

## SUMMARIES

### SOCIO-CULTURAL MODEL ASSESSMENT OF LAND AS A TOOL FOR SUSTAINABLE DEVELOPMENT AREA

**Alekseevskiy V.S.**

In assessing the land is not considered a change of its importance in the long term, as the current model does not include assessment methods into account the effect on the price of socio-cultural factors of socio-economic development of the territory. This suggests underdeveloped culture of management of the property, including real estate. It is necessary that the pricing formula included economic, environmental and social factors influence.

**Keywords:** model, .otsenka, land, influences the development of territory

### FACTORS QUALITATIVE CHANGES IN ECONOMIC GROWTH MODEL

**Apatova N.V., Uzakov T.K.**

The current state of the Russian economy needs to identify new reserves of economic growth associated with the transition to the information society and, accordingly to the information economy, in which the primary productive forces is the knowledge and the means of production - computers and computer networks. The problem is qualitative changes in factors of economic growth associated with the dominance of intellectual work, intellectual capital, as well as other appeared in the new economy phenomena.

The main resource for economic growth are recognized the innovations. The innovation factor, along with the intellectual and institutional factors determine the structure and trends of scientific and technological progress, which is the main parameter of the model of economic growth R. Solou. Qualitative changes in the factors in the model of economic growth allow, firstly, to define the new content of the model, due to the influence of information, knowledge and processes of informatization of the economy, including Internet infrastructure, and, secondly, to carry out the forecast on the contribution of individual factors to the economic growth. Dedicated factors make it possible to trace the inner content of scientific and technological progress, labor and capital in the functioning of the information

society, to balance its components and realize the intensive economic growth, ensuring the well-being and improve the lives of citizens.

**Keywords:** economic growth, economic growth factors, economic growth model.

## **PROBLEMATIC OF COMPLEX ESTIMATION THE SYSTEM INFORMATIVE SAFETY OF ENTERPRISE**

**Boychenko O.V., Belimenko B.V.**

In the modern corporate realities to be stored a large number of information, important for the organization, in a type of so-called unstructured or semi-structured data in the form of separate files and folders in file storages, collections of the sites SharePoint, archives of e-mail on the Exchange servers, etc. The volume of growth of such data makes, on average, about 30-50% a year. And such rates happens not only proliferation of the volumes consumed for storages of bytes, but also qualitative increase important or even vital data, necessary for the company, "spread" on one or several (sometimes 20-30) to file servers to different operating systems, ideologies of storage and information processing (Exchange, SharePoint, Windows, SAN/NAS).

We will consider all set of actions for optimization of the processes described above and to the solution of the designated problems in the form of prime recommendations which can be realized in the organization by a package of measures, beginning from development of the appropriate rules and domestic policy, training of technicians and implementation of the technical means providing implementation of these measures at the enterprise:

1. Rules of access. Existence of the actual matrix of access representing a situation with the rights of users "for today" in a look, evident for the expert, is a starting point in lining of trust relationships policies of data, and also provides an irrefragable answer on questions from a manual and business of users: who has access to this folder; obtaining list of users and their rights for a specific resource of department/department; the analysis of opportunities of access through global groups.

2. "Owners of data". As it was already marked above, the one who works with them has the best idea of the value of data. Involvement of staff of operating units in processes of the solution of tasks on control and safety of information can't be superfluous in successfully vystaivayemy system of dataful operation on information resources.

3. Monitoring and audit of actions of employees. In file storages allows to see monitoring of the current activity of users who to what files addressed, deleted,

changed, or tried to get access to those data to which access isn't present. In total, it allows to realize the general monitoring of a file resource, to see folders where activity is high or is on the contrary equal to zero and to increase efficiency of information storage, having respectively moved on faster or slow disk shelves.

4. Event log. The event log of file system is necessary for application of new approach. By means of it it is possible to learn who opens, moves, creates, copies and deletes files. From the event log of file system it is possible to view who quits employees for customary frames of operation with files, but also you will be able to trace the lost data, files and e-mails.

