**ANNOTATIONS OF ARTICLES.**

**ACTUAL PROBLEMS OF ECONOMICS AND MANAGEMENT**

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**ECONOMIC SCIENCE**

S.V. Arkov

HOUSING MANAGEMENT: problems, METHODS, and MANAGEMENT patterns

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The article is devoted to the management sphere being the key problem of the public utilities sector. The author considers economic mechanisms applied to the maintenance of the housing stock in Volgograd, and suggests .the Tree of Problems scheme related to the housing and public services in the city. A general structural and logical model for the housing management has been developed.

*Keywords*: analysis, management, model, operation, reproduction, reconstruction, modernization, new construction, housing, the Department of Housing and Energy

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E.S. Balashova, S.R. Sharipova

TRANSITION OPPORTUNITIES TO THE STRATEGY OF SUSTAINABLE ENTERPRISE DEVELOPMENT

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The article analyses the current state of the concept of sustainable development, and possibilities of transition of enterprises to the principles of sustainable development. The method of SWOT-analysis is chosen as a tool for investigating the sustainable development strategy, which analyzes weaknesses and strengths of an enterprise, and identifies the opportunities and threats facing the market. The measures required for transition to sustainable development are presented. Recommendations for improving the weaknesses of a company are given.

*Keywords*: sustainable development, SWOT-analysis of the company, strategic planning, strategy

A.F. Glisin, E.А. Kolganova

THE BUSINESS valuation CONCEPT AND APPROACHES   
TO ITS ESTIMATION

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The main approaches and concepts of business valuation are considered. The authors provide the key views on the business value concept and the main approaches used to determine the value of business. The emphasis is placed on financial and value concepts, including the income, cost and comparative approaches). Advantages and disadvantages of each approach are explained and justified. It is concluded that fair market value of business requires taking into account the specifics of each approach. A researcher should also be guided by the aims of research that will to a great extent determine the choice of a particular concept, and also check the predicted results using additional approaches or their individual methods.

*Keywords:* value, income approach, economic efficiency, income, investments

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E.S. Zaharchenko, A.V. Budukova

INDICATORS OF ECONOMIC SECURITY OF THE BANKING SYSTEM

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The article considers the indicators of economic security of the banking system based on the case study of PAO KB Orient Express Bank. The analysis deals with the problems of economic security of KB Orient Express Bank over the last two years. The role of economic security for the banking system under present-day conditions is defined.

*Keywords*: bank, economic security, finance, economics

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O.N. Kiseleva, A.V. Kulbjakina

ANALYSIS OF APPROACHES TO DEFINING ECONOMIC EFFICIENCY OF PROJECTS OF OIL AND GAS COMPANIES DEVELOPMENT ON THE BASIS OF INNOVATIVE MANAGEMENT TECHNOLOGIES

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The article justifies the necessity to introduce innovative management technologies into the projects relating development of oil and gas companies. The basic approaches to defining innovation efficiency have been analyzed. The approach used to estimate the efficiency of projects aimed at the development of oil and gas companies using innovative management technologies is proposed.

*Keywords*: oil and gas industry, project approach, innovative project, innovations management, development

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A.Е. Kolobova

bank SERVICES FOR THE SENIOR GENERATION IN MODERN RUSSIA

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The article deals with analysis of the banking services offered to the senior customers, and compares the banking facilities provided in and outside Russia. This approach helps to identify the basic problems and perspectives for the development of the banking services to the senior people in present-day conditions.

*Keywords*: service, senior people, society, silver economics, a senior generation customer, service economics, bank services

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D.V. Kotov, K.G. Kachalkina

CURRENT STAGE IN THE DEVELOPMENT OF OIL AND GAS COOPERATIONS

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The growing cooperation between enterprises is one of the key trends in modern economics. The article determines the factors that stimulate cooperation between oil and gas companies and defines the main directions of their intercommunion. To illustrate the given trend, the authors provide examples of cooperation between the biggest Russian and international oil and gas companies within the last decade.

*Keywords:* cooperation, competition, oil and gas industry, market relationships, forms of intercommunion, vertically integrated oil company

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I.M. Kublin, A.М. Konstantinova

INTERNET MARKETING OF FITNESS SERVICES:   
MOBILE APPS AS A METHOD TO GAIN THE CUSTOMER LOYALTY

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This article describes mobile applications as a tool of Internet marketing. The article analyzes the problems of Internet marketing and applied mobile applications. An example of an effective mobile application is given, and its characteristics are analyzed. The authors predict future trends in developing Internet marketing technologies applied for sustainable development of fitness services.

*Keywords:* marketing, Internet application, loyalty, advertising, fitness, sport, health

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T.V. Malysheva

LOGISTICs SUPPORT OF BUSINESS PROCESSES IN launching PETROCHEMICALS manufacturing

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The article proves the need to improve the logistics support system to the petrochemicals life cycle characterized by competitive advantages. The author provides a review of present-day methods for logistical support of business processes. Introduction of these processes into production practices will improve the efficiency of logistics services. To assess the production sustainability and the nature of organizational and technological development of enterprises, it is proposed to use the methods of analysis based on the assessment of added value profitability which testifies to the self-sufficiency of enterprises required for competitive development.

