**ANNOTATIONS OF ARTICLES.**

**ACTUAL PROBLEMS OF ECONOMICS AND MANAGEMENT**

**№3 (03) 2014**

**ECONOMIC SCIENCE**

R.R. Bashirzade

THE ROLE OF TRANSPORT IN THE DEVELOPMENT OF   
LOGISTICS IN RUSSIA IN CONNECTION WITH RECENT CHANGES   
IN THE ECONOMY

The article considers the functional areas of logistics, including procurement of raw materials, production, sales, transportation, and information support. The author presents characteristics of inventory management, quality of goods and services, planning, etc. The emphasis is made on the role of logistics in effective development of transport enterprises, and increasing demand for the staff qualified as specialists in logistics area to satisfy the need for high-quality logistics services.

*Keywords*: logistics, economics, alteration, transportation, development, operations, analysis, indicators

N.I. Borisova, A.V. Borisov

ISSUES OF ENERGY SAVING AND ENERGY AUDIT IN THE HOUSING AND UTILITIES SECTOR OF RUSSIA UNDER NEW NEW ECONOMIC CONDITIONS

The article discusses significance, stages and problems of implementing economically important energy saving program, particularly energy audit in Housing and utilities organizations on the local, regional and federal levels. The authors conclude that an increase in energy efficiency with housing and utilities organizations through implementing the programs of energy saving, and particularly energy audit, is the key objective of present-day economy in Russia and its regions, and requires drastic measures to upgrade effective outcomes of the program.

*Keywords:* energy resources, energy audit of municipal utilities, energy audit, energy efficiency

Yu.O. Glushkova, A.V. Pakhomova, B.B. Pletnev, E.G. Tarasova

GUIDANCE NOTES ON ORGANIZATIONAL AND LEGAL RULES FOR TRANSPORT SERVICING OF MATERIAL FLOW AT ROAD ENTERPRISES

The paper presents new methods and guidelines relating best practices in organization of road maintenance works with account for organizational and legal support of activities at road transport enterprises dealing with transport services of material flow, maintenance and road repair, transport costs in highway engineering.

*Keywords*: highway, organization, transportation, material flow, legal support, process, infrastructure

T.V. Goryacheva, M.S. Vasina

PROBLEMS OF DEVELOPING NATIONAL PAYMENT SYSTEM   
IN RUSSIA

The article is devoted to the issues related with development of the national payment system in Russia, and specifics of its formation in terms of the present-day economic and political situation. The conducted analysis deals with the dynamics of individual elements of the electronic payment system. It is shown that there is an urgent need for establishing the national system in Russia in the nearest future.

*Keywords*: payment system, credit card, electronic payment system, issued by the credit institution

G.K. Zaitova

ISSUES OF MANAGEMENT ACCOUNTING ACROSS RESPONSOBILITY CENTERS OF TRADE IN FOOD PRODUCTS

To effectively manage trade enterprises it is necessary to combine centralized management and initiative of individual managers at every level and segment of an organization. Accounting at responsibility centers has a number of benefits which helps achieve the objectives set by a trading organization. The process of allocating responsibility centers must meet several requirements. Allocation of responsibility centers depends on the production and organizational structure of a company.

*Keywords*: management accounting in trade, responsibility centers, decentralized management structure, situation in the financial sector of a company, a person in charge, production structure, organizational structure

E.A. Kovrizhin

METHODOLOGICAL ASPECTS OF ASSESSING EFFECTIVENESS   
OF INNOVATIVE PROJECTS ELIGIBLE FOR GRANT SUPPORT

The paper proposes new criteria for evaluation of innovative projects, participating in public tenders for grant funding. These criteria include both the goals of the strategy for innovative development of the Russian Federation, and the key factors for successful development of innovative projects. The paper proposes a method for controlling project fulfilment, and a method for preliminary selection of companies claiming for grant support.

*Keywords*: grant, innovations, investments, projects, efficiency, support, business

Z.B. Kodzoev

THE ROLE OF COMPETITIVE DATA IN THE PRESENT-DAY CONDITIONS

The paper discusses the importance of competitive information under present-day conditions. Competitive data is considered an effective tool of competition in the globalizing world. The author describes the basic characteristics of of competitive data.

*Keywords*:competition, information

I.M. Kublin, I.V. Arakelova

LOYALTY MARKETING AS AN INNOVATIVE CONCEPT   
OF UP-TO-DATE MARKETING

The article discusses the prospects for small business development in the system of new competitive relations, taking into account both the transnational character of the world economy system, and the issues related with a new concept of marketing under conditions of globalizing economy and a new competitive situation (i.e., loyalty marketing). The authors prove that loyalty marketing is conceptually based on both socio-ethic marketing and relationship marketing, being their integral form. Loyalty marketing is becoming a new philosophy of running a business primarily for small or micro-business companies.

*Keywords:* loyalty marketing, loyalty marketing mix, loyalty management, value-based approach, consumption economy

E.A. Lapteva

PROBLEMS IN ASSESSMENT OF INNOVATIVE POTENTIAL   
AT INDUSTRIAL ENTERPRISES

The paper presents a new system of indicators characterizing the potential, ability and readiness of an enterprise for innovative activities. The author proposes a new method which helps improve the mechanism of assessment the innovative capacity of an enterprise.

