**ANNOTATIONS OF ARTICLES.**

**ACTUAL PROBLEMS OF ECONOMICS AND MANAGEMENT**

**№3 (15) 2017**

**ECONOMICSCIENCE**

A.V. Azizova

PRINCIPLES and trends in the development   
of aircraft INDUCTRY

The article provides the statistics regarding the passenger and freight turnover, and trends in the development of aircraft manufacturing per country. The tendencies of the growth of labor productivity at Russian aircraft enterprises are determined. The growth strategies relating the aircraft production are defined.

*Keyword*s: passenger turnover, freight turnover, productivity growth, aircraft industry, narrow-body aircraft, aircraft market, segment

I.S. Bolshukhina, K.M. Potapova

A COMPLEX METHODOLOGY TO THE ANALYSIS OF ENTERPRISE EXPENDITURES AND ITS APPLICATION FOR RUSSIAN ENTERPRISES

The article deals with the methodology used to analyze the expenditures of enterprises, which allows for a most accurate and speedy identification of the challenging factors, and determine effectiveness of the cost management of an enterprise. This methodology has been tested in terms of the Russian enterprise providing housing and utility services.

*Keywords:* costs, cost, cost analysis of an enterprise, financial stability, profitability of an enterprise

I.Yu. Vygodchikova, Y.A. Zavrazhnov, A.A. Selivanova

**ANALYSIS METHODS FOR FINANCING REGIONAL INNOVATIVE DEVELOPMENT IN RUSSIA**

The article presents the theoretical research model as the optimization problem, being in fact a far-reaching generalization of the Chebyshev problem. The resulting model is adapted to assess the dependency between the financing structure of innovative companies and innovative products in the regions, given the ambiguity of data obtained as a result of enlargement of the scope of analysis. The article presents computational experiments using the ordinary least squares and Chebyshev model for the Volga Federal District of Russia. The results allowed us to build the dependency graph for the volume of innovative products from the structure of capital at innovative enterprises in the form of the multiplicative production function, and justify a significant impact of innovative enterprises in the regions on the development of the regional innovative sector.

Research was supported by grant RFBR 17-32-00050.

*Keywords*: modeling, investments, minimax, estimation, algorithm, model

S.A. Gusev

ECONOMIC ASPECTS TO THE MANAGEMENT OF PARKING SPACES  
IN TRANSPORT SYSTEMS

The analysis deals with the current status and development of transport systems. The focus is made on the promising trends in the development of intelligent transport systems and their basic components, including the parking space. The [provided summary refers the main approaches to the calculation of charges for the public parking lots.

*Keywords*: system, management, transport economics, parking, fare

A.V. Dmitrienko

CLASSIFICATION OF PARAMETERS OF INNOVATION PROJECTS

The article deals with the main characteristics of innovation projects. The author presents a classification of a set of the basic parameters most significant for innovation projects. The given parameters are classified according to the quantitative and qualitative characteristics of internal and external environments.

*Keywords*: project, innovation project, parameters, external environment, internal environment, project management

S.S. Kudryavtseva

SPECIFIC FACTORS OF INNOVATIVE ACTIVITY ON THE MEZOLEVEL   
(THE CASE OF THE REPUBLIC OF TATARSTAN)

The characteristic features of innovative activities in the Republic of Tatarstan are presented. The structure of costs for innovative activities, dynamics of the volume of shipped innovative products by the types of economic activities are analyzed. The key tasks of innovation policies on the regional level are systematized.

*Keywords*: innovation, innovation, innovation costs, innovative products, nanotechnologies, innovation development strategy

D.S. Malygin

COORDINATING THE PARTICIPANTS OF INDIVIDUALIZED PRODUCTION SUPPLY CHAIN WITHIN THE MODEL OF A MULTILEVEL REGIONAL LOGISTICS SYSTEM

The article considers the current logistics system in the industrial production of individualized products existing within a multilevel regional logistics model. The provided proposal refers optimization of the manufacturing process and supply chains through coordination and integration of the market participants into a unified network for the production and distribution of finished products.

*Keywords: s*upply chain, individualized production, regional logistics system, cluster

T.V. Malysheva

**ORGANIZATIONAL AND ECONOMIC ASPECTS OF OPERATION OF A PETROCHEMICAL ENGINEERING CENTER AS A COMPONENT OF INNOVATIVE INFRASTRUCTURE**

The article considers organizational and economic aspects required in the creation of an engineering center operating in the area of petrochemical technologies. The given engineering center is presented in terms of development of innovative infrastructure complexes in the region. A mechanism for integration of education, science and business is shown within the framework of the given engineering center. A preliminary organizational structure of the engineering center operating on the basis of the national research university and the prioritized directions of engineering services are presented.

*Keywords:* engineering, engineering center, innovative economy, innovation infrastructure, integration, research university, commercialization of innovations, tech park, technology transfer

A.E. Mahmetova

**OPPORTUNITIES AND PROSPECTS FOR STANDARDIZATION OF BUSINESS PROCESSES IN QMS ENTERPRISES UNDER DIGITAL ECONOMY**

The research concentrates on the possibilities and prospects for operation of enterprises under conditions of digital economy. The author considers the concept of standardization of the digital economy, targeted at involving the Russian companies into the work of international organizations on standardization within the current digitalization projects. Technological trends on digital transformation of industries in terms of standardization of business processes within the quality management system of enterprises has been researched.

