**ANNOTATIONS OF ARTICLES.**

**ACTUAL PROBLEMS OF ECONOMICS AND MANAGEMENT**

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**ECONOMIC SCIENCE**

I.V. Arakelova, M.A. Gorbunova

COUPON SERVICES PROMOTING GOODS AND SERVICES   
IN THE PAST OR STILL RELEVANT?

The article considers effectiveness and perspectives of coupon services, and estimates the advantages and disadvantages of the given marketing tool.

*Keywords:* coupon, discount, marketing tool, goods, services, competitiveness

O.Yu. Gardashnikova, M.G. Kehyan

A METHOD FOR ESTIMATING INNOVATION-DRIVEN DEVELOPMENT OF UNIVERSITIES UNDER INCORPORATION OF THE UNIVERSITY SCIENCE INTO THE NATIONAL INNOVATIVE SYSTEM

The paper presents a rating system for assessment of the innovation-driven development at an institution of higher learning. The authors designed an algorithm which implies a more skilful analysis of the subject of research using the available data to define the various sides of innovation activities at a university.

*Keywords:* university, high educational institutions science, innovation development, assessment of universities innovative development

T.V. Goryacheva, E.V. Tokareva

CREDIT RATING OF SMALL BUSINESS ENTERPRISES

The paper deals with analysis of the factors which limit investment attractiveness of small business enterprises. The authors consider the key and additional indicators used to evaluate creditworthiness of small businesses.

*Keywords*: Credibility, small business

E.S. Dykman

MODERN METHODS TO CONTROL THE QUALITY COSTS AT INDUSTRIAL ENTERPRISES

The paper demonstrates the importance of controlling the quality costs at an industrial company, and proves their importance in the production activity. The author presents a classification of the methods applied to control the quality costs, gives the characteristics of the key methods, and analyses the differences referring their application.

*Keywords*: quality costs, control method, competition, enterprise, effectiveness

V.V. Krotova

SIGNIFICANCE OF THE MARKETING RESEARCH  
TO THE SYSTEM OF MODULAR BUSINESS PLANNING

The article examines the main problems in compiling the business plan for small businesses. Determined the value of marketing research in the system of modular business planning.

*Keywords*: Business plan, business planning, marketing, metrics, measurements loyalty, strategic potential

I.M. Kublin, L.A. Pankova

RUSSIA WITHIN THE PRESENT-DAY ECONOMIC ENVIRONMENT

The paper considers the situation with the Russian economy in its dynamics within the period starting from collapse of the Soviet Union to the present, and provides analysis to the structure of GDP, exports and imports of Russia in 2014. The status of Russia in the modern world economy has been determined. The authors identified the key vectors needed for transformation of the Russian economy having a purely raw exports role into a country with developed subsistence economy.

*Keywords*:modern economic system, raw materials appendage, the vectors of economic transformation, the position of Russia

A.V. Lysenko

THEORETICAL AND METHODICAL FRAMEWORK FOR DEVELOPMENT   
OF ECONOMIC MECHANISMS TO INNOVATIVE PROJECTS IN LOW-RISE CONSTRUCTIONS

The paper provides a system-based classification of factors influencing the development of economic mechanisms necessary for innovative projects in the low-rise housing construction. The focus is made on the concept and development of the structural-and-logical model for economic mechanisms relating innovative projects to the low-rise housing construction.

*Keywords*: economic mechanism, innovative projects, low-rise housing construction, factors of influence

I.V. Mukhina

PROBLEMS WITH DEVELOPING INNOVATIVE SMALL BUSINESS IN RUSSIA

The article discusses the role of innovative small business and problems relating the development of small business under the present-day crisis conditions. The presented list of financial resources for innovative small business enterprises demonstrates the priority of reducing the frequency of their usage.

*Keywords*: innovation, small business innovation, small businesses, innovation, technology innovation, startups, substitution

E.Yu. Sidorova, A.Yu. Malinina

PROS AND CONS TO THE ASCENDING TAX SCALE OF PERSONAL INCOME

This article deals with the issues referring introduction of progressive tax rates for the personal income in Russia. The focus is made on such issues as perspectives relating the changes in the system of personal income tax, or a long-term perspective for preservation of a uniform tax rate.

*Keywords*: progressive tax scale, income tax on individuals, the tax rate

L.V. Slavnechkova, O.V. Chernova

FORMS AND METHODS OF GOVERNMENTAL SUPPORT   
FOR INNOVATIVE APPROACHES TO YOUTH ENTREPRENEURSHIP

The article presents the existing forms of support to small businesses finding innovative solutions. The authors determine the main trends and methods of governmental support to small innovative companies on the various managerial levels.

*Keywords*: governmental support, innovative approaches to youth entrepreneurship, forms and methods of support, infrastructure of support

N.V. Tereshchenko, A.I. Kremnev

IMPROVEMENT OF BUSINESS CONTROLLABILITY USING FREE SOFTWARE

The paper provides a research into models designed for automation of the interaction process between customers and managers of an enterprise. A new approach is proposed to improve controllability of the business by means of free software based on creating an automated sales system.

*Keywords*: Automation, business management, free software, sales

G.I. Timoshenko

PROBLEMS WITH ORGANIZATION AND LOGISTICS IN THE CONSTRUCTION BUSINESS

The paper discusses complex solutions to the problems relating logistics processes in the construction business based on the concept of advanced logistics development of the enterprise "Integrated Customer".

*Keywords*: logistics processes, logistics in the construction area

G.A. Khachatryan

MECHANISMS TO SUPPORT YOUTH ENTREPRENEURSHIP   
ON THE REGIONAL LEVEL

The article analyzes the present-day state system of measures used to support youth entrepreneurship on the federal level. The author considers the experience of the regional experts to successfully apply mechanisms designed to support youth entrepreneurship, and gives an estimate of the infrastructure and mechanisms utilized to support youth entrepreneurship in Saratov region.

*Keywords*: youth entrepreneurship; federal programs, regional programs, infrastructure to support youth entrepreneurship

**PSYCHOLOGICAL SCIENCE**

N.S. Arinushkina, D.M. Sivohina

SOCIO-PSYCHOLOGICAL ASPECTS OF IMAGE

The article is devoted to the etymology of the concept "image". The emphasis is made on the main factors describing the functions of the image, its importance for the structure of social relations and perceptions of a personality.

*Keywords*: shape, image, image making, self-image

A.I. Pritsker

COACHING AS A PSYCHOLOGICAL TOOL FOR ACHIEVING GOALS

The paper provides a comprehensive characteristics of ‘coaching’, and examines the significance, types and methods, scope and prospects for application of coaching.

*Keywords:* coaching, practical psychology

**SOCIOLOGICAL SCIENCE**

К.M. Kerimi

DEVELOPMENT AND PRESENT-DAY DYNAMICS IN THE PROFESSIONAL GROUPS OF TOURISM EXPERTS IN THE RUSSIAN SOCIAL MEDIUM

The paper presents a number of classical approaches to the criteria which characterize formation of professional engagement. The given aspects are considered through the example of specialists working in the Russian tourism industry. The author shows the dynamics referring the professional group formation and the attitude to the given group in the present day society.

*Keywords*: professional group, specialist, professionalization, tourism

E.N. Yakubenko, Ya.O. Rezakov

CINEMA SERIES FANDOM AS A TOOL FOR ADVERTISING AND PR EVENTS MANAGEMENT

The paper provides a research into important trends in the development of advertizing and PR events in Russia, and the main methods of event management. Based on the example of the cinema series fandom the authors determine the main advertizing and PR tools necessary for the management of these events.

*Keywords*: cinema products, special events, advertising, PR