*Keywords*: innovative potential, assessment of innovative potential, method of assessment the innovative potential, indicators for assessment of the innovative potential

O.V. Maximchuk, V.S. Epinine

APPROACHES TO ASSESSING EFFICIENCY   
AND EFFECTIVENESS OF PUBLIC MANAGEMENT OF AN ENTITY   
IN THE RUSSIAN FEDERATION

The article considers effective mechanisms of public control in terms of economy and sociology. The authors provide arguments in favour of the methods used to estimate efficiency of the public administration mechanism based on the analysis of hierarchies and estimation of factor, which allow obtaining a realistic picture of effectiveness of the mechanism at a particular moment, and performing a comparative analysis of the various municipal or territorial entities and get the forecast evaluation. The authors provide the data which help evaluating the practical applicability of the author's approach to estimating efficiency parameters of the public control mechanism using specific criteria of life quality in the entities of the Russian Federation in the Southern Federal District and the statistics for the period 2010-2013 regalating various levels of criteria verification.

The research is conducted within the RGNF № 13-32-01009grant programme "Improvement of the state management under conditions of innovative development of economy as a direction for upgrading the social and economic life standards of the entities of the Russian Federation".

*Keywords*: quality of life, public administration, public management, social-economic relations, social and economic efficiency, socio-economic development, a method of analysis of hierarchies, participate

E.A. Neretina, V.G. Ariskin

SYSTEM INNOVATIONS AS THE BASIS FOR STEADY COMPETITIVE  
ADVANTAGES OF A COMPANY

The article provides arguments supporting the key role of system innovations in entrepreneurial approach to company management under conditions of highly dynamic and indefinite factors of external environment. Characteristics of system innovations, and their social character are determined. It is shown that most effective interaction forms between the participants in innovative processes are interfunctional and cross-cultural teams, whereas successful management of innovations is achievable when ensuring the balance between a leader and effective manager. The authors consider the factors which constrain the development and incorporation of system innovations in Russia.

*Keywords*: system innovations, steady competitive advantage, company, consumer, organizational superiority, companies, features of system innovations, factors, inspiring leadership, management, team

L.F. Popova

CORE ORGANISATIONAL SKILLS:   
INSIGHT INTO THE ROLE IN THE DEVELOPMENT   
OF SUSTAINABLE COMPETITIVE ADVANTAGES

An increasing importance of developing the core organizational skills is determined by commitment of the companies to maintain and strengthen competitive advantages on the markets characterized for intensive competition. The article presents a survey of scientific approaches to the research of organizational skills, including their dynamic characteristics. The author defines the hierarchy of organizational skills and studies their role on every level depending on the strategy used by a company.

*Keywords*: organizational capabilities, dynamic capabilities, distinctive capabilities, competitive advantage, core competence

**PSYCHOLOGICAL SCIENCE**

V.I. Valovik, S.A. Nelovko

A PSYCHOLOGICAL COMPONENT IN TRAINING ATHLETES

The paper discusses the need for empowerment of personal approach to psychological and pedagogical support of athletes on all the stages of training. The given approach is used to strengthen interaction in the "coach – athlete – psychologist" system, and aimed to optimize the process and results of professional training.

*Keywords*: psychological training of the athlete, psychological and pedagogical support of the athlete, sport psychology

Е.M. Semyonova, O.Y. Boyko

ASPECTS OF PROFESSIONALLY SIGNIFICANT CHARACTERISTICS OF INDIVIDUALS FROM DIFFERENT PROFESSIONS

The paper discusses the interawtion problem of an individual within the professional area which manifests itself in constructive and destructive options of professional development. The novelty of the discussed problem is determined by the lack of systematic studies of professional and personal development of a specialist in the process of professionalization. The authors present the results of the study of professionally significant qualities which ensure psychological resilience of an individual to destructive factors arising during the professional development, and performance efficiency of specialists from different professional spheres.

*Keywords*: profession, personality, professional development

**SOCIOLOGICAL SCIENCE**

S.Yu. Glaziev, E.A. Naumov, A.A. Panukulan

INSTITUTIONAL PROBLEMS OF SUSTAINABLE SOCIO-ECONOMIC  
DEVELOPMENT: PARADIGM FOR FORMATION   
OF SCIENTIFIC-EDUCATIONAL AND INNOVATIVE SYSTEMS

The paper considers the paradigm for formation of scientific, educational and innovative systems on the territory of the Crimean Peninsula under conditions of creating a special economic zone. The authors analyze the possibility for evolutionary-ecological approach within the framework of the theory of institutional constructivism of socio-economic systems. It is proposed that Crimea is to create specific conditions for sustainable innovation development, and integration of economies of the Crimea and Sevastopol city into Eurasia. Institutional mechanisms are proposed as effective in creating conditions for sustainable innovative development of the Crimean economy.

The research is conducted on the basis of scientific research with financial support of the Russian humanitarian scientific Fund (Project No. 13-33-11120).

*Keywords*: socio-economic development, scientific and educational institutions, innovative patterns

F.I. Hramtsova

SOCIAL IMMUNITY OF THE YOUTH AS A FACTOR OF NATIONAL SECURITY IN THE REPUBLIC OF BELARUS

The paper defines the conceptual frameweork for formation of social immunity among the youth taking into account the risks and globalization threats. The sources, mechanisms, principles, and means for formation of social immunity of the youth at higher educational institutions are considered.

*Keywords*: youth, social immunity, national security, globalization, socialization, national identity, sense of justice