

SUMMARIES

MULTI-ACTOR AND MULTI-AGENT CONTROL TECHNOLOGY IN THE REORGANIZATION OF ECONOMIC ACTIVITY AND TERRITORIAL DEVELOPMENT

Arpentieva M. R.

Acuity facing modern society's problems largely associated with the confrontation States, "governments" and societies. The focus of the accumulated contradictions between them lies in the very essence of relations "management". In Cybernetics as the science of the focus of attention at the present time and multi-actor steel multi-agent control technology, a leading point which is dialogism. Scientists have noted the emergence and development of Cybernetics as ontology management third-fourth order: an Example is Evergetics. She comes from a "superposition" of subject and object management, the "heterogeneity" of communities and actors to act and as researchers, and how the actors involved in decision-making, subject and works, and learns the world: the actor is "inside" the object (society) and communicates with other actors in common problematic situations. Within the training, and situations through research and decision-making, guided by the desire to find a way out, a solution to the problem, the actors produce the intersubjective agreement as knowledge and skills, organize them to making a joint decision. Evergetics and other Cybernetics, third and fourth orders develop models of management that fixes its intersubjectivity and intersubjectivity. The essence multi-actor technologies can be describe in the language of traditional Cybernetics in analogy with multi-agent technology. Terminology multi-agent systems used in the programming technologies that support management processes. Agents are programs that perform certain actions in conditions of uncertainty, coordinating their actions with other agents. The terminology and the essence of multi-agent systems (and technologies) in General are very close to the terminology of intersubjective management, therefore, multi-agent technologies can also be use as information support for decision making in the management of the intersubjective. Intersubjective control technology also can be regard as a program of action or a set of ways of communicative action to achieve consensus. People and groups of people can also be considered as programs. But implementation and operation of the intersubjective and other multi-actor technology has many difficulties, first and foremost ideological, unlike programs. Multi-actor, intersubjective, and multi-agent, multiprograms,

technology are characterized by several features. They are typical autonomy of managers (the agents, at least partially, independent). They are subjective or objective limitations of representations of each of the agents (none of the agents don't have complete understanding of the system and/or the system is too complex, to the knowledge of it could be applied directly by the agent). They are decentralization (lack of agents that control the entire system). In multi-agent control systems are often also manifests the phenomena of self-organization, complexity of behavior even when the behavior strategy of each agent is distinguished by simplicity. This is the basis of so-called "swarm intelligence" as a technology of optimization of management. In multi-actor control systems arises another effect: it describes the model of dialogue: the process of free, uncontrolled outside of polylog aimed at solving specific problems, people come to decisions, knowledge and skills, a more complete and deep than in the case of externally directed monologue or decision making. Polilological or multi-actoral, a fully decentralized network management and training, other spheres of human life almost always superior in speed and quality of decisions monologue.

Keywords: multi-agent technology, multi-actor technology, management, Cybernetics, innovation development .

DIRECTIONS OF DEVELOPMENT AND INCREASING THE COMPETITIVENESS OF THE CRIMEAN FEDERAL DISTRICT ON THE BASIS OF IMPROVING LOGISTICS

Badadyan L. V., Khalyn V. G.

After the adoption of the Crimea and Sevastopol as parts of Russia, objectively, the question arose of their socio-economic development and increasing their competitiveness. To solve these problems, the government of the Russian Federation approved the Federal target program "Socially-economic development of the Republic of Crimea and Sevastopol until 2020", which defined the main directions of development. As the level of competitiveness of regions directly affects the competitiveness of the state and is its integral part, the subject of regional competitiveness is becoming increasingly important. The paper discusses aspects of the economy of the Crimean Federal district after its entering the Russian Federation. Gap established economic relations have made significant adjustments to the economic development of the region. The analysis of the data showed that Crimea and Russia have some differences of their development, the elimination of which would contribute to the economic development of Crimea and increase of its competitiveness and of investment attractiveness. To reduce disparities of economic development of the Crimea in comparison with other