It is possible to mark that the listed recommendations can become an excellent starting point for lining of policies of data storage and understanding, what result needs to be received as a result. All these measures will allow to increase safety of the available information, to increase efficiency of its use, and for employees information and departments of safety will allow to reduce an amount of time, connected to the solution of routine tasks on administration and safety of file storages, and also to receive a clear understanding of the possible risks connected to inappropriate use of data and methods of minimization of these risks.

**Keywords:** informative resources, methods of privy, complex system of estimation, matrix of access, confidential information

## **IMPORT SUBSTITUTION OF FOOD AND AGRICULTURAL RAW MATERIALS IN RUSSIA: STATE, FACTORS, STAGES OF REALIZATION**

**Butsenko I.N., Gorbacheva M.V.**

Current state of import substitution process of food and agricultural raw materials in Russia is considered in the article. It is determined that import substitution is caused by the sanctions, applied against Russia, and is the main factor of food security. The need to protect the domestic market is caused also by preservation of high dependence of the consumer market on import products. The index of trade turnover imbalance of most food products and agricultural raw materials is negative (imports exceed exports). Almost critical is the situation in Russia's foreign trade by live trees and other plants (index of trade turnover imbalance in 2014 amounted to -99,5), meat and meat preparations (-96,3), dairy products and birds' eggs (-84,7), vegetables (-84,6), live animals (-79,9). Over the past five years, reduction in import by almost all commodity groups is stated.

The internal and external factors hindering the process of import substitution in the agrifood complex of the country is summarized. Among the external factors it is necessary to mark out improving competition on the world global agrifood market, the applicable terms of entering the WTO, intensified economic confrontation between Russia and the West, significant devaluation of the ruble, the decline in incomes and thus reduction in domestic demand. The most important internal factors are: low agricultural incomes, low rates of investment in renewal of fixed assets, low wages in agriculture, the imperfection of the existing organizational-economic mechanism.

The main implementation stages of the process of import substitution of food products and agricultural raw materials. Considering features of Russian agriculture and food industry, the implementation of import substitution process should be carried out in several stages: 1) geographical diversification of foreign trade relations, 2) increasing production volumes to a level that would ensure domestic needs, 3) export of own products. Proposed measures will permit to solve the problem of food independence and increase the level of economic security of the country as a whole.

**Keywords:** import substitution, index of trade turnover imbalance, foreign trade balance, export and import of food and agricultural raw materials, embargo.

## **METHODOLOGICAL APPROACHES TO EVALUATION OF PROSPECTIVENESS OF REGIONAL GROWTH POINTS**

**Vanyushkin A.S., Nikitina M.G.**

Methodological approaches to identification and evaluation of prospectiveness of regional growth points are systematized in the article; approaches to identification of regional growth points include the main three components: branch analysis, institutional analysis, social analysis, in its turn, each of these components comprises three till five subcomponents of analysis, meanwhile, it's grounded, that the majority of these components (11 from 12) are related with analysis of potential, attractiveness and risks of regional growth points; besides, the system of principles of regional growth points prospectiveness evaluation is formed, it includes the following principles: fact – forecast, profit – harm, competitiveness, diversification, feasibility study, inter industry synergy and sufficiency of development for liquidation of structural imbalances; the algorithm of evaluation of prospectiveness of regional growth points is proposed in the article, this algorithm comprises the following evaluation stages: analysis of internal and external markets capacity, the costs of liquidation of negative effects,

evaluation of closeness of inter industry linkages, comparison with analogues – competitors from other regions, assessment of possibility of diversification of goods / services assortment, projects financial and economic effectiveness evaluation, the algorithm ends with analysis of sufficiency of prospects of regional growth points development for liquidation of structural imbalances; the separate stages of the proposed algorithm are also specified.

**Key words:** regional growth points, structural imbalances, analysis, evaluation, components.

### **SMALL BUSINESS: FEATURES OF MODERN APPROACH OF REGULATORY ACTIVITY**

**Vetrova N.M., Gaysarova A. A.**

In the article the features of the existing systems of state regulation of small business in different countries, have been revealed the respective results and possible prospects have been analyzed. The possible approaches of improving state regulation of small business in the Republic of Crimea under the existing circumstances have been defined.

