

SUMMARIES

A CRISIS MANAGEMENT AT THE ENTERPRISE

Baneva I. N.

The method of formation of the program of anti-recessionary management at the enterprise is considered. Classification of methods of crisis management is proposed. The algorithm of anti-crisis enterprise management is systemized.

Keywords: crisis management, economic and financial results, crisis, anti-crisis program, methodical approach.

ON ECONOMIC SAFETY AND INVOLVEMENT OF INVESTMENTS IN THE REPUBLIC OF CRIMEA

Borovskaya L. V.

The main risks constraining the development of the Republic of Crimea are: instability of the socio-political situation in the border regions of Ukraine; the presence of risks in the opportunities for the development of international cooperation, the weakening of international and foreign economic relations, including with the border regions of Ukraine; insufficient resource and infrastructure provision of the region with vital sources of energy, water, food, including the availability of restrictions in providing water for drinking and industrial consumption, including the lack of round-the-clock water supply for certain areas. The article suggests ways to improve the economic security of the Crimean Republic and ways to stimulate investment attraction.

Keywords: Crimea, risks, investments, development, region.

FEATURES OF PERSONNEL TRAINING IN THE SPHERE OF SERVICES IN MODERN RUSSIA

Burkaltseva D. D., Lisitsky A. M.

Currently, the scope of services is an important factor in the development of any country. The scope of services is characterized as one of the main components of a post-industrial economy and serves as the predominant way to meet society's needs. However, the current socio-economic development of Russia requires, first of all,

from the institutions of higher education significantly improve their creativity and enhance the competitiveness of its graduates.

The solution to this problem involves the formation of innovative educational environment in the modern system of higher education. The complex of measures to ensure the formation of such an environment, can be the key to the solution of many problems connected with the improvement of the educational process and to become one of the main sources of providing economic security of the Russian Federation.

The transition to the formation of the Russian market economy has generated a lot of difficulties. It should highlight positive areas: awareness of the values of the service sector for the life of the entire society, and each separately; development of the relations of private property through the creation of new business, conducting small-scale privatization, which began in the service sector to play a leading role small and medium-sized businesses, which are more flexible and close to the demand; consumers have a real, including charge, range of services.

The positive and negative aspects in the service sector. Analyzed current conditions Predosa-tavleniya services. The problems in the provision of services in the education system, and solutions with the release of a new level of education in market conditions.

Keywords: educational services, market economy, the labor market, competition, innovation, business, economic security.

PROSPECTS FOR THE DEVELOPMENT OF THE TAX POLICY IN RUSSIA

Vasilieva T. A., Lomachenko T. I.

In the article the main problems of tax policy in the Russian Federation are investigated. The evaluation and systematization of the problems of modern tax policy is provided, which in turn allowed the development of proposals to increase the budget revenues due to tax revenues. The stimulating role of taxes and the mechanism of tax stimulation are determined. The possibilities of optimizing tax revenue are revealed. The ways of increasing the revenue part of the budget are proposed.

Keywords: tax policy, tax system, the tax burden, instruments, income, budget, tax accounting, tax incentives, the mechanism of tax incentives, evaluation, effectiveness.

FEATURES OF FINANCIAL CRISIS IN RUSSIAN FEDERATION

Vints S. B.

The key features of the financial crisis in the Russian Federation in the context of the various sectors of the economy. The changes, that occurred during the global financial crisis, and their relationship, as well as the level of the overall impact on the economic situation of the country

Keywords: global financial crisis, sectors of the economy, real sector, financial market

MAIN AREAS OF INTEGRATION OF THE REPUBLIC OF CRIMEA IN THE STATE AND ECONOMIC SYSTEM OF THE RUSSIAN FEDERATION

Glushko Yu. V.

The basic problems of integration of the Republic of Crimea in the state and the economic system of the Russian Federation identified in the article. The greatest difficulty is the impact of such negative factors such as the restriction of foreign markets, the reduction of export-import operations, violation of logistics connections, the increase in transport costs, companies need to adapt to the Russian manufacturing standards, decision-making businesses owners about the cessation of economic activity in the country. Also the article shows the description of the natural climatic and infrastructure peculiarities of the region. The specific of the natural-climatic and socio-political status of the Republic requires the development of a particular region of the control system. Specific, consistent direction of full-scale integration of the Crimea and Sevastopol to the state, economic and legal system in Russia designed. The most optimal way of modern social and humanitarian identification of the Crimea grounded. Particular attention is paid to the development of the tourism sector, transport infrastructure and logistics. The problems of water supply of the peninsula, in particular water resources agricultural support denoted. In this regard, it recommended a complete overhaul of the peninsula the water supply system, to strengthen its internal resources and allow the water from the mainland. Prospective modernization should be based exclusively on scientific principles and is conducted in view of the objective interests of the indigenous inhabitants of the peninsula.