Russian regions have the potential to activities aimed at ensuring sustainable socio-economic growth and competitiveness of the Crimea. The main drivers will be the development of the transport component of the economy. However, the organization of logistics activities in the Crimea has both advantages and disadvantages. The construction of a bridge across the Kerch Strait and the improvement of transport routes (construction of new roads, highway "Tavrida") will create all the necessary conditions for the development of logistics in the Crimea, which will meet the needs of the expanding market. The most important factor in the development of the Crimean Federal district will be specialising in the tourism and recreation area, consideration will be given to increase the capacity of tourists by different modes of transport (air, rail, road, sea), as well as ensuring the necessary for your rest and well-developed infrastructure of the Crimea. The development of entrepreneurship and trade will provide a sustainable growth of industrial production and the competitiveness of the Crimean economy in General. The rise of industrial production is also possible on the basis of extractive industries (Crimea has reserves of natural gas, iron ore, building materials), food industry, chemical, and mechanical engineering. Thus, based on the development of transport and logistics, which will have a positive impact on tourism, trade, industry, construction and agriculture, the Crimean Federal district will improve performance on socio-economic development and competitiveness in the short term – within 2-3 years.

Keywords: the economy of the Crimea, the socio-economic development, competitiveness, transport, logistics.

RATING METHODS FOR ORGANIZATIONS CREDITWORTHINESS EVALUATION UNDER INNOVATION LOANS

Bannikova Z. V.

The article describes methods for industrial organizations creditworthiness evaluation based on the indices, characterizing their financial-economic, innovative activity and innovative potential, allowing the banks to form the rating of their creditworthiness and to find optimal conditions for innovative loans.

Keywords: innovative bank loans, creditworthiness, innovative potential, innovative activity, rating evaluation, creditworthiness level

EDUCATIONAL TOURISM AS A TOOL MANAGEMENT OF SOCIAL AND ECONOMIC DEVELOPMENT OF THE REGION

Belskaya N. L.

The article deals with the main problems which may appear during the scientific research concerning educational tourism development in regions of Russia and abroad. The key results of a sociological research, done for analysis of potential customers' motives and preferences in sphere of educational tourism in the Tyumen region, are formulated by the author.

Most countries today estimate educational tourism as an important and developing branch of economics, which has great potential, as one of the most effective management tool of regional social and economic development and a way of overcoming crisis phenomena. Undoubtedly, consumer of services in sphere of educational tourism endows economics of the region. A consumer promotes the higher level of employment, paying for educational service, living, food, transport, medical, cultural and sports services, etc. Contribution to educational tourism may be more or less significant concerning the level of gross regional product; however, it should not be kept unnoticed.

A number of authors and commentators consider educational tourism as one of the most promising sector in regional economic development plan. Educational tourism is described in the works of foreign experts R. Brent, C. Cooper, N. Carr, X.A. Rodrigez, A. Samah, etc. and domestic authors, such as A.V. Babkina, E.A. Lunina, V.L. Pogodina, V.A. Titova, V.A. Farber, N.A. Kozlova, etc.

The analysis of scientific literature on the problems of educational tourism development, studying the structure of education and tourism management systems at different levels (federal, regional and local), investigation of normative and legislative acts of the Russian Federation in the sectors of tourism and education, allowed us to reveal some contradictions: between tourism and educational infrastructure potential in the regions and poor investigation of integration process in the tourism and educational sectors for social and economic development of the regions; between the necessity of forming coordinating centers, which will allow to control the questions of educational tourism at federal, regional and local levels and interindustry character of educational tourism; between the necessity of forming domestic tourism product and poor methods of its planning.

The aim of this work is to analyze particular problems of educational tourism in aspect of influence on social and economic development of the region. Scientific research in sphere of educational tourism may be aimed at problems of tourist product forming, educational tourism market management and educational tourism database development.

The article also describes one more important problem, from the author's point of view, it is the lack of methodical tools, which could allow studying the influence of educational tourism on social and economic development of a region. Our country and countries of the Organization for Economic Co-operation and Development have some difficulties in accurate ranging of educational tourism consumers.

Institutions of higher education are of great importance in development of educational tourism. The potential of institutions of higher education consists of technical, technological, informational, image, spatial, organizational, financial, marketing, ecological, staff, material and technical resources.

Data given in the research work show that contribution of educational tourism to social and economic development of Russia is deficient. There is an obvious opposition between available potential of touristic and educational infrastructures in the regions of Russia and poor-worked out question of integration of educational and touristic spheres for social and economic development. Trying to solve questions of forming touristic product of educational tourism, the author of the following article proposed a multilevel model of its shaping. It has 4 levels, such as a core of touristic product, consisting of academic and hospitality module; physical level; level of expanded characteristics and level of motives and needs of a consumer.

In 2013 we did sociological research for studying the motives and preferences of potential customers in the sphere of educational tourism in the Tyumen region. Nowadays 357 respondents were interviewed.

