market of bakery production, the price, statistical research.

SUBJECT STRUCTURE INSURANCE ПРАВООТНОШЕНИЯ IN SYSTEM OSAGO

© 2010 S. Dedikov

The question on subject structure правоотношения, the obligatory insurance of a civil liability of owners of vehicles based on the contract (further - ОСАГО, obligatory insurance) is often enough mentioned in publications about the given kind of insurance, but at the same time as has appeared, this theme is connected in nearby serious practical and even theoretical problems. Long time in system OSAGO various approaches to the decision of those or other problems took place, and intervention of the Constitutional court of the Russian Federation or other higher judicial instances of the country for an exit from the created deadlocks was required. Thus some of the arisen problems have been solved by the way far from the optimum. Within the limits of the present work attempt of system research of a legal status of subjects of the contract of obligatory insurance and правоотношения, based on it, and also the most important problems of subject structure of these relations is undertaken.

Keywords: OSAGO, the insurance right the relation, subjective structure.

NEW DIRECTIONS OF DEVELOPMENT OF TELECOMMUNICATIONS

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Level of telecommunication technologies is global that leads to global integration of related market structures into various parts of a planet and creates network structures in all without an exception economy sectors. Network structures allow to be arranged under the market and to outstrip contenders in development.

Keywords: telecommunication technologies, development, global integration, network structures.

REGIONAL AND BRANCH SPECIFICITY OF FORMATION OF A SUSTAINABLE DEVELOPMENT OF AGRICULTURE

© 2010 F. Tshurbaeva

The article discusses the concept of sustainable development of the industry, distribution opens up the factors affecting the sustainability of agricultural production.

Keywords: stability, production, efficiency, reproduction, and agriculture.

**FORMING AND IMPLEMENTING ECONOMIC INTERESTS OF FARMING
IN THE SYSTEM OF AGRO - INDUSTRIAL COMPLEX AS A FACTOR
OF STABLE DEVELOPMENT**

© 2010 N. Schastlivaya

The article investigates a two-side situation of farming in Russia and the perspectives for their development in the process of implementing economic interests in the conditions of agrarian economic system transformation.

Keywords: farms, economic interests, a sustainable development.

**METHOD OF REAL OPTIONS FOR AN ESTIMATION OF INVESTMENT
PROJECTS**

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In this paper we describe real option method for investment project valuation. We analyze advantages and shortcomings of the method. Types of real options and valuation methodology based on Black-Scholes formula and binomial tree approach are covered in detail. We consider application of the real option method to high-tech projects valuation and discuss its future in Russia.

Keywords: real options, a method of Bleka-Shoulza, a binomial tree, investment decisions.

**THE INTEGRATED VECTOR OF COMPETITIVE AND INDUSTRIAL POLITICS
IN RUSSIAN INDUSTRY**

© 2010 D. Kushnir, A. Seniuk

This article is devoted for problems of harmonization of competitive and industrial politics to common object of management influence - national industry. The authors present to use system approach, in the network of it the competitive politics state the position of harmonic element of single state industrial politics.

Keywords: competitive politics, industrial politics, industry, harmonization of competitive and industrial politics.

**STATE SYSTEM OF GROWTH'S MANAGEMENT
OF COMPETITVEABILITY OF INDUSTRY**

© 2010 A. Ladyga, N. Ovcharenko, D. Kushnir

The science article is devoted to problems of state intervention in guaranteeing of stability of growth of national competitive ability. There are some offers about state activity in Russian industry, which targets to growth of product's competitive ability.

Keywords: competitive ability, stability of growth, product's competitive ability, state intervention.

GROUP DYNAMICS IN KLASTER FORMATIONS

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This article gives the definition of social groups (systems). Displays of intergroup and intragroup relations in clusters are shown here. Group norms and concepts of norms are described here. Intergroup and intragroup displays of the conflict are described.

Keywords: klaster, group dynamics, cooperation, rivalry, the conflict, group norms, trust.

**ESTIMATION OF THE PRODUCTION POSSIBILITIES TO PHARMACEUTICAL
BRANCH TO RUSSIAN FEDERATION ON ISSUE OF THE READY MEDICINAL
FACILITIES AND PHARMACEUTICAL SUBSTANCE**

© 2010 A. Balashov

In this article contains analysis of the production possibilities to pharmaceutical branch Russian Federation on issue of the ready medicinal facilities and pharmaceutical substance. They are considered reasons established in branches of the situations with production domestic pharmaceutical substance and alternative variants of the development new medicinal preparation domestic enterprise.