**Keywords:** small business, government regulation, measures and approaches.

### **PROJECT REALISATION «THE EUROASIAN ECONOMIC BELT OF A SILK WAY»: POSSIBILITIES AND THREATS FOR THE COUNTRIES EAEU AND SCO**

**Gorda A. S., Gorda O. S.**

The preconditions of realisation of the project «Euroasian economic belt of a silk way» are allocated and analysed. It is established that the most important of them are the changes in structure of the modern world economy, a tendency of formation of new poles of influence, transformational shifts of the world centres of economic development from the West on the East, from Atlantic to Eurasia and Asian-Pacific region are key.

It is shown that in the conditions of a failure of attempts of construction of the unipolar world, occurrence of certain political "vacuum" in the international relations, the aspiration of the countries to make active processes of the international economic integration, including in the Euroasian region naturally

amplifies. Accordingly offered project became a logic result of searching of sources of the further economic growth of China as national economy development is restrained by the limited capacity of the home market which sizes are non-comparable to the markets of "superconsumption" of the richest countries of the world. The project realisation is directed, on the one hand, on the decision of intraeconomic problems of development of the Peoples Republic of China, and on the other hand, focused on economic expansion in the Euroasian space.

The primary goals and potential effects of realisation of the project are defined. It is necessary to carry to the primary goals: maintenance on the basis of liberalisation of the foreign trade relations expansion of sales volumes of the Chinese goods having considerable competitive advantages; expansion of base of resource maintenance of the further economic development of the Chinese economy for the account of simplification of access to natural resources of the central-Asian countries and Russia; optimisation of routes of transportation of the exported and imported goods, first of all energy carriers; improvement of image of the Peoples Republic of China on the world arena on the basis of realisation of the international educational and cultural projects of cooperation; formation of the condition to increasing the level of safety in the Euroasian region and to prevent the negative consequences of display of terrorism, radicalism in a context of maintenance of the conditions of economic growth and decreasing in social intensity in the project countries-participants.

It is shown that the basic quantitative and qualitative characteristics of the project offered the Peoples Republic of China are capable to transform structure of the international economic relations in Eurasia and to cause formation of essentially new possibilities and threats of social and economic development of the countries EAEU and SCO. The expediency of working out of the co-ordinated social and economic policy focused on modernisation existing and creation of new hi-tech manufactures, output with high degree of the added cost, refusal of raw specialisation in export of the countries EAEU and SCO is proved.

Necessity of working out a series of measures on minimisation of risks of transformation of the countries EAEU in a raw-material base for the Chinese economy, fastening of raw export specialisation of Russia and the countries of the Central Asia, the decreasing motivation to modernisation of industrial complexes of the specified countries is proved.

**Keywords:** the Euroasian economic belt of a silk way, integration, a zone of free trade, the international economic cooperation, the international infrastructural projects, economic growth.

## DEVELOPMENT OF INSURANCE'S MARKETING

*Druzin R.V., Smirnova E.A.*

The article deals with the problem of insurance companies, and solutions to them at the expense of insurance marketing Analysis of performance of insurance companies. The stages of the procedure of benchmarking an insurance company in order to enhance its effectiveness.

Currently, at the present stage of development a prerequisite for successful prosperity of the insurance business is the use of new marketing technologies, as evidenced by growth in insurance premiums.

In 2015, the expected faster growth in these segments of the insurance market as a cumulative and investment life insurance, credit life insurance. In this connection it is necessary to improve the marketing activities of insurance companies especially for individuals. It is necessary to enhance the role of direct sales (particularly in the area of long-term life insurance), the role of the bank sales channel, the role of affiliate sales (especially through retail and mobile shops).

Small and medium business segment continues to be the low level of penetration of insurance services. The main reasons are lack of information about the possible insurance coverage and distrust of insurance companies because of low insurance culture among potential customers. Possible marketing measures to increase the level of insurance penetration in the segment of small and medium businesses may include: raising awareness of small and medium-sized businesses of insurance products through partners (banks) and directly; Intensification of sales of insurance products in the field of SMEs; diversification and improvement of pricing systems for evaluating insurance risks for SMEs.