The results of a survey show that potential educational tourists are ready for the best offers, self-improvement, travelling and studying in Russia and abroad. To satisfy a growing demand, national tourism producers should react quickly, and make research for discovering and creating innovative short-term/long-term educational product. For that it is necessary to unify and attract all interested parties of touristic and educational branches of Russian economy, and to create a coordinated strategy of development and marketing in this sphere.

Keywords: educational tourism, educational tourism product, educational service, social and local development of the region.

FOREIGN TRADE ASPECTS OF INDUSTRIALIZATION OF NATIONAL ECONOMIES

Borisov A. V., Kuznetsov M. M.

The article deals with the dynamics of foreign investment income and payments turnover for the use of intellectual property in the industrialized

countries of the world. The financing of the process of industrial development in some countries was characterized. The role of foreign direct investment and intellectual capital in the industrial development of the national economies was determined.

Keywords: foreign direct investment, intellectual property, manufacturing, foreign trade.

FEATURES OF SUSTAINABLE TOURISM SECTOR ON THE EXAMPLE OF THE REPUBLIC OF CRIMEA

Burkaltseva D. D., Levtsova S. A., Trenihina A. A.

Relevance of the topic due to the fact that tourism is one of the key aspects of economic activity of the Crimea in the current conditions of its development. In recent years, tourism industry has developed considerably in the region. Tourism has become an integral part of the lives of citizens, meeting their needs for leisure. In the tourism sector employs a large proportion of the population of the region, tourism accounts for a large amount of investments, tax revenue. Tourism is one of the highly profitable and dynamically developing sectors of the economy of the Crimea region.

In Crimea, there are great opportunities for the development of domestic and international tourism, which are not used today in full. The region is able to increase the domestic tourist flow, and at the same time to achieve this goal must be more active implementation of the state policy and support in the field of tourism.

The object of study - the tourist sector in the economy of the Republic of Crimea. Subject of research - the main directions of the strategy and methods of maintaining sustainable economic growth of marine and coastal sectors in the Republic of Crimea.

The aim of this study is to systematization and analysis of possible options for the development of the Crimea region's economy with the proposed long-term strategy. Also highlighted a number of measures to promote sustainable tourism and improve the economic situation in the peninsula.

This article investigated the diversification and improve the quality of the tourism product, development of new tourist destinations, increase the number of jobs in this sector for the local population, improve the quality of service operators, transport solutions and accommodation. Revealed shortcomings in the sphere of tourism of the region and its potential benefits. A number of measures to support the growth of the tourism sector in the region. It presents a long-term strategy of maintaining sustainable growth of marine and coastal sectors and

highlighted a number of measures to stimulate the sector and support the development of sustainable tourism in the coastal cities.

Keywords: touristic sector, tourism, touristic sphere, strategy, economy sector, economic security, economic stability.

THE USE OF ELEMENTS OF GAME THEORY TO THE DEVELOPMENT OF TNC STRATEGIES

Vanyushkin A. S.

Possibilities of using game theory methods towards forming multinational corporations (MNC) strategies are analyzed in the article: the rules of determining wins / losses of competing sides in game matrixes for MNC are formalized, basing on the determined list of parameters of strategic choice for MNC, taking into account interrelations among these parameters, as well as performed analysis of the basic types of initial data.

Keywords: MNC, strategy, choice, parameters, game matrix, win, competitors.

THE ISSUE OF FORMATION OF THE INTEGRATED SYSTEM OF THE STATE SUPPORT OF INVESTMENT APPEAL OF ROSTOV REGION

Evsyukova T. S.

This article is devoted to the assessment of the investment climate of the Rostov region, the development of measures of state support for the activities of investors and organizations to create an attractive investment infrastructure. The perspective directions of formation of the investment policy of the Rostov region are determined in the article.

Keywords: investment climate, investment, infrastructure investment, investment attraction, public funding, investment potential.

THE FEATURES OF FORMATION OF THE EURASIAN ECONOMIC UNION (EEU) COMMON ENERGY MARKET

Lukyanovich N. V.

This article is devoted to problems and prospects of formation of the EEU common energy market, the creation of which is envisaged by the EEU Treaty

signed in May 2014 by Russia, Belarus and Kazakhstan. In accordance with the Treaty on the EEU member States of the integration Union provide the establishment of a common energy market by July 2019 and a common market of gas, oil and oil products by 2025. In May 2015 the Supreme Eurasian economic Council approved the concept of a common energy market, and by 01 July 2016 it is planned to develop and adopt a programme of its formation.

