**ANNOTATIONS OF ARTICLES.**

**ACTUAL PROBLEMS OF ECONOMICS AND MANAGEMENT**

**№4 (16) 2017**

**ECONOMIC SCIENCE**

I.G. Altsybeeva, E.S. Gurova, A.F. Fedayeva

SIGNIFICANCE OF THE MANAGEMENT SYSTEM IN MODERN-DAY ORGANIZATIONS

The article discusses formation and study of organization management systems designed for effective managerial decision-making, and dependence of the management system on external and internal factors. Special focus has been made on the research trends relating the management systems applied in modern-day organizations.

*Keywords:* management system, management structure, technology management, methodology management, research, process control, management

S.A. Baronin, N.Y. Esafiev

ANALYSIS OF ORGANIZATIONAL AND ECONOMIC MECHANISMS for MARKET REGULATIONS OF SHARED-EQUITY FUNDING IN RUSSIA

The article considers and analyzes the main features of organizational and economic mechanisms for regulations of equity housing construction in Russia. Particular study concerns the issues which arise with the mechanisms of bank guarantees, insurance of civil liability of the construction firm and the state compensation shared-equity fund. Based on the analysis, the authors provided a set of recommendations required for optimization of the current organizational and economic mechanism for regulating relations between the construction firms and real estate investors.

*Keywords*: equity construction, the organizational and economic mechanism, bank guarantee, insurance of civil liability of the construction firm, the compensation shared-equity fund

e.a. Berezina

APPLICATION of THE marketing COMPLEX MEANS In territorial ADMINISTRATION AS IN THE CASE OF Kirov region

The conducted research is devoted to application of the marketing complex means in the process of territorial administration as is the case in Kirov region. Significant features of the marketing complex means in territorial administration have been identified.

*Keywords:* marketing, territory, complex, territorial product, cost, placement, promotion

V.V. Bykovskij, S.Y. Ivanov

TECHNOLOGIES FOR IDENTIFICATION AND MOBILIZATION OF RESERVES WITHIN THE System OF LONG-TERM INDUSTRIAL ENTERPRISE ASSET MANAGEMENT

The article deals with the issues related with improving the efficiency of industrial enterprises on the basis of upgrading their strategic technological competitiveness. The authors present the ways for increasing efficiency of innovation and technology development of an industrial enterprise.

*Keywords:*Strategic competitiveness, potential**,** strategic management, mobilization, reserves, industrial enterprise,competitiveness, infrastructure

M.P. Galimova, T.A. Gileva, M.E. Gorshenina

A DEVELOPMENT MODEL FOR INNOVATION INFRASTRUCTURE   
OF AN ENTERPRISE BASED ON ORGANIZATIONAL INNOVATIONS

The article deals with the issues relating innovation development of the infrastructure of enterprises targeted to ensure successful implementation of the given strategy. This approach is proposed in order to analyze the level of the infrastructure development based on the quality factor. A matrix model of organizational innovations aimed at eliminating the “weaknesses" of the current innovation infrastructure of enterprises has been designed.

*Keywords*: innovation infrastructure of enterprises, innovative strategy, organizational innovations, development, model

V.V. Glukhov, N.O. Vasetskaya

CLASSIFICATION OF UNIVERSITIES ACCORDING TO THE IMPACT FACTORS RELATING THE NATIONAL ECONOMY

The article considers transformation of competencies, functions, goals and objectives of universities under present-day conditions in the development of national economies. The authors demonstrate the need for the transition of universities to the new generation of universities known as the University 4.0.

*Keywords*: University, digital economy, transformation, competence, smart technology

T.G. Gorokhova

INDEPENDENT ASSESSMENT OF THE MARKET VALUE   
of MUNICIPAL PROPERTY AS AN ANTICORRUPTION TOOL

The key issue of the article is participation of municipal entities in the transactions related with the sale of municipal property to business entities. An important factor, which ensures transparency of the privatization procedure of municipal property, is an independent assessment of the market value of municipal ownership.

*Keywords*: independent assessment, anti-corruption, evaluation report market value

I.A. Goryacheva

SIMULATION OF THE MODEL FOR OF proactive MANAGEMENT by LOGISTICS PROCESSES

The article considers preconditions for the development of proactive management processes applied in the management of logistics processes under unstable conditions. The conducted analysis refers the ways of introducing modern-day developments in the area of information systems and integrated management and control systems at enterprises. The proposed model of proactive management, which allows to improve reliability and performance of logistics processes, will help reduce their vulnerability and ensure optimal parameters for the processes, as well as facilitate implementation of set goals.

*Keywords*: logistics process, the concept of proactive management, a model of proactive management of logistics processes

M.V. Zabolotnikova

ANALYSIS OF THE STAFFING SYSTEM for the PUBLIC   
AND MUNICIPAL ADMINISTRATION offices IN THE RUSSIAN FEDERATION

The article provides statistical data and analysis of the staffing system used in the state and municipal administration in Russia. An attempt has been made to diagnose the factors which form the preconditions for reducing effectiveness of reforms in the public and municipal services.

