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A.A. Abrosimova, Е.A. Sidorkina

COMPARIng EFFICIENCY of NATIVE AND BANNER ADVERTISING IN RUSSIA AND across THE WORLD

The article deals with the concepts of native (natural) and banner advertising, compares such indicators as CTR, the influence on brand recognition, and consumer perceptions. The trend related with utilization of both types of advertising in Russia and around the world is analyzed.

*Keywords*: native advertising, banner advertising,CTR, brand, «banner blindness»

A.N. Agafonova, A.N. Rostigaeva

significance of MARKETING
for THE DEVELOPMENT OF FASHION INDUSTRY

The article identifies the meaning of such concepts as marketing and a marketing complex in terms of fashion industry. Also, this paper determines specific features of the marketing complex in the fashion world. The article reveals the basic characterictics of the fashion industry at its present stage of development.

*Keywords:* fashion, fashion industry, marketing, marketing complex, fashion marketing, fashion clothing

K.S. Birimzhanov, G.K. Ukibayeva, A.K. Akbergenova, G.U. Omarova, B.A. Akubaeva

basic trends in the development of agriculture in karaganda region under current conditions

The article presents the analysis of agricultural industry in Karaganda region of the Republic of Kazakhstan. Based on assessment of the status and revealed problems, it was proposed to create an agro-industrial cluster. The authors provide an overview of scientific approaches to forming an agro-industrial cluster in the region. The importance of clusters is due to the need of switching on to innovative development. The main goal of the work is to consider a possibility of introducing the cluster. A forecast is made as to its effectiveness for the agriculture in Karaganda region of the Republic of Kazakhstan, whuich is based on the chosen methodology.

*Keywords*: сluster, agriculture, efficiency, development, potential, innovation, analysis, coefficient, cluster policy, synergetic effect

E.V. Bykovskaja, E.A. Jureva

characteristics OF THE LEVELs APPROACH TO the FACTORs

forming the STRATEGIes for COMPETITIVE capacity of ENTER PRISEs

This article discusses the issues relating performance efficiency of industrial enterprises based on the strategy of its technological competitiveness. The authors provide recommendations on the way to enhance effectiveness of the innovative and technological development of an enterprise. The competitiveness strategy is considered as a universal mechanism based on the rational choice of the management strategies amid a number of alternatives, made in line with their functional significance under negotiation of all the procedures needed to form a whole set of strategies.

*Keywords:* strategic competitiveness, strategic management, mobilization, mechanism, reserves, industrial enterprise, competitiveness, effective, models, processes, infrastructure

L.V. Glukhova,Yu.D. Vlasova

a CONCEPTUAL MODEL to the MANAGEMENT OF the business perfromance ORDERS BASED ON SEMANTIC NETWORKS

The article presents a conceptual approach to the problem of improving the orders management system in the process of manufacturing sophisticated items based on intellectualization of knowledge of an enterprise staff involved in the production process. The authors present the idea of the management model based on the results of research into the given subject area and experience of working with individual orders. The urgency for improvement of the knowledge management processes in terms of informatization of activities of small business enterprises and upgrading efficiency of their performance is emphasized. The authors proposed a conceptual model for the orders management. The focus is placed on the semantic network of manufacturing customized jewelry items, the frame model for the description of the production process, and a completed copy of the frame.

*Keywords:* production management, knowledge management, semantic network, frame model, individual order, jewelry, artificial intelligence systems, quality economics

A.A. Grishnyova

a MODEL for the management system OF the REGIONAL CLUSTER DEVELOPMENT

The article shows that development and implementation of the management system of the regional cluster development should be considered as a continuous and consistent process covering the entire cycle of the development and implementation of the management system for the regional cluster development starting from designing to adjustment. The author assumes that the suggested model for the regional cluster development will allow to establish a connection between all those interested in implementation of the cluster program, and to form a unity in the information space.

*Keywords*: cluster interaction, management process of the regional cluster development, management principles

S.A. Jdanov,A.B. Savvina

ANALYSIS OF the STRATEGIES AND METHODS
FOR increasing competitiveness OF ENTERPRISEs

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| The article considers the main directions in the management decisions aimed at increasing competitiveness of enterprises. The relevance of this topic is disclosed and the necessity for developing a strategy for each enterprise is grounded. The main strategies that increase competitiveness are provided, and the characteristics and conditions for implementation of each strategy are given.*Keywords*: competition, competitiveness, strategic direction, strategy, types of strategies |

T.Y. Ksenofontova, A.V. Smirnova

DEVELOPMENT OF COMMERCIAL ACTIVITY
OF PROCESSING AND FOOD INDUSTRY enterprises

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| An enterprise is considered as an open system operating in interrelation with environmental factors. A model for organizing commercial activity by the organizations of processing and food industries is proposed, which allows for obtaining access to the target funds of the regional, municipal and state budgets within the framework of small business support programs and infrastructure development in the field of processing agricultural raw materials.*Keywords*: strategic management, state control mechanism, small business support program, agricultural raw materials processing infrastructure |

S.S. Kudryavtseva

on the DEVELOPMENT OF THE DIGITAL ECONOMY IN RUSSIA

The article provides a survey to the development of trends relating the digital economy in Russia. A system of the key trends for such indicators as the gross added value in the information and communication technologies sector, and the level of innovative activity of enterprises in this sphere are presented. The focus is placed on economic and production factors hindering innovation activity. A survey of the level of achievements in Industry 4.0 in the various economy sectors is presented.