Insurance market falls, it appears to reduce the rate of premiums collected, the bankruptcy of a number of insurance companies. This makes it necessary to increase the level of insurance premiums, which is especially important for clients among individuals and small and medium-sized businesses. To enable these consumer segments is possible to use a system of benchmarking. The system will identify weaknesses in the structure of sales channels, the system of risk control. Therefore, in the current domestic conditions, the use of benchmarking is becoming important due to the fact that in the era of active toughening competition in the insurance market, due to globalization, the insurance companies have to compete with the leading competitors, both foreign and domestic markets. To this end, in order to find reference models of management of competitiveness of insurance companies must adequately assess their own strengths and weaknesses, and constantly seek and find ways to strengthen competitive advantages, identify and remove the causes of lack of effectiveness of their own activities, improve

their competitiveness, it is all possible through the use of an effective method of benchmarking.

**Keywords:** benchmarking, insurance company, insurance marketing.

## **THREATS OF ECONOMIC SAFETY OF THE RUSSIAN FEDERATION: EXTERNAL AND INTERNAL FACTORS**

**Ilyasova J.V., Useinova L.S.**

In this article internal and external threats of economic safety of the state are considered. The key factors influencing a condition of economic security of the Russian Federation are analyzed. The mechanism of providing economic safety of the country is offered.

**Keywords:** economic safety, threats of economic safety, corruption, public debt, globalization, economic and social development.

## **MAXIMIZING PROFIT AS THE FACTOR OF MANAGEMENT OF COMPETITIVENESS OF THE ENTERPRISE**

**Kirilchuk S.P., Korotkov A.I.**

In modern conditions of economy, when in the market operates a large number of competing firms, the increasing attention from heads of economic entities has to be paid to management of competitiveness. At the same time it is impossible to maintain the necessary level of competitiveness without appropriate indicators profitability.

Research of dependence between indicators of profit and competitiveness many domestic and foreign scientists were engaged, that confirms importance of profit for the analysis of opportunities and threats of the enterprise. Result of their researches became more exact definition of such concepts, as profit and competitiveness, and also confirmation of interrelation between these important terms.

At all importance of the conducted scientific researches, not enough attention was paid to concrete actions, which need to be carried out at the enterprises for the purpose of increase in profit and simultaneous increase of their competitiveness. Also It should be noted, that in each branch there are features, which influence mechanisms of formation of profit, and criteria of determination

of competitiveness of firms. This statement means need of studying of interrelation of indicators of profit and competitiveness taking into account branch features.

As object of research was chosen the PJSC the Simferopol Cannery of S.M. Kirov enterprise, on the example of which it is possible to see mechanisms of ensuring competitiveness of the enterprises of food branch.

Ensuring competitiveness at the considered enterprise comprises performance of production tasks, which face the management of an economic entity at the operational, tactical and strategic level of management of competitiveness, the main indicator of success in which can be considered profit level of the enterprise.

For these purposes was developed the complex scheme of management of competitiveness of the enterprise of the food industry.

The conducted research showed, that much attention from scientists is paid to interrelation of profit and competitiveness of the enterprise, that confirms the importance of maximizing profit for high-quality management of competitiveness of the enterprise. But not enough attention is paid to concrete actions, necessary for maximizing profit and subsequent increase in competitiveness of subjects the economics.

The scheme of management of competitiveness of the food industry and conducted a factor analysis suggest, that the increase in production to previous levels and improve the quality characteristics of the product will allow increase profits of PJSC "Simferopol cannery of C.M. Kirov", that will eventually lead to a significant increase competitiveness of the enterprise.

**Keywords:** profit, maximizing profit, competitiveness.

## **NETWORK GOVERNANCE AS A DEVELOPMENT TOOL OF SOCIAL CAPITAL**

**Korolyov O.L.**

Questions studies conditions of formation mechanisms and specific use of social capital at the present time are relevant from the point of view of economic theory, and from the point of view of practical implementation. The development of information technology has allowed to reveal a new layer, a new aspect of the interaction of economic agents, revealing the social aspect of unstructured links. At the same time, there are certain conditions for effective interaction of agents, analysis of which attracts the attention of many researchers and scientists.

