

SUMMARIES

APPLICATION OF CLUSTER ANALYSIS FOR SOLVING ECONOMIC PROBLEMS OF MONITORING AND PLANNING OF FOREIGN ECONOMIC ACTIVITY

Vanyushkin A. S.

The specifics of using cluster analysis method towards solving the tasks of external economic activity monitoring and planning are shown in the article on particular examples; it concerns such tasks as structuring list of goods types and countries – trade partners from the point of view of differentiation of their influence on a trade balance, also structuring list of economic branches for direct investments from the point of view of their economic significance for a state.

Keywords: cluster analysis, economic integration, structuring, goods types, countries-partners, trade balance, direct investments.

HOUSING POLICY IN RUSSIA: TENDENCIES, PROBLEMS, PERSPECTIVES

Gattunen N. A.

The article considers the basic provisions of state housing policy in Russia. The author tries to define main tendencies of housing development, problems and perspectives of state housing policy.

Keywords: housing policy, housing, housing construction.

FORMATION OF TOURISTIC-RECREATIONAL CLUSTERS IN THE TERRITORY OF THE REPUBLIC OF CRIMEA

Glushko Yu. V., Voroshilov A.

The article is devoted to the study of the prerequisites and the current state of the process of forming clusters of tourist and recreational orientation in the territory of the Republic of Crimea. The article is carried out as an analysis of the cluster policy of the state as a whole, and in the territory of Crimea on the implementation of planned projects for the creation of clusters, as well as

proposals were made to create ethno settlements as a special kind of a cluster of tourist specialization.

Keywords: cluster, cluster policy, cluster initiative, investments, tourism.

THE FOREIGN TRADE ACTIVITY OF THE RUSSIAN FEDERATION IN CONDITIONS OF SANCTIONS

Gorovets N. A., Kornienko A. V.

The article is devoted to the issues of foreign trade activity of the Russian Federation for nine months of 2014-2016. The article defines the place of foreign trade as a part of foreign economic activity. The article analyzes the volume of foreign trade turnover, exports and imports, the trade balance as a whole, the structure of external commodity turnover in the context of the European Union, the CIS countries, the EurAsEC countries, the APEC countries. The structure of exports and imports is considered in the context of the CIS countries and non-CIS countries.

The results of the research showed a significant reduction of foreign trade turnover, exports and imports of the Russian Federation in the analyzed period, especially in 2015. The following changes in the structure of external trade turnover occurred as a result of foreign economic sanctions imposed by European countries in 2014: decrease in the share of trade in the countries of the European Union and growth in the APEC and the EurAsEC countries. Fuel and energy resources dominate in the structure of commodity exports, especially in non-CIS countries. The share of this group of goods decreased and the share of the output of the chemical industry, food products, metals and products from them, timber, pulp and paper products increased in the analyzed period. Machinery and equipment prevailed in the structure of commodity imports, especially from non-CIS countries. Their share for the analyzed period decreased, as well as other groups of goods except for the products of the chemical industry.

Despite the negative factors, the Russian Federation has great potential to occupy a leading position in international markets. Special attention should be paid to finding new foreign economic relations, diversifying exports, increasing the share of non-primary exports by growing the amount of state support for the production of high-tech products and granting subsidies for loans.

Keywords: foreign trade activity, export, import, trade balance, industrial structure of commodity exports and imports, country structure of trade turnover.

THE ESTIMATION OF INFLUENCE OF THE ACTIVITIES OF SUBSIDIARIES OF GLOBAL AUTOMOTIVE CORPORATIONS ON THE ECONOMY OF THE RUSSIAN FEDERATION

Zueva N. A.

The estimation of influence of the activities of subsidiaries of global automotive corporations on the economy of the Russian Federation is carried out in the article. The impact of state support programs and the «industrial assembly» regime on the automotive industry is assessed. The statistics of sales of foreign cars of the Russian production in comparison with sales of cars of domestic brands and imported foreign cars is analyzed. The necessity of increasing the level of localization of production, in the current economic situation in the Russian Federation, is grounded.

Keywords: economy, automotive industry, affiliation, corporation.

TAX REGULATION OF ORGANIZATIONS IN THE FIELD OF AML/FT

Klimchuk S. V.