Keywords: manufacture of medical products, dependence on import of pharmaceutical substances, dzhenerikovoe manufacture, working out of innovative medical products.

**ANALYTICAL TOOLKIT OF MANAGEMENT OF COMPETITIVENESS
OF THE BUILDING ORGANISATION**

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Management of competitiveness represents the complex process sold through administrative functions, such as the organization, planning, motivation, the account, the analysis, the control, coordination. For the purposes of management of competitiveness presence of an objective method of measurement of competitiveness of the enterprise is necessary.

Keywords: competitiveness, an estimation method, an indicator, a competition, a financial condition.

**ROLE OF LABOUR POTENTIAL IN DEVELOPMENT
OF SOCIAL AND ECONOMIC POTENTIAL OF REGION**

© 2010 N. Sorokina

In article the approach to formation of strategy of regional development from positions of escalating of all components of social and economic potential of region is presented at the leading part of labour potential.

Keywords: strategy of regional development, sociolabor potential of region, labour potential.

**SCIENTIFIC SUBSTANTIATION OF A TECHNIQUE OF AN ESTIMATION
OF INTEGRATED CONSUMER QUALITY COTTAGE SETTLEMENTS**

© 2010 A. Moroz

A new method for evaluation of the integral quality of suburban housing, through which the buyer can compare several options he liked the cottages.

Keywords: country habitation, a cottage, consumer quality, criteria of an estimation.

**METHODOLOGICAL PROBLEMS IN ASSESSING
THE QUALITY OF LABOR**

© 2010 V. Khasanova, M. Shapkin

Reinforcing the role of innovation in socio-economic development, facilitating the formation of a new technological base of the traditional sectors of the economy have predetermined the importance of a particular quality of the labor force and methods for assessment of the impact of this quality on the performance of the company.

Keywords: a labour, quality, innovations, social and economic development.

**THE MECHANISM OF INCREASE OF EFFICIENCY OF ENTERPRISE ACTIVITY
IN THE CONDITIONS OF FINANCIAL CRISIS
ON THE BASIS OF ENTERPRISE RE-STRUCTURING**

© 2010 D. Sypchenko, A. Kashin

In the article the mechanism of increase of efficiency of entrepreneurial activity is offered on the basis of the stage-by-stage restructuring, which takes into account the финансово-экономическое state and terms of financial crisis of domestic enterprises.

Keywords: re-structuring, efficiency, enterprise activity.

**DEVELOPMENT OF THE INTEGRATED CORPORATE STRUCTURES
IN A RE-STRUCTURING CONTEXT**

© 2010 E. Kozlova

In given article questions of development of the integrated corporate structures, their transition to other qualitative level in new economic conditions with application of the mechanism of re-structuring are considered.

Keywords: the integrated corporate structures, re-structuring, the corporate centre, business unit, the system approach.

**THE ANALYSIS OF PRIORITY PRINCIPLES OF MANAGEMENT
OF THE STATE PROPERTY COMPLEXES**

© 2010 I. Metel'skiy

In article the problematics of research of a property complex as the system having a number of unique features of management is considered. The principles of management having the most essential value for functioning of property complexes are investigated.

Keywords: a property complex, functioning, management.

**FLEXIBILITY AS A FACTOR IN ENSURING COMPETITIVENESS
OF THE AUTOMOTIVE**

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The article explains that one of the main directions to achieve a high level of material and technical base of production is widely used in industrial enterprises of modern flexible manufacturing systems. Development processes and automation of flexible manufacturing will play an increasingly important role in the development of automobile industry, because declining market share of Russian automobile manufacturers and there is a "hidden import" ready-made automobiles.

Keywords: technological flexibility of production; flexible production structure, flexible manufacturing automation; Organization of production of automotive components.

FINANCE, MONETARY CIRCULATION AND CREDIT**MODEL AND ALGORITHM OF AN ESTIMATION OF OBJECT
OF INTELLECTUAL PROPERTY A METHOD OF “FLOATING FACTORS”**

© 2010 R. Krop

The problems of methods of an estimation of intellectual property existing for today are short considered in this article. The method developed by the author of “floating factors” is short resulted, allowing to estimate objects of intellectual property of the industrial enterprises more precisely. Further, in article the model of an estimation objects of intellectual property of the industrial enterprise is displayed developed on the basis of a method of “floating factors”.

Keywords: intellectual property, model, algorithm, a method of “floating factors”.