Network management as a new form, which arose on the basis of information technology, and especially the methods and mechanisms to be

investigated, reveals new conditions for the formation and use of social capital. The scientific problem in this area is to highlight the specificity of the effect of network management on social capital.

The purpose of this article is to identify the characteristics of the formation of social capital at different levels of network management.

Social capital is broadly defined as the interweaving of trust, shared values and understanding that allows diverse participants to work together to achieve collective results and common goals.

As a result, we can conclude the following. Firstly, there are many different definitions of social capital and its various types. The most adequate in terms of network management role in the formation of social capital is the concept of collective social capital.

Secondly, there are three forms of social capital: Connect, bridging and binding. These forms are reflected in real-life situations in which you can highlight the participation of social capital in socio-economic processes.

Thirdly, one can identify the factors that determine the performance of network management from the standpoint of the institutional approach. To these factors include institutional capacity, social capital, and the complexity of the problem.

Fourth, network management allows you to benefit from the social capital on the one hand, and on the other hand, at each level of the network management needs a certain amount of social capital that network management has become possible.

Fifth, social capital are the foundation of the concept of trust, reciprocity and mutual benefit. Each of these elements plays an important role in the efficient network management.

**Keywords:** network control, social capital, institutionalism.

## **NON-TARIFF PROTECTIONISM IN TERMS OF INDUSTRIAL DEVELOPMENT OF THE NATIONAL ECONOMIES**

**Kuznetsov M.M., Borisov A.V.**

The experience has shown that unilateral tariff regulation of foreign trade relations is not enough to create a high-tech economy, to provide a competitive interaction between domestic and the world market and to promote the interests and the competitive advantages of all participants of international trade. However, the overall level of tariff protection is largely reduced in the framework of multilateral and regional agreements, while the role of non-tariff instruments of

foreign policy, which, as a rule, are less transparent than tariffs, has markedly increased.

**Keywords:** non-tariff protectionism, the industrial sector of national economy, competitiveness.

## **TRANSFORMATION STRUCTURE AND FUNCTION FOREIGN-EXCHANGE RESERVES OF MAIN GROUPS OF COUNTRIES**

**Osadchiy E.I. Koshlataya J.V.**

The article presents a general picture of the functioning of modern genetically interrelated elements of the global economy: the monetary system and foreign reserves, as a universal source and instrument for international payments. They provide the basis of this concept on the background of the general state of the global financial system, the evolution of its regulation.

Drawing on the data of world finance statistics describing the reason for the changes in the composition and volume of liquid means of payment by major groups of countries. Specificity of the subject-material form of reserves, the latest data shows the composition of foreign exchange reserves, which reflect the countries structure and the dynamics of their capacity.

Particular attention is paid to the characteristics of international reserves of Russia, the mechanism of their savings to ensure financial stability, solvency and risk reduction.

Based on a combination of systemic and factor approaches definable major changes in the composition of foreign exchange reserves of the leading countries and their functions. Determined changes in the functional structure of foreign exchange reserves on the basis of the modern financial policy of the countries.

The changes in the functional structure of the gold reserves are basis of modern financial policies of countries. Highlighted features of foreign exchange reserves show an increase in their role as a universal macroeconomic control in all types of economies.

**Keywords:** gold and foreign exchange reserves, international reserves of the country, the financial assets of gold, SDRs, reserve assets.

## **PROBLEMS OF BILATERAL FOREIGN TRADE RELATIONS BETWEEN RUSSIA AND CHINA**

**Pasichniak M.S., Pobirchenko V.V.**

The paper analyzes the trend of foreign trade relations between Russia and China today. The problems of foreign trade cooperation and ways of their solutions for the further development of cooperation between the two countries.