Keywords: economy; management; Crimea; modernization; integration; infrastructure.

MANAGEMENT OF FINANCIAL RISKS AND METHODS OF THEIR NEUTRALIZATION IN THE ENTERPRISE

Gupalo-Hvedzevich V. D.

The article summarizes the theoretical foundations of financial risks and their types. An efficient mechanism for neutralizing financial risks identified and possible methods of reducing financial losses in the enterprise.

Keywords: financial risk, financial risk, management mechanism neutralize risks, minimizing risk and insurance.

AN INTEGRATED APPROACH TO THE MODELING OF DATA PROTECTION IN THE POWER SYSTEM

Dyachuk V. S.

The electricity secure is one of the determining factors of a complete and full-fledged citizens residing in the territory of the Russian Federation. In turn, the creation of a model of the complex system of information protection is a priority and a prerequisite for sustainable and reliable barrier against theft, distortion and unauthorized appropriation of information, taking into account the multi-layered information exchange on power.

Creating a stable and reliable system of information security is to model the system in the most approximate real conditions. The purpose of the modeling of different objects is the ability to study the problem from multiple points of view and identify weaknesses and vulnerabilities of the system, as well as to offer the most suitable options for the task.

The purpose of the study is to determine the integrated approach to data protection models at power, taking into account multi-level information exchange on power.

The analysis formed the main criteria for a comprehensive approach to the modeling of systems of information protection at electric power facilities, which consist of the following:

1. Following the eight principles of the protected information: legality, completeness GI, GI validity, distribution of access rights, participation, protection of subjects, personal responsibility, following the instruction GI, GI preventive measures.

2. Subject to the systems: the target, software, time and organization.

3. The technique is a combination of verbal, physical and mathematical modeling.

4. The model relies analytical stochastic private.

5. Creation of information security system begins with the definition of consumer objects and subjects of electric power, as well as the connections between them.

The results obtained in this study, the results can be the basis for further research in the field of information security of power facilities.

Keywords: information security, electricity object modeling, threat, violation, inspection, comprehensive protection system information.

EFFECT OF EMPLOYEE SATISFACTION CAREER AT PERFORMANCE COMPANIES

Idrisova E. R.

In the article the problem of lack of motivation and dissatisfaction of employees employed, studied its potential and real impact on the effectiveness of the enterprise. The ways of increasing employee satisfaction with the work and working conditions. On the basis of it the most effective solutions of this problem are offered. In the last two decades' questions of the relation of the employee to work gained still big relevance. It is the result of increased influence of a human factor.

In spite of the fact that work in this direction is conducted, the majority of scientists give it psychological character. While economic consequences of this phenomenon aren't studied enough. The unemployment problem is today one of the most actual and stubborn problems in Ukraine et Russia.

In order to increase the level of employee satisfaction have jobs and working conditions necessary to perform a series of simple, but mandatory requirements:

- reward system focused on the perception of workers as partners: profit sharing, organizing the sale of shares to its employees at a reduced price, the confidence to record working time;
- Providing incentives for employee education, as well as meet the many needs of life;
- ensuring safety;
- guarantees of justice in solving problems, effective feedback in the "worker - management" system;
- foundation of a philosophy that promotes devotion to conquer people in the organization - "people - the main thing";
- Use of motivational management: identification of key objectives of the organization, a description of the desired behavior of employees of the results of

qualitative and quantitative indicators of their activities, promoting and monitoring their achievement;

- Development of motivational environment of the organization: the development of ideology and culture, leadership, responsibility, professional skills and team spirit;

- recognition and use of the payment as the main incentive mechanism and methods of control to be used to achieve business objectives;

- simplification of work tasks (reduction of meaningless tasks commonly performed by each employee, which simplifies training and employee training process ensures interoperability);

- a change of workplace (rotation) - the systematic movement of workers from performing certain tasks to others without complicating each of them;

- extension of the field of activity (combining multiple work assignments);

- enrichment of work tasks (increase liability and worker autonomy);

- creation of self-governing teams (the transfer of part of the working group, which organizes its own activities);

- at the planning stage of the company staff requirements - prefer the domestic labor market, ie, priority to the workers, promoting from within;

- on recruitment stage - value orientation, ie, inclusion in the conversation for the selection of candidates for issues related to ideology, values, culture, organization, and review their degree of acceptability for the candidates;

- at the stage of professional orientation - social orientation as the first step in the process of identifying employee goals with organizational goals;

- at the stage of performance management and quality - use of the opportunities for job enrichment, raising the level of independence and responsibility of the working groups, workers' awareness of what is happening in the