**TO A QUESTION ON EFFICIENCY OF EXPANSION OF BORDERS
OF THE CREDIT IN THE CONDITIONS OF CRISIS**

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In the conditions of crisis it is necessary to expand credit support. With its help it is possible to leave a crisis situation faster. And the correct credit policy becomes the factor of growth and the further effective development of economy. Only it is necessary for bank community to operate together with the state.

Keywords: credit support, a crisis situation, credit border.

**THE APPROACHES FOR ANTI-CRISES FINANCIAL MANAGEMENT CONCEPT
FORMING IN RUSSIA AND FOREIGN**

© 2010 M. Kameneva

In this article the scientific research of the concept of anti-crises financial management of home and foreign authors is presented. On this basis its role in the financial management system of commercial enterprises is defined.

Keywords: anti-recessionary financial management, financial management, anti-recessionary management, crisis-management.

BOOK KEEPING, STATISTICS**THE ANALYTICAL ASPECT OF ACCOUNTING POLICIES:
THE CONCEPT, ESSENCE AND RULES OF FORMATION**

© 2010 N. Sakhchinskaya

This paper provide a rationale for the importance of the analytical aspect of accounting policies disclosed his place in the analysis of financial condition of the enterprise. It substantiated its role in the development sector, the disclosure of accounting policies and internal audit department of the economic entity.

Keywords: accounting, accounting policy, the analytical aspect, the disclosure of accounting policy sector, financial analysis company.

THE MONITORING SYSTEM OF QUALITY OF THE ACCOUNTING (FINANCIAL) INFORMATION AND ESTIMATION OF ITS EFFICIENCY

© 2010 E. Sokolova

In article the organisation of the monitoring system of quality of the accounting (financial) information is considered. The characteristic is given to its elements. Criteria of an estimation of efficiency of each element of the monitoring system of quality of the accounting (financial) information and the monitoring system of quality of the accounting (financial) information as a whole are formulated.

Keywords: the accounting (financial) information, quality assurance, an efficiency estimation.

PERFECTION OF METHODS OF AN ESTIMATION OF INFORMATION OF THE INDUSTRY OF REGION

© 2010 A. Fomin

Representing an estimation of level of information of difficult economic systems which the region industry, as multilevel system concerns also, the author suggests to make the account of components various makro - meso- and the microsystems influencing level of information of the industry, by their grouping in three separate interconnected subsystems and, accordingly, to consider their influence at three levels (makro - meso- and mikro-).

Keywords: the region industry, information.

MATHEMATICAL AND TOOL METHODS OF ECONOMY**ECONOMIC-MATHEMATICAL MODEL OF FORMATION OF VARIANTS OF BUSINESS PROJECTS IN HOUSING SPHERE OF CITIES**

© 2010 S. Kruglik

The economic-mathematical model of formation of alternative variants of business projects of subjects of the market in management of housing sphere of cities is developed. Its use for acceptance of administrative decisions on a basis многокритериальной is recommended to optimisation.

Keywords: housing sphere (ZS) cities, management, subjects of the market, business projects, многокритериальная optimisation.

USE OF AN ESTIMATION OF THE HUMAN FACTOR AT FORECASTING OF REQUIREMENTS OF BRANCHES OF ECONOMY IN A LABOUR

© 2010 E. Yaroshenko

In article problems of interaction of system of vocational training and a labour market are considered. The author of article investigates the processes occurring in these areas The special attention is given the human capital of workers of the enterprises, and also ways of inclusion in production function of the human capital.

Keywords: the human capital, production function.

**DESIGNING OF THE IS OPTIMUM-CO-ORDINATED SYSTEM
MATERIAL STI-MULIROVANIJA WORKERS OF SBOROCHNO-CONVEYOR
MANUFACTURE**

© 2010 D. Ivanov

Statement and the decision of a problem of synthesis of system of monetary stimulation of workers of the machine-building enterprise depending on labour input of performance of operations is considered. Use of the coordinated system of monetary stimulation is directed on increase of efficiency of functioning of the enterprise.

Keywords: labour input, monetary stimulation, mathematical model, criterion function, function of expenses, the coordination of interests, the optimum size of surcharges.

**DEVELOPMENT OF THE SOFTWARE SUPPORT FOR THE COMPUTER
SIMULATION OF TWO-TIER PIECEWISE-LINEAR ECONOMIC-
MATHEMATICAL MODELS IN VIEW OF THE FACTORS OF UNCERTAINTY
IN THREE-DIMENSIONAL VECTOR SPACE**

© 2010 A. Aliyev

In present time the latest achievement of mathematics and computing technology find wide application in economical research. In article is offered the software support for the computer simulation of two-tier piecewise-linear economic-mathematical models in view of the factors of uncertainty in three-dimensional vector space. Demonstrated the algorithm of actions for the given program.