The difficult economic and political situation in the Russian Federation as a result of confrontation with the West, has led to an objective need to expand the vector of foreign policy of the country in the opposite direction. Collaboration with the Asia-Pacific region is now a priority for the development of the Russian economy. China to Russia is the largest prospective partner in many areas, ranging from the economy and ending the military-technical cooperation. In addition, recently Russian-Chinese cooperation is going to be deep, both bilateral and multilateral.

For Russia as for China is beneficial to conduct a joint policy, and develop projects in strategic sectors of the economy. Nevertheless, even in this situation, there are many problems and risks arising in Russo-Chinese relations that require special study and control.

The article presents the factors that have a different impact on the development of the relationship of Russia and China. Together they form the existing system of relations, which changes from time to time under the influence of increasing value of a factor.

The article says that the largest area of Russian-Chinese relations is trade, which is the basis of the world economy. Russia's entry into the World Trade Organization in 2012, it has to abide by its rules, which affect the organization of trade relations with all partner countries, including China. Also significantly affect the dynamic growth of the Chinese economy as a result of increasing the volume of its trade.

The table shows a comparison of turnover for 10 years and the dynamics of changes in the main indicators of foreign trade. There is an analyze of export and import of Russia in China.

Also the article content the graphs of the commodity structure of trade in Russia and China. The authors conclude on the commodity structure of export of the Russian Federation.

There are a number of systemic problems of Russian-Chinese trade and economic cooperation, which have long been known, however, is still not resolved. Further highlights the main issues of Russian foreign trade with China. The article deals with the problems of large-scale nature, affecting the trade

relations of the Russian Federation as a whole, as well as internal problems and risks of trading cooperation of Russia and China.

The author argues that to increase the efficiency of trade cooperation between the state should develop a win-win options for the introduction of tariffs for the supply of foreign trade and transit, taking into account the direction of traffic and traffic conditions on alternate routes and profitable for Russian and Chinese partners.

**Keywords:** foreign trade co-operation, commodity turnover, factors of development of foreign trade, bilateral trade.

### **MODELING CONCEPT OF ORGANIZATIONAL AND ECONOMIC MECHANISM AS FOR COMMUNICATION PROCESSES REALIZATION WITHIN AN ENTERPRISE**

**Penkova I.V., Bodnar A.V.**

The article defines the communication system components of the enterprise. There are identified external and internal information flows within the system. Communication system is presented as a set of interrelated elements (technical, informational, social, administrative, organizational), which provides information exchange both within the organization and with the external environment, to achieve the objectives of the enterprise.

The modeling concept of organizational and economic mechanism concerning realization of communication processes in the enterprise is worked out. The concept consists of three phases: diagnosis of the existing communication system, control mechanism and communication, performance evaluation mechanism for information management and communications.

The article suggests to understand the organizational and economic mechanism of communications management as the complex of functions, principles, methods and tools to make up to date management decisions which are necessary to ensure the efficient operation of the enterprise as a whole. The stages of organizational communication management mechanism are presented

**Keywords:** information, enterprise, concept, management, efficiency, organizational and economic mechanism.

## DEVELOPMENT DATABASE ORACLE ENVIRONMENT FOR MODERN COMPANY

**Popov V.B., Kuz'kina E.A.**

This article deals with the design and development of a relational database in modern enterprises. An example of the construction of the conceptual model and the relational warehouse building organization. The interface of interaction of the user with a control system of a database is realized.

**Keywords:** domain analysis, a relational database, database management systems, database design, logistics.

Information management in the enterprise, as a rule, requires the integration of data from across the enterprise and for its limits, data cleaning, data check for the presence of repetitions, data standardization and enrichment data, data harmonization with legal and regulatory requirements, and then save the data in a centralized location with all the necessary security. The most important component of information space of the enterprise becomes the database. To date, the use of databases (DB) and information systems become an integral part of the functioning of all organizations and enterprises. In this regard, more relevant for the design and development of database development becomes principles of design and effective use of appropriate technologies and software: database management systems (DBMS), CASE-technology design automation, facilities management, and database security, and others. This article describes the development of database products in the environment Oracle. The history of the database goes back to the 1960s. While information is collected and stored in different files. To cover the whole subject area they needed a large amount. This leads to several difficulties, such as a different representation of the data in each file; the need for harmonization of data in different files; the complexity of creating applications and their updates during data modification. In 1970 came the first database. In those days, E.F. Codd published an article [1] on the requirements and prospects, which served as the basis for the creation of the relational data model. In 1979, Ashton-Tate product released dBase-II microcomputer, which actually was not a relational database, and a programming language with advanced features for data processing. In the mid – 1980s began to form local networks that gave rise to the formation of a client-server model and file-sharing. In recent years, the rapidly evolving Web-based applications and databases with the use of Internet-technologies [2].