*Keywords:* competitive petrochemical products, business process reengineering, logistics support, production organization, supply chain management

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V.A. Nikonov, K.A. Lartsev

USING ECONOMIC MECHANISMS FOR INCREASING   
MOTIVATION OF STAFF MEMBERS

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Economic mechanisms for increasing motivation of the staff members of an organization are considered. The conducted analysis, evaluation and development of the economic mechanism needed to increase the motivation of the personnel is based on the example of the Kirov branch of the All-Russian Voluntary Fire Fighter Association The theoretical and methodological framework for the given study are academic papers of the Russian and foreign scientists in the area of competition, competitiveness of enterprises and organizations, and strengthening competitive advantages of the organization within the period of 2012-2016.

*Keywords*: a system of motivation, stimulation, an economic motivation mechanism, material incentives, efficiency of motivation

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S.M. Perevoshchikova

FINANCIAL LIABILITY OF ENTREPRENEURS FOR DELAYED INFORMATION ABOUT TERMINATION OF BUSINESS ACTIVITIES

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The article presents a review of the legal procedures related with termination of business activities of a physical person being in the status of an individual entrepreneur, as well as financial sanctions for the delayed information on suspension of business operations. .

*Keywords*: financial responsibility, individual entrepreneur, termination of activities, sanctions

A.N. Plotnikov

THE PROBLEMS WITH INTRODUCING INNOVATIVE ENERgy-efficient facilities using PERFOMANce contracts

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The article deals with the issues of introducing energy conservation and energy-efficient equipment at enterprises which requires significant investments and efficiency of human resources. To solve this problem, it is proposed to rely on the energy service companies and conclude the so-called performance contracts.

*Keywords*: Energy saving and energy efficient facilities, energy service companies, performance contracts

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O.A. Sazykina, D.O. Alimova

DEVELOPMENT OF CORPORATE CULTURE  
OF A PRODUCTION ENTERPRISE: TYPOLOGY,   
MONITORING RESULTS, AND RECOMMENDED PRACTICE

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Development of corporate culture is a prerequisite for successful operation of any modern manufacturing enterprise. The article presents the results of research into the corporate culture at the Confectionery Products Complex Agyevsky. In particular, we defined the type of the corporate culture, estimated the existing corporate culture of the enterprise, described the image of the corporate culture desired by the employees of the company, and suggested directions and measures for further development of the corporate culture.

*Keywords*: corporate culture, corporate ethics, personnel management, corporate culture structure, diagnostics, manufacturing enterprise

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M.V. Skorobogatov, N.V. Latyshev

THE ROLE OF CREATIVE INDUSTRIES IN INNOVATION PROCESSES

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The article describes the new measures required for successful performance of the Russian economy. The main resource for economic development is information, whereas knowledge acts as the main tool for reforms. The main feature of modern economy is creativity, and the result of creativity is an innovative product. The article analyses the role of creative industries in innovation processes which allows us to determine the extent of their influence on economic and social development of modern society.

*Keywords:* creative industries, innovation, process, role, development

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E.A. Sysoeva

STATISTICAL METHODS WITH ACCELERATED ESTIMATION   
OF INDICES OF CONSUMER QUALITY OF LIGHTING PRODUCTS

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The special fast test methods worked out on the basis of the international and inner experience are analysed. These methods let us assess the consumers’ characteristics of different light sources in a fast way. Applying the methods mentioned above will enable to assess products quality before the tests final stage. It will also prevent selling low – quality and dangerous products on our market. Another advantage is energy shortage expenditure used for tests. The latter leads to reduction of harmful substancesemission.

*Keywords:* energy preservation, energy saving, light-sources, fast test methods, consumer quality lamps parameters, filament lamp, luminous tube lamp, high-pressure gas discharge lamp, high pressure sodium lamp, light-emitting-diode lamp

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M.A. Fokin

Current state of Russian economic system   
and tendencies towards its ongoing development

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An analysis of the current situation in the Russian economy was conducted, which made it possible to identify the main problems hindering its economic growth. The measures to improve social and economic stability are proposed, as well as the mechanisms aimed for the development of the Russian economic system.

*Keywords*: economic system, socio-economic stability, government regulation, state, tax system

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R.A. Shchinova

ASSESSMENT OF COMPETITIVENESS OF TOURIST SERVICES   
IN THE KIROV REGION

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The article presents a technique for determining tourism competitiveness of the regions in the Volga Federal district. Approbation of the developed technique was made on the example of the Kirov region. The assessment results of tourist competitiveness of the region in the Volga Federal district were presented; the problems and prospects for the development of the tourism industry are identified.

*Keywords:* competitiveness of regions, methodology, tourist attraction of regions

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S.N. Yashin, K.S. Simonova, R.V. Kostrigin

Application of project management at SOLVING the PROBLEMS WITH investment ENVIRONMENT IMPROVEMENT   
OF THE ENTITIES of the russian federation

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The article describes the principles, the recommended order and particulars of application of project management in implementing the tasks aimed to improve the investment climate of the entities of the Russian Federation. Development of a single set of project management tools supporting implementation of the tasks needed to improve the investment climate and to be incorporated in the regions, including the other tasks that require the project management approach are considered in detail.

*Keywords*: investment climate in the region, business community, project management organizational headquarters, incentive tools, subsidies

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