*Key words:* enterprise, the system of quality management, standardization, business processes, information technology

A.R. Muratova

ANALYSIS OF CONSUMER BEHAVIOR ON THE PUBLIC CATERING MARKET IN KRASNODAR CITY

The article describes the results of the field studies of consumer preferences in the market of public catering in Krasnodar City. On the basis of the obtained data, the author describes the trends in the development of business structures in the public catering sector of economy.

*Keywords*: consumer behavior, selection factors, advertising, promotion, marketing, enterprise development, catering

Yu.S. Nanakina

SOCIAL AND ECONOMIC INNOVATIONS AS OBJECTS OF CONSUMER DEMAND: THEORY OF THE issue

The article investigates the economic category relating the demands on the market of innovations, which represents all the subjects of the economy, such as households, firms, states, and foreign agents. The author discusses the factors and features of forming the consumer demands of the households for innovative goods.

*Keywords*: innovations, market demand, socio-economic innovation, consumer innovation strategy, types of consumer behavior, consumer culture

L.F. Popova

EFFECTIVENESS OF QUALITY MANAGEMENT SYSTEMS OF INDUSTRIAL ENTERPRISES

The method for estimating effectiveness of the quality management system of the industrial enterprise, and the results of its testing at the industrial enterprises in Saratov region are presented. The distinctive feature of the given method is its focus on the analysis of achievements relating the key objectives of the quality management system. Attention is paid to the operational efficiency of the enterprise and the culture of continuous improvement.

The study was performed with financial support of RFBR, the research project № 17-32-01018.

*Keywords*: effectiveness, efficiency, quality management system, QMS, quality management, evaluation, objectives

M.M. Saburova, Y.E. Sorokina

CURRENT TRENDS IN RETAIL DEVELOPMENT IN RUSSIA AND ABROAD

The article presents the trends of the network retail system n Russia and abroad, and analyses the statistical data provided by the big companies in Russia and Europe. The conclusions refer the development of the retail network.

*Keywords*: retail network, market trends, loyalty program, omni-channel communication

M.A. Sanovich, A.G. Toropova

MARKETING RESEARCH OF THE CHArACTERISTICS   
OF CONSUMER BEHAVIOR ON THE MARKET OF DAIRY PRODUCTS PROCESSING IN KIROV REGION

The article presents the results of the marketing research of the particulars of consumer behavior on the market of dairy products processing in Kirov region. A survey of the respondents and analysis of the sources of the secondary marketing information are provided. The conclusion refers the inverse relationship and weak dependence of the trade mark satisfaction on the income of consumers.

*Keywords*: marketing research, survey, market, consumers, consumer behavior, dairy products

T.S. Soloviova

**PROVIDING THE RUSSIAN ECONOMY WITH HIGHLY QUALIFIED STAFFING**

The article analyzes the key indicators characterizing the current state of professional education in Russia. It is shown that under certain positive aspects, there remain a number of unresolved issues that hinder more effective development of professional education. In conclusion, the basic directions in overcoming the revealed problems are highlighted.

*Keywords:* professional education, economic development, management, modernization

O.V. Fokina, E.S. Tyufiakova

THE AFTER-SALESCOMMUNICATION UNDER CONDITIONS OFTHEDIGITALECONOMY

The authors prove the necessity for developing new tools and approaches to effective communication with customers both during and after the sales process. The tools for maintaining trust and relationships with the customers under conditions of digital economy at the final stage of making decisions relating the purchasing process are presented. The basic rules for creating the after-sales communication are proposed.

*Keywords:* communications, digital economy, after-sales dialogue, confidential marketing, digital technologies

A.V. Fomenko, O.E. Kostina

ANALYSIS OF LOGISTICS INFRASTRUCTURE TO THE TRADE   
ACTIVITIES IN ASTRAKHAN REGION

The article compares a number of definitions to the concept "logistics infrastructure," and focuses on the definition satisfying the objectives set for the analysis. Based on the chosen approach, a general analysis of the logistics infrastructure in Astrakhan region was carried out, primarily in relation to the prospects for the development of trading activities. The analysis allowed us to determine the strengths and weaknesses of the logistics infrastructure in Astrakhan region, which can be used as a starting point for further development of the given trend.

*Keywords*: logistic infrastructure, trade activity, transport support, product storage system, information support

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

INNOVATIVE DEVELOPMENT OF NIZHNY NOVGOROD REGION:   
CURRENT STATUS, TRENDS AND MECHANISMS OF THE DEVELOPMENT

The need for innovative development of the region in the short term, as well as the need for the formation and change of innovative clusters as regional economic systems is considered. The current state of innovative development of Nizhny Novgorod region, the features of innovative development, as well as the main directions and mechanisms for the development of the given trend are investigated.

*Keywords*: innovation, cluster, regional development, methodology