The aim of this work is to study the products of Oracle and development of new methods to create a database with the help of these products for the construction company "Monolith".

**Keywords:** domain analysis, a relational database, database management systems, database design, and logistics.

## COMBINED APPLICATION OF STATISTICAL AND ANTAGONISTIC GAMES WITH THE VIEWPOINT OF THE PRINCIPLE OF SYSTEM

Sigal A.V.

The concept of combined use of statistical and antagonistic games for managerial decision-making in the economy based on incomplete information, uncertainty, conflict and economic risk. The general scheme combined use of statistical and antagonistic games. The analysis of the conformity of the combined application of statistical and zero-sum games the main provisions of the principle of system.

The introduction of new game-theoretic approach to allow modeling of managerial decision-making in the economy based on incomplete information, uncertainty, conflict and economic risk, leads to the selection of the least risky decisions, allowing to stabilize the performance of the economies, to achieve sustainable functioning as a single economic system and the economy as a whole. Among the new game-theoretical approach is proposed the concept of modeling management decision-making in the economy, based on the combined use of statistical and antagonistic games.

The proposed concept of the different approaches used for game-theoretic modeling of the economy, has the following characteristics. Firstly, the proposed concept aims to make optimal decisions based on incomplete information, uncertainty, conflict and economic risk. Secondly, it is proposed the combined use of statistical and antagonistic games, together with other branches of mathematics, in particular, with the entropy approach, fuzzy mathematics, probability theory and mathematical statistics, the theory of stochastic processes, applied statistics and econometrics, concrete mathematics. Third, the proposed combined use of statistical and antagonistic games and when the corresponding zero-sum game is not a direct model of the process of acceptance of administrative decisions at the same time focuses on the analysis and justification of mathematical correctness, economic correctness, feasibility and cost effectiveness of management decisions implemented by the decision maker.

The essence of the combined application of statistical and antagonistic games lies in identifying the source of statistical games simulating the process of managerial decision-making, with a zero-sum game that characterizes the process of managerial decision-making, that is, with zero-sum game, payoff matrix coincides with the functional evaluation of the initial statistical game.

**Keywords:** statistical game, antagonistic game, principle of system.

## METHODOLOGICAL PROBLEMS OF PAYMENT FOR SERVICES

**Tantsyura M.U., Ivanova I.S.**

The article is devoted to methodological problems of the organization of wages at the enterprise. The organization of the wage is devoted to many publications. At the same time, a number of existing problems were left without proper attention. It was determined that these problems are: the identification of concepts "wages" and "wages", which leads to the mixing of derived concepts; the lack in the scientific literature the definition of "elements of remuneration"; various approaches to the definition of the composition of the elements of the remuneration system of the company, the problem of identifying the allocations of the elements of the organization wages. The direction of the solutions of the above problems, the authors propose to summarize the existing scientific approaches to the considered processes and phenomena. This will allow formulating practical recommendations in the sphere of labor payment at the enterprise.

**Keywords:** organization wage elements of remuneration, functions, salaries, wages factors, principles of remuneration.

## THE WORLD ECONOMIC FORUM ASSESSMENT OF THE INTERNATIONAL COMPETITIVENESS OF RUSSIA

**Tverdohlebov N.I.**

For comparison, we selected the largest trade partners of Russia – Ukraine, Kazakhstan and Turkey (Belarus in the WEF report is not included). Each year WEF publishes a report on global competitiveness - "Global Competitiveness Report" (GCR, to 2006 – Growth Competitiveness Report). Integral assessment (Index) in 2015 was calculated for 140 countries. To evaluate the competitiveness of the economy of each of these open statistical data for 2014 were used, as well as the results of a special survey of more than 13 thousand managers of various companies working in these countries (more than 300 in Russia) [14].