Russia is one of the world's largest exporters of energy and therefore the solution of these problems largely depends on the effectiveness of its external energy strategy. The predominance of Russia in mutual trade inside the EEU, including energy trading, will continue in the long term, taking into consideration its higher economic potential. However excessive dependence of the economy of Russia on the world oil market conjuncture increases the risks in the formation of a common energy market of named integration union. To accelerate its formation in the EEU it is necessary in short terms to develop and adopt a common strategy of trade and economic policy, Energy strategy, the concept of a single industrial and agricultural policy and their implementation plans.

The formation of a common energy market of the EEU will largely depend on both external factors and internal, primarily, on the effectiveness of industrial policy, investment climate, etc. Constant analysis of these factors and the necessary adjustment decisions at the supranational level will reduce risks in the development of Eurasian integration and will contribute to the formation of a single energy market.

Keywords: Eurasian economic Union, energy market, diversification.

DEVELOPMENT OF PUBLIC FINANCIAL MANAGEMENT

Mishchan Yu. A., Kurianova I. V.

This article discusses the development of the public financial management. The financial management methodology was analyzed. Data from the budget plan also provided for 2016.

Keywords: finance, budget, public financial management, governance methodology, forecasting, econometric-mechanical modeling, budgeting, budget resources, budgeting, budget execution, accounting and reporting, control and audit.

THE PRACTICE OF USING TAX HAVENS IN INTELLECTUAL PROPERTY

Nikitina M. G., Barsegyan A. G., Kirichek A. A.

Nowadays economies of different countries became stronger if they have developed science sphere. Currently, developed countries experienced significant growth in the field of scientific and technical sphere. The development of the country's innovation potential ensures its sustainable competitiveness, and increases the level of society as a whole. One of the key elements of innovative development is the intellectual property and related with it processes.

Protection of intellectual property provided in general by government through creation of laws and legislative measures. Such protection is absolutely correct, but progress is moving fast and sometimes government protection can't help as it wanted to be. The tax burden, and political instability in some countries for many promising projects in the innovation sector is excessive. As a result, these companies are forced to look for other ways to promote their ideas. Many perspective innovation companies must to sale their scientific development to foreign companies. Such operations guarantee them current profit, but without support inside their own country they lost potential profit from their future development. National economy loss it's part of income. Therefore, many large innovative companies have resorted to the use of the advantages of offshore zones for the development and retention of promising projects and ideas in the country.

Using offshore zones for protection of intellectual property assume not only saving income and reduce tax payments, but also can help to expand the scientific base all over the world. Through using of offshore mechanism countries can allow corporations to get easily managing of their funds in foreign markets, to optimize the taxation structure and to expand its business.

Upon acquisition of IP rights, the offshore company can enter into license / franchise agreements with companies interested in the use of these rights throughout the world. Income derived from such arrangements can be accumulated in offshore zone. By careful selection of competent jurisdiction taxes holding on royalties can be reduced by the commercial application of double taxation avoidance agreement. As a result, we can get a wide net of potential audience. A lot of huge and famous corporations are using offshore zones to protect their intellectual property. The main task consists in the withdrawal of the bulk of the taxable income in the country with a minimum tax rate or the maximum tax benefits, applying also international agreements on avoidance of double taxation. Then saved income corporations directed to the development of new technologies, creating new jobs and attracting highly qualified personnel. For making these

operations real there used different schemes that allow offshore zones and countries with loyal tax law.

The development of innovation sphere in Russia is maintained at a certain level. However, funding is not enough yet for the creation and implementation of more competitive technological products. Offshore zones can be used to maintain the innovation sphere and in order to develop and strengthen the innovation potential.

Keywords: offshore zone, optimization of taxation, intellectual property, offshore schemes, technology development, research and development.

STRATEGIES OF COMPETITIVENESS: THEORETICAL APPROACHES

Penkova I. V., R'umina A.-P. A.

In the article during research of the theoretical approaches concerning competitiveness providing there have been analyzed several existing strategies. There have found out some factors influencing the degree of competition during products sales and services providing, taking into account application of strategies within certain market situation. Pros and cons are exposed of both strategic management on the whole and its variants that were worked out by different authors.