Keywords: Finite-dimensional vector space, piecewise-linear economic-mathematical models in view of the factor of uncertainty in three-dimensional vector space, unaccounted factors, algorithm of computer simulation, MATLAB program.

**THE METHODOICAL APPROACH TO ALTERNATIVE WORKING
OUT INVESTMENT BUSINESS - PROJECTS IN HOUSING SPHERE
OF CITIES OF RUSSIA**

© 2010 S. Kruglik

In article ratings of the most important purposes of modernisation of housing sphere (ZhS) cities and means of their achievement are revealed. Are systematised and ранжированы the factors influencing safety, availability, cost and quality ZhS.

Keywords: vital sphere (ZhS) cities, modernisation, investment business projects, vitally-kommunikalnye services (ZhKU).

**MODEL OF THE MECHANISM OF FORMATION OF BUDGETS OF INCOMES
AND EXPENSES AT ESTIMATION OF COST OF TRADE ENTERPRISE WITH
THE ACCOUNT OBORACHIVAEMOSTI ACTIVE AND SEASONAL PREVALENCE
OF DEMAND FOR PRODUCTION**

© 2010 D. Petrushin, M. Vasil'ev, G. Kolesnikova, D. Shelokov

The mechanism of formation of budgets of sales, purchases, the budget of incomes and expenses is considered at a trade enterprise estimation by the profitable approach with the account оборачиваемости active and seasonal prevalence of demand for production.

Keywords: an enterprise estimation, the budget of sales, the budget of purchases, model of a problem of decision-making, profit, circulating assets.

**FORECASTING OF REQUIREMENT OF ECONOMY OF RUSSIA
IN A LABOUR WITH A DIFFERENT EDUCATIONAL LEVEL**

© 2010 E. Yaroshenko

In article the current state of the Russian market of educational services and a problem of its interaction with a labour market is considered. The author tells about forecasting of optimum requirement of economy of Russia in a labour of a different educational level with use of the device of production functions. The special attention is given influence of the scientific and technical progress expressed through the human capital of workers.

Keywords: education, the human capital, production function, scientific and technical progress.

**ESTIMATION OF EFFICIENCY OF INVESTMENTS INTO THE HUMAN CAPITAL
AT ENTERPRISE GNP RKTS "TSSKB-PROGRESS"**

© 2010 D. Shchelokov

In the present work the special attention is given consideration of optimising models of management by professional development of firm personnel with a view of increase of efficiency of its activity.

Keywords: intrafirm management, human potential, a professional knowledge, optimising models.

**NON-MATERIAL FACTORS OF INCREASE OF ECONOMIC EFFICIENCY
OF WORK OF THE GOLD MINING ENTERPRISE**

© 2010 M. Polumiskov

There are a lot of factors determining profit of mining company. The article is focused on estimation of intangible assets influence on profitability of gold mining companies.

Keywords: the gold mining enterprises, economic efficiency, profitableness, influence factors.

DEVELOP STRATEGIC MANAGEMENT TOOLS INTERNET MARKETING

© 2010 N. Nikulnikov, A. Gorbushko

A set of strategic management tools internet marketing. Toolkit contains functionality for both stages of analysis and goal-setting Internet strategy, and for the subsequent stages of the formation of alternatives, selection and preparation of operational plans, to accumulate all the information online strategy and build the resulting conclusions and recommendations.

Keywords: internet marketing, Internet strategy, instrumental methods of marketing, site, strategic management of internet marketing, corporate portal, a system of web analytics.

**WORKING OUT OF ALGORITHMIC MODELS
OF INTERNET STRATEGY WITH USE
OF COUNTS AND THE BALANCED SYSTEM OF INDICATORS**

© 2010 N. Nikulnikov

The model of Internet strategy in the form of the focused count is developed and the formal description of model in language GDL is spent. This model is a basis of a technique of working out of architecture of the automated information system of formation and Internet strategy realisation. Developing a method of System of the balanced indicators (PROGRAM STATUS WORD) in the chosen subject domain, the author has created and formalized a technique of strategic planning of Internet marketing.

Keywords: Internet marketing, Internet strategy, tool methods of marketing, a site, strategic management of Internet marketing, the PROGRAM STATUS WORD, GDL, BSC.