The rating is based on the Global Competitiveness Index (GCI), developed for the World Economic Forum and introduced in 2004. GCI includes 110 indicators, divided into 12 categories.

On the level of the WEF competitiveness index Russian Federation in 2015 ranked 45 among 140 countries and significantly improved its position in comparison with the year 2014 (53 place), behind Kazakhstan (42) and ahead of Turkey (51 place) and Ukraine (79). In the past nine years, the overall index

increased steadily in 2005-2008, then delineated recession and uncertain period of growth. The 2008 level was surpassed only in 2014.

According to the WEF report, Russia has shown a number of competitive advantages. Well-educated population, a flexible labor market, as well as the large size of the domestic consumer market remain an attractive basis for the growth of the country. Some positive trends recorded in categories such as infrastructure, technological readiness, business opportunities and innovation. On the other hand, the greatest number of problems observed in the categories of institutions, development of financial and commodity markets. Still require attention to combating corruption, improving tax regulation, access to finance and reform of inefficient state agencies.

The findings confirm the need for regular monitoring of the competitiveness of the Russian Federation on the basis of the methodology of the WEF. Special attention should be given to the individual indicators compared with estimates of the countries close to Russia in terms of development, in particular the members of the Eurasian Economic Union.

**Key words:** country competitiveness, Global Competitiveness Index, World Economic Forum.

## **SEGMENTATION OF THE EDUCATIONAL PROGRAM MARKET BASED ON EMPIRICAL CLUSTER ANALYSIS**

**Cheporov V.V., Cheporova G.E.**

On the markets of higher education programs, market segmentation can be carried out at least from three positions: market segmentation based on the preferences of applicants for admission to the budget form of training; market segmentation based on the information about the results of the competitive selection of the external testing; segmentation of the market for commercial forms of training. Three market consistently associated with the decisions taken by applicants: the choice of the university, the choice of the program and the university where students were recommended for budget training program selection and the university to study at their own expense, if students do not remain vacant seats during selecting programs of universities.

We are focusing on two of them - segmentation choice of institution and program, which is based on the preferences of applicants in the selection of budget programs and segmentation of commercial programs where the most important indicator is value of tuition fees. In cluster analysis, we use empirical data of two universities, which helps to demonstrate market of educational programs of single university as well as market of regional programs.

One of the tools of market segmentation can be a cluster analysis which is based on building relationships graph preferences of applicants when they apply for several programs at the same time.

A significant number of applications filed to several programs at the same time shows the proximity of programs in terms of the preferences of applicants. Of course, the presence of the same profile subjects for several programs can help applicants to make a choice. However, in our opinion, the prospective student starts to create the choice from registration stage for independent testing.

Neglecting the links between faculties programs of less than 10% of the total number of students who applied to the program faculty, the total market of the university can be divided into 10 segments. So, from our point of view, the markets of individual educational programs at the bachelor's level can be combined into a single market of higher education in a particular institution or divided into segments depending on the chosen metrics of assessing the cluster proximity.

It has to be noted that in terms of pricing, consideration of each area as a separate market has to be viewed. The enlargement of the market in terms of pricing is necessary measure in case of the absence of appropriate information on the demand curve.

In this situation, several approaches are available: portfolio review of the program with a fixed proportion (break-even analysis for multiple products), variable expansion theory circumstances, the expansion of market to the regional level and others ..

In this work, which is based on empirical data was produced segmentation of the market for educational services for the two state universities using hierarchical cluster analysis and construction of a planar weighted graph. The clustering process consists in an eliminating unimportant links (edges) between vertices. Revealed different approaches of students to the selection of educational programs depending on independent testing scores - the higher total score, the more applications student can apply to several universities.

Work is relevant in terms of mergers and acquisitions taking place in the Crimean universities, including the faculties association.

**Keywords:** segmentation, clustering based on graphs, the higher education market, educational programs.