*Keywords:* public and municipal administration, staffing, public service

N.A. Ivanova, N.N. Elistratova

SOCIAL AND ECONOMIC ASPECTS OF THE LABOUR MARKET IN RUSSIA

The article summarized the science-based approaches to interpretation of the labour market as the basic category of economics of labor. The emphasis is made on the characteristic of the labor market in Russia and the main problems in the given area. Understanding of these features allows for working out effective mechanisms for regulation of the labor market in present-day conditions.

*Keywords:* labor market, employment, labour, economically active population, labor force

I.I. Ishmuradova

CORRELATION AND REGRESSION ANALYSIS OF INNOVATION COSTS FOR ENTERPRISES IN THE REPUBLIC OF TATARSTAN IN CREATING BUSINESS PROCESSES

The article studies dependence of the overall level of innovative activity in the Republic of Tatarstan on several factors. The author determined the cost of innovations which significantly affect creation of business processes. A linear model of the dependence on the factors having the major influence is developed.

*Keywords:* scattering diagrams, correlation-regression analysis, innovations, innovation management, innovative economy, business process, factor analysis, business process modeling, Republic of Tatarstan

S.P. Kiseleva

CONCEPTUAL AND ORGANIZATIONAL PRINCIPLES OF THE MECHANISM FOR ENVIRONMENT-ORIENTED TECHNOLOGICAL DEVELOPMENT

The article outlines the relevance of environment-oriented technological development in Russia. This paper considers the basic concepts and content of the mechanism for environment-oriented technological development. A detailed study has been made of theoretical and practical significance of the developed principles relating the mechanism for environment-oriented technological development.

The article was prepared within the framework of the scientific project of the Russian State Fund for the Humanities № 15-02-00616 «Development of the Mechanism of Environment-Oriented Technological Development of the Economy», implemented with financial support of the Russian Foundation for Basic Research in 2017.

*Keywords:* environment-orienteddevelopment, technological development, innovation development, mechanism

P.V. Konyukhovskiy, A.O. Olkhovik, A.S. Alipov

MODELS FOR ESTIMATION OF THE QUALITY OF HIGHER EDUCATION   
AS A TOOL FOR MANAGING THE DEVELOPMENT OF HUMAN CAPITAL

Today development of human capital is of key importance for the social and economic development of a country. The authors developed the basic Bayesian model for assessing the quality of higher education by examining effectiveness of exam procedures. This model can be used as one of the tools for managing the development of human capital.

The article was prepared with support of the Russian Foundation for the Basic Research (grant № 17-32-00036 a1).

*Keywords*: human capital, higher education, methods for assessing quality, Bayesian models

O.V. Mramornova

CONTRADICTIONS BETWEEN THE PLACE AND ROLE OF HUMAN LABOR IN THE POST- INDUSTRIAL SOCIETY

The article deals with contradictions concerning position of a worker in the post-industrial society arising due to conflicting trends. On the one hand, enhancing the role of knowledge, skills of a worker in the information society and motivation of his work. On the other hand, we assume that the role of the institutions of the industrial period, such as standard employment, trade unions and others, is reduced, which leads to the new challenges for a worker, weak social protection and development of the precarization phenomenon.

*Keywords*: contradiction, industrial society, Information society, institutions, socialization of the economy, flexible labor relations, education, inequality, trade unions

N.A. Nemchinov

ASSESSMENT OF FINANCIAL INNOVATIONS, CRISES AND

REGULATION PROCEDURES

The article presents the mechanisms referring creation and methods for marketing innovative bank products /services. The methods for promoting innovative bank products on the financial market are determined.

*Keywords*: innovations, banks, finance, marketing, engineering

O.N. Soboleva, V.V. Kostrov

CLASSIFICATION OF REGIONS AS THE BASIS FOR REGIONAL DEVELOPMENT

The presented summary concerns the scientific approaches to the classification of regions based on the European and Russian approaches. The proposed typology of regions based on integration of indicators relating the potential of the natural resources and pace of economic growth.

*Keywords:* typology of regions, natural resources potential, economic growth of regions

A.A. Sozinova

A CONCEPTUAL MODEL FOR REORGANIZATION   
OF ENTERPRISE STRUCTURES IN MODERN-DAY ECONOMY

A conceptual model for reorganization of entrepreneurial structures in the modern-day economy has been developed. The conclusion demonstrates that the policy of reorganizing business structures has a positive effect for the development of modern economy. An algorithm to the mechanism of reorganization of entrepreneurial structures applied in modern economic systems is proposed.

*Keywords:* reorganization of enterprise structures, business activity, economic crisis, modern-day economy

O.V. Sysoeva

EXPERIENCE IN SPIN-OFF CREATION IN WESTERN EUROPE

The article considers the experience in creating regional centres as is the case in the County of Newcastle (UK) and Twente (the Netherlands). With the growing interest towards the development of economy based on knowledge, it is concluded that separate regions have different starting conditions and opportunities, primarily due to their IP-toric development, some regions experiencing adverse economic situation, have a certain critical mass of knowledge and competences of the population to initiate the processes of accumulation of growth of innovative economy. Disproportion of this kind is possible in the countries with well-developed overall economy, as in Western Europe.

*Keywords*: spin-off, knowledge economy, regional economy, economic growth