*Keywords*: digital economy, information and communication technologies, Industry 4.0, gross added value, supply chain management

D.A. Loginov, A.P. Krohin

MANAGEMENT OF CONSUMER BEHAVIOR in marketing
AS a TOOL FOR ECONOMIC SECURITY in DENTAL SERVICES

Under current economic conditions, forecasting and designing models for consumer behavior to ensure economic security of organizations are highly important. The sellers of goods and services who predict the consumer's response to the various characteristics of goods or services, such as, price, quality, etc. have bigger competitive advantages in the competition for consumers, which means that they are more successful in the given segment of the market. The article contains a description of consumer behavior in the market of dental services, and also considers the ways for the management of consumer behavior in this market in order to improve economic safety of dental services.

*Keywords:* consumer behaviour, economic security of a business entity, rationality, usefulness, benefit, value, economy, activities of dental organizations

O.M. Meshcheryakova

LOGISTICs INFRASTRUCTURE: ESSENCE, PROBLEMS
AND PROSPECTS for the DEVELOPMENT IN THE REPUBLIC OF BELARUS

The article presents a comprehensive description of the scientific and methodological interpretation to the essence of the logistics infrastructure under the current conditions of economic development in the Republic of Belarus, and analyses the indicators of transport-expedition and logistics activities in the Republic of Belarus. The main factors which slow down the development of the logistics infrastructure in the Republic of Belarus are summarized.

*Keywords*: logistics infrastructure, transport and forwarding activity, logistic activity, systems-based approach

N.A. Nemchinov

IMPACT OF SCIENTIFIC AND TECHNOLOGICAL INNOVATIONs
ON COMPETITIVENESS AND ECONOMIC GROWTH

In the context of globalization and competitive capacity of the world economy, competitive strategies in science and technology, and innovations are most important factors for the countries, since they not only strengthen their global competitiveness, but also facilitate the achievement of sustainable long-term growth. The main objective of this study is to explore the impact of knowledge-based technology-oriented global competitiveness strategies and the transfer mechanism on high-level economic growth.

It is established that countries with global competitive strategies focus on scientific and technical innovations, sustainable competitiveness and long-term growth. For this reason, these countries should develop scientific and technological innovation-oriented economic strategies and policies to achieve sustainable global competitiveness and long-term economic growth.

Keywords: competitiveness, economic growth, technological innovations

E.V. Polyakova

the problems of PROVIDING ECONOMIC SECURITY in RUSSIA

The article considers various problems relating economic security in Russia. The author places emphasis on the basic threats to Russia’s economic security caused by collapse of the USSR and degradation of scientific and industrial potential, as well as decreasing resource potential. The key directions for providing economic security of Russia are considered in the article.

*Keywords*: economic security, national safety strategy, resource potential, industrial potential, economic security, threat

I.N. Pchelintseva, E.V. Filimonova

JUSTIFICATION OF THE NEED TO ASSESS THE ACTIVITIES
OF MANAGERs IN ORGANIZATIONs

The article considers the concept "performance appraisal", and presents the analysis of the concept. The need for assessment the activities of managers working for organizations is analyzed.

*Keywords*: manager, performance appraisal, assessment of results

O.A. Ryzhova, I.A. Faifer

DEVELOPing CONCEPTUAL APPROACHES
to FORMing INNOVATION SYSTEMS of a REGION

The article covers the meaning and essence of the Regional Innovation Systems (RIS), as well as their importance for healthy and meaningful economic development. The authors attempts to formulate the specific and applicable principles and methods to conceptual creation and solidification of the necessary systems for RIS to function. Then the authors proceeds to support these principles and methods with specific and tangible examples from both Russian and foreign literature.

*Keywords*: regional innovation system, conceptual approaches to developing ris, economy

V.G. Sankov, S.A. Morozov

uplOADing UNIQUE EQUIPMENT to THE ENTERPRISES
OF a REGION WITH EXCLUSIVE ORDERS required by ENTERPRISES

The article considers a possibility for utilization of the rare and unique equipment available at a small number of enterprises, in order to meet the needs of the enterprises of a region which are in need of these services. The authors present a research into short-term information and production contacts of producers and consumers of the rare and unique services in terms of the virtualization space of enterprises in the form of the virtual market of goods and services existing on the basis of communication and information potential of the global computer networks.

*Keywords:* production, contacts, unique equipment, technology, virtual enterprise

A.A. Sozinova

MANAGing REORGANIZATION OF BUSINESS STRUCTURES BASED ON THE MARKETING METHODOLOGY

The goal of this research is to identify the prospects and develop recommendations for the reorganization procedure of business structures through introducing the marketing methodology into the reorganization mechanism. The author defines the role of the marketing methodology in the process of reorganizing business structures, and identifies the promising market mechanisms for reorganization of business structures. The given research is based on the hypothesis that reorganization of business structures has significant drawbacks, the most important of which is the lack of marketing aspects in the management of reorganization processes. This drawback leads to low efficiency of reorganization of business structures. To resolve the given drawback, the author has developed a model that will lead to more effective reorganization of business structures.

*Keywords:* marketing methodology, restructuring business structures, development, economic crisis, global economy

E.S. Tyufyakova

INNOVATIVE APPROACH TO THE CONTENT
OF THE MARKETING complex under DIGITAL ECONOMY

The current economic conditions in the management presuppose utilization of modern digital technologies, tools, management methods, techniques and strategies. One of these tools is digital marketing. The article reveals an innovative approach to the definition of marketing to the components making up the marketing-mix complex in the conditions of digital economy.

*Keywords:* marketing, digital economy, innovation, marketing, promotion, strategic