**MODELS AVTOREGRESSIONNOI CONDITIONAL GETEROSKEDASTICHNOSTI
AND VOLATILNOST' THE FINANCIAL MARKETS**

© 2010 O. Tsatsura

We examine history of univariate models of autoregressive conditional heteroskedasticity (ARCH), applied for financial markets volatility modeling. Presented a short review of several model types, hypothesis testing and parameter estimation procedures.

Keywords: volatility, heteroskedasticity, GARCH, financial econometrics.

ECONOMIC AND THE INTERNATIONAL ECONOMIC ATTITUDES

MAIN DIRECTIONS OF RUSSIAN COMPANIES' EXPANSION ABROAD

© 2010 I. Plotnikov

Recently Russian companies have started an active expansion on foreign markets in the last 8-10 years. In spite of the closeness of law systems and existing cultural connections, investments to the commonwealth of independent states are very poor. The main directions of Russian direct investments are developed economies and off-shores, the same as for Chinese companies.

Keywords: foreign direct investments, transnational corporations, Russia, China.

**MAIN FEATURES OF WORLD ECONOMY RE-STRUCTURING
AT A STAGE OF POST-CRISIS DEVELOPMENT**

© 2010 Z. Pilipenko

In article it is a question that prompt development of global financial crisis and its development in structural economic has called into question many approved theoretical approaches and empirical decisions which could stop quickly growth of the crisis phenomena of sample XX century Thereof there was a theoretical and practical problem of an optimum choice between a procyclic and countercyclic financial policy of the states as on national, and international the levels which decision will allow to reveal quickly and adequately to react to the future financial shocks.

Keywords: capital redistribution, the financial markets, global economy, the global share markets, financial intermediaries, financial crisis, animation of the crisis phenomena, financial shocks.

THE COMPETITIVENESS OF THE AUSTRALIAN ECONOMY

© 2010 A. Kriukov

The article considers the Australian economy and the competitiveness of economic rates with another countries. Also it includes the rationalism in financial policy, innovations, IT etc. And the import and export rates are also compared.

Keywords: Australia, economy, competitiveness, trade, export, import.

THE REPORT ON "THE CHINESE GOVERNMENT HOW TO DEAL WITH THE ECONOMIC CRISIS"

© 2010 Zhang Kun

The analysis reflects the measures that Chinese government had taken to deal with the problems of economic crisis, and it also discusses the model of economic development in china in order to identify the key feature, which in any event would inevitably have an impact on the economy.

Keywords: China, economic activities, economic crisis, the formation.

TENDENCIES AND PROSPECTS OF DEVELOPMENT OF THE WORLD FINANCIAL MARKET BEFORE CRISIS AND AFTER

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In article trends of global financial market are considered, the crisis influence is estimated. The author offers actions and measures to stabilize the world financial system, to meet the crisis and sustain the recovery.

Keywords: global financial system, financial crisis, financial markets, trends, measures of regulation the financial system.

ECONOMIC SCIENCE AND EDUCATION**ESSENCE OF THE INNOVATIONAL MARKETING MOBILITY ON THE MARKET OF EDUCATIONAL SERVICES**

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In given article the author opens essence of is innovative-marketing mobility in the market of educational services, defining it as the factor of modernisation and transformation of the educational market by means of a cumulative exchange of educational experience, the educational programs, existing innovations in approaches to training, and also to marketing of educational products.

Keywords: the market of educational services, is innovative-marketing mobility, modernisation, transformation.

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Анализ тенденций регионального развития Республики Казахстан

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Анализ динамики ВРП Республики Казахстан за 1998-2007 гг. проведен в контексте обеспечения устойчивости развития регионов. В этой связи динамика экономического развития оценивалась системой индикаторов, что позволило выявить сущность происходящих процессов в регионах и определить наиболее целесообразные направления государственного регулирования, обеспечивающие устойчивый экономический рост.

Ключевые слова: регион, экономический рост, специфика развития, система индикаторов, государственное регулирование.

(Текст статьи)

**THE ANALYSIS OF TENDENCIES
OF REGIONAL DEVELOPMENT OF REPUBLIC KAZAKHSTAN**

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The analysis of dynamics of the Total Regional Product of Republic Kazakhstan for 1998-2007 is lead in a context of maintenance of stability of development of regions. In this connection dynamics of economic development was estimated by system of indicators that has allowed to reveal essence of occuring processes in regions and to define the most expedient directions of state regulation providing steady economic growth.

Keywords: region, economic growth, specificity of development, system of indicators, state regulation.