The article is devoted to methods of tax optimization particular types of transactions for income tax, personal income tax. In today's legislation is still not fixed rules that would clearly define the boundary between legitimate tax cuts (tax optimization) and tax evasion. It causes the growth of tax risks, which, as part of a system of financial risks need to be managed in a unified financial strategy. Therefore, in the face of increasing competition and the presence of restrictions in the ability to attract extra financial resources, an effective and safe financial strategy, which covers and area of tax relations. Tax optimization is vital to organizations as it is a complete system measures to minimize the tax burden using the effective reduction mechanisms the tax burden.

Keywords: tax optimization, tax loading, a special type of surgery, the tax burden, tax risks, tax evasion.

IT-INFRASTRUCTURE AS A BASIS FOR THE FORMATION OF INFORMATION HOMOGENEOUS CONTROL STRUCTURES

Korolev O. L.

The article discusses the formation of management structures and the role of the company's IT-infrastructure in these processes. The necessity of designing and

managing the development of the IT-infrastructure of the enterprise from the point of view of the methodology of the system approach and the use of methods of system engineering is substantiated. New trends in the development of the information environment of the organization are indicated, the main characteristic of which is the formation of a homogeneous information environment of the «machine-to-machine» type. The influence of such an environment on the quality of the organization's data and on increasing the value of data for intellectual analysis and business analysis is determined.

Keywords: IT-infrastructure, enterprise architecture, system engineering, information systems, data quality.

MARKETING STRATEGY AS THE TOOL OF INCREASE OF EFFICIENCY OF ACTIVITY OF THE ENTERPRISE

Kravchenko L. A., Kuznetsov P. D.

The article reveals the essence and significance of marketing strategy as a way to improve enterprise performance. Marketing strategy is a longer – term set of decisions on ways to meet the needs of existing and prospective customers through the use of its internal resources and external opportunities. The purpose of strategy development – definition of the basic priority directions and proportions of development of the enterprise taking into account material sources of its maintenance and demand of the market. The strategy should be aimed at optimal use of the capabilities of the company and to prevent erroneous actions that can degrade the efficiency of the enterprise. Marketing strategy development is necessary to ensure the effectiveness of marketing activities and increase of financial and economic activities in General, which requires any enterprise flexibility, the ability to understand, adapt and, in some cases, to influence the actions of market mechanisms.

The study highlights that, in connection with the instability of the external environment, political developments and economic situation in Russia, the activities of enterprises are experiencing significant changes that are related to their low adaptive capacity to a market transformation. The global crisis has forced enterprises to reconsider the basic principles of their economic activities, to change its priorities: a trend has emerged that represent the market of the goods, as a result of the production, and the complex of tangible and intangible values that can satisfy both the physical and social needs of the individual; marketing efforts are increasingly focused on building long-term mutually beneficial partnerships with their customers and other counterparties; there have been differences in the nature of competition when competing in the market for the manufacturers, and they have

created a business system as a whole, and competitors are not seen as rivals, but as partners in achieving the common goal of creating the most compelling consumer offer. The factors causing these trends, chief among which are: the slowdown in many markets due to the maturity and saturation of basic needs; growth of economic integration; globalization of the world economy; the acceleration and dissemination of scientific and technical progress; diversification of products and services; the emergence of entirely new brands; the development of production under the individual order; monopolistic competition for market share; expansion vysokotsenovoj market segments.

Summary of the aims and tasks of strategic marketing. The main objectives of the marketing strategy is to reduce the degree of uncertainty and risk and to ensure the concentration of resources on priority perspective directions of the enterprise. The basic idea of strategic marketing is that it is based on strategic thinking, and involves understanding the strategic position of the enterprise, the need to analyze the impact of marketing environment on the activity of the enterprise and appropriate goal setting implementation of marketing strategy. The basic principles of strategic marketing as a practical activity of an enterprise, namely, external market orientation of the enterprise; based on the marketing strategic analysis; active, offensive nature of the strategic activities of the enterprise; the long-term direction of the enterprise; an integrated approach to the development and implementation of marketing strategies for the company; flexibility; flexible; efficient allocation of resources of the enterprise, providing a synergistic strategic development of the enterprise; the harmonious combination of the analytical with the creative. Reviewed and analyzed methods of development of marketing strategy. It is concluded that the organization of economic activity of the enterprise on the principles of strategic marketing is possible under condition of domination in this strategic and innovative thinking and corporate culture in which employees are interested in the implementation of measures to improve the efficiency of production, sales, investment, innovative and other activities.