It is proven that in spite of numerous possibilities and positives of strategic management, it is difficult to be considered as universal for the problems solving arising up on an enterprise. One of insoluble tasks for a strategic management is impossibility to provide a firm with detailed information about its further development. The management of such kind is in a great degree aimed at the working out the recommendations how a company has to function, what market position it is able to occupy, and what underlying structure to possess.

The article argues that, taking into account the process of society and trade development and economic relations, there is a prospect to create new and improve those competitiveness strategies which had been already studied, to actualize determination of innovative competitive advantage and to form fundamentally new, probably monopolistic, companies.

Keywords: enterprise, strategy, efficiency, competition, factor, competitive advantage.

LABOR RELATIONS AND INTERACTION AND INNOVATION POTENTIAL

Rybnikov A. M., Rybnikov M. S.

Analysis of the relationship and the relationship of labor and innovation potential showed that the employment potential of performing economic, innovative and social functions.

The special role of the labor potential in the performance of innovative features. An innovative feature of the labor potential is revealed in the process of investigation of the essence of innovation and contributes to a better understanding of its contents.

There is a wide and a narrow approach to the definition of innovation and innovation, whose members associate innovation only with the effect of technological progress.

Innovative work is possible only when the employee has certain quality characteristics. The source of innovation activity are primarily the ability of the employee. The condition for the fulfillment of innovative activity are the needs of creative development. The source of innovative labor in modern conditions are the knowledge and competence.

The characteristic features of the employee required for the implementation of innovation, innovative sources of labor, a definition of work behavior and to determine its characteristics.

The basic reasons for the low level of innovative activity of employees and highlighted a number of specific reasons. Peculiarities of conditions for education and development of creative personality.

Keywords: labor potential, innovative potential, innovation, labor behavior

SYSTEM OF MANAGEMENT TECHNOLOGIES FOR IMPLEMENTATION OF AN ENTERPRISE' STRATEGY

Ryvkina O. L., Vetrova N. M.

An approach to the formation of an enterprise' strategy implementation management tools in the form of sets of aim, process and case management technologies for managers of all levels, taking into account the specificity of their functional activity, has been developed

Keywords: management technology, business strategy, business strategy implementation

ECONOMIC EXPERIMENTS: ESSENTIAL CHARACTERISTICS, TYPES AND EFFECTS OF THE IMPLEMENTATION

Simchenko N. A., Tsokhla S. Yu.

The concept of an economic experiment is analyzed on the basis of historical and economic analysis of archival and statistical data. The classification features of typology of economic experiments are proposed. The classification features include: the level of implementation in the economic system; scale of implementation; institutional support; the period of implementation; different sectors; restrictions on the types of experimental base; the nature of the impact and the effect of implementation. The essential characteristics and the effects of large-scale economic experiments of macro-level are analyzed during the period for 1918-1925. The policy of War Communism and the New Economic Policy was characterized. The hypothesis was defined as the influence of the effects of the implementation of economic experiments on periodization of economic cycles.

Keywords: economic history, economic experiment, typology, effects.

THE ORGANIZATION OF THE MONITORING OF THE OPERATION OF THE MOTIVATIONAL SYSTEM OF THE ENTERPRISE

Stacenko E. V., Ruban E. S.

The concept of motivation and the motivation of the personnel of the enterprise system, highlighted the need to monitor the motivational system of the enterprise. Considering that the aim of monitoring is to assess the conformity of the resources spent on the motivation and the extent to which the objectives of the enterprise, its implementation will allow to compare the costs of motivation with the results of employees, identify employees that provide the maximum satisfaction of business objectives and, accordingly, to adjust the structure of motivation enterprise system.

It was developed a method of monitoring the motivational system of enterprise groups and methods of ranking employees according to their achievements in the workplace. To monitor the motivational system of the enterprise need to group employees by qualification characteristics (type of work performed); determine the list of criteria for each group of employees, in accordance with which it is possible to assess the achievements of employees (degree of achievement of the objectives of the enterprise); to determine the time period in which will be monitored; make a point scale evaluation of the selection criteria; hold the score system of employees in groups; to rank employees in

accordance with the total number of points obtained by them; Compare the resulting ranking employees and motivational tools applied to them.

As a result of the motivation of the enterprise system monitoring and comparing the resulting ranking employees with motivational tools used to them, it is possible to determine the effectiveness of motivational tools and implement operational adjustments to the system of motivation of the personnel structure. At the same time, the rating allows employees to adjust the budget of the motivational system and effectively stimulate the company's employees.

Keywords: motivating staff, motivation, enterprise, monitoring, ranking, grouping.