Keywords: enterprise, strategic marketing, marketing strategy, efficiency, principles, enterprise management.

FINANCIAL SECURITY OF THE REGION AS THE BASIS OF THE NATIONAL ECONOMIC SECURITY OF THE STATE

Lomachenko T. I.

The article is devoted to theoretical issues of financial security of the region.

The positions of the various researchers with all studied problems is been considered and the main directions of its support and approval to the current

economic situation is researched. Actuality of the article caused by the fact that in modern conditions the problem of providing the financial security of the system becomes systematic and a constant, so it affects and connects together the regions, the economic entities, politics, economics, finance, etc. The necessity of changes in the methodological approaches to assessing the financial security of the region is provided.

Keywords: finance, government, financial system, the financial security of the region, national security, control, indicator, the economy.

INSTITUTIONAL STRUCTURES IN THE IMPLEMENTATION OF REGIONAL DEVELOPMENT PROGRAMS

Maidanevych Y. P.

The article considers the development procedure and mechanism for implementing targeted regional programs taking into account the influence of institutional structures. The relationship between the stages of development of regional development programs and the system of institutions is given, and the shortcomings of this relationship are revealed. The directions of elimination of the revealed shortcomings are determined.

Keywords: region, development, development program, institutional structures, system of institutions, regulatory and legal system of institutions, financial and budgetary system of institutions, administrative system of institutions.

RUSSIAN DIRECT INVESTMENT MARKET: MODERN CONDITION, POSITIONS, REGULATION

Penkova I. V., Matyushina A. O.

The article describes the main trends in foreign direct investment. There have been analyzed the statistical data characterizing the country's position in the investment market; identified strengths and weaknesses, potential opportunities and threats. There has been the estimation of the financing investments structure, with particular focus on large investment projects. The problem has been identified as for forming the investment climate within Russia in modern conditions that causes deterioration of the investment attractiveness. Possible solutions have been presented concerning the problems of investment in the national economy.

Keywords: investment, evaluation, investment attractiveness, trends, regulation, investments catalogue.

FORMATION OF THE ORGANIZATIONAL MECHANISM OF ENSURING ECONOMIC SECURITY OF THE REGION

Piven A. D.

In article the role and value of economic security at the regional level of management are considered, positions of various authors on a perspective of economic security of the region are stated, the role of the state and local authorities in the course of ensuring regional security is specified, the directions of formation and elements of the organizational mechanism of ensuring economic security at the level of the region are revealed.

Keywords: region, regional security, economic security, authorities, local government, organizational mechanism, safety.

THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF THE COURSE «INTERNATIONAL AUDIT»

Pojarickaya I. M.

The article describes the methodological foundations of the discipline «International audit». The course content is compared with audit and accounting in foreign countries. Additional professional competencies have been proposed for the preparation of bachelors for auditing, including international ones.

Keywords: international audit, audit activity, professional competence, competence of audit activity

SUSTAINABLE DEVELOPMENT INDICATORS: SCIENTIFIC ISSUES AND METHODOLOGY OF WORKING-OUT

Poteiv A. T., Mabilia Gilbert

This article is a framework for the studding of synthetic indices of sustainable development and weights, between the concept of economic development and environment, among others and the expectations of future generations, etc., resulting from multidimensional debates. The most urgent task is to bring to light

an audience able to carry out these trade-offs. Indicators have an important role to play in shaping this public. In the content that follows, our discourse envisages to draw a line in order to construct information systems for the sustainable development which are appropriate, that is to say, adequate, relevant and assumed by all the actors of the development.

Keywords: composite indicators, integrated development, concept, sustainable development, economy, society, multidimensional debates, ideological anteriority, economic indicators, socio-economic and environmental indicators

DIAGNOSIS OF THE CRISIS AT THE ENTERPRISE

Primakov A. M., Zubkova V. I.

Substantive provisions are considered diagnosis of crisis situations in the enterprise. The essence, the basic methods and stages of diagnosing of the crisis in the enterprise are exposed. The reasons of occurrence of crisis situations in the workplace are revealed. Described how to solve the problems of the crisis and how prevent them. Proposed the program to increase incomes and reduce costs of the enterprise.

Keywords: crisis management, method of diagnosis of the crisis, prevention of the crisis.

THE INNOVATION COMPONENT WITHIN CRIMEAN ECONOMIC POTENTIAL ON THE WOLD ARENA

Semenova Yu. A.

The article describes the main elements of the innovation component within Crimean economic potential, particularly the positioning of the Crimean region on the international arena. There have been identified the key objective and subjective problems of the international socio-economic relations of the Republic. Taking into account innovations, the main trends and the strategic vectors as for the regional economy development have been found out.

Keywords: innovations, economic potential, foreign economic relations, strategy, trends

INTERNATIONAL ACTIVITY OF THE COMPANY AS AN OBJECT OF FINANCIAL MANAGEMENT

Stankevich A. A.

In the article the author determined the external and internal functions of the financial manager engaged in making managerial decisions on the international market, and also describes the main stages in the formation and development of international financial management. It was noted that the basis of economic globalism is the financial and investment interaction of world economic entities. The connection between financial globalization and the growth of international monetary and financial relations is analyzed. The main strategies for the Russian companies to enter the international market are described.

Keywords: financial management, currency and country risks, exchange rate difference, corporate ethics, gross regional product.

SOVEREIGN RATINGS OF RUSSIAN FEDERATION AND UKRAINE: POLITICAL AND ECONOMIC ANALYSIS

Tverdohlebov N. I.

Country sovereign rating (credit rating of the government) is a measure of the creditworthiness of the state, the ability and willingness of sovereign governments to perform timely and fully its debt obligations in foreign and local currency. Thus, it is an estimate of the probability of sovereign default in the long term.

Russian sovereign creditworthiness was adversely affected by the Western sanctions, the oil prices fall, the decline in GDP in the 2015-2016 biennium and related state budget deficit. However, the assessment of Western rating agencies are highly subjective and reflect, to a large extent, the policy of the US and Western Europe ruling elites. This clearly shows the comparison studies of Russia and Ukraine's ratings.

The purpose of this paper is a comparative analysis of the sovereign ratings in foreign currency of Russian Federation and Ukraine. From this goal the objectives follow: to compare the level and dynamics of these ratings in the 2009-2017 years; to determine the place of Russia and Ukraine among the CIS countries in terms of foreign currency credit; to identify and analyze the main economic and political factors affecting the level of the two assigned countries' ratings .

Among the seven CIS countries that S&P and Fitch currently assigned sovereign ratings, Russian Federation along with Kazakhstan maintains its lead on

the verge of the lowest investment grades. Ukraine and Belarus with the same indicators in three categories remain outsiders.

Both S&P and Fitch in January 2017 gave exactly the same assessment of Ukraine's sovereign rating in foreign currency. With regard to Russia, two credit agencies have demonstrated differences: Fitch keeps all three indices at the lowest investment grade, S&P - by one notch below.

A detailed analysis of ratings awarding demonstrates its extreme bias and political partisanship. Let's summarize the main evaluation factors of Fitch Ratings. Of the seven main five objective quantitative indicators of the Russian Federation (foreign reserves, the balance of the current account position of net external creditor/debtor, the public finance indicators and the net national debt) is significantly higher than the median (middle) for countries with a rating of "BBB" category. The gap between these countries was observed only on the inflation rate, which in 2016 fall more than doubled, and the highly conditional and subjective indicators of the World Bank on the quality of management. The agency only improves the outlook to 'Stable', that is not even allow for the possibility to upgrade the rating to the level of at least "BBB" in the coming year.

No grounds to award Ukraine credit rating at the category "B" give any results of 2016, nor the most optimistic forecasts of economic growth in the coming years. This fact is recognized by Fitch Ratings based on their own rating model, but the agency adjusts the results to reflect unsubstantiated "strengthening of monetary and exchange rate policy in Ukraine."

This subjective approach is characteristic of the other rating services of Western countries. For comparison the Chinese rating agency Dagong Global Credit Rating in January 2017 assessed the credit rating of the Russian Federation as "High" – A, the same as in the United States and Spain. To counter Western political engagement of rating services in recent years, international projects have arisen, including with the participation of Russian companies. In 2013, it was announced the creation by Dagong Global Credit Rating together with the American Egan Jones Rating and Russian Rus-Rating international rating agency Universal Credit Rating Group, headquartered in Hong Kong. The emergence of a new player in this market with companies from Russia and China will increase competition and will contribute to a more balanced approach in the assessment of sovereign risk.

Keywords: sovereign rating, international rating agency, Russian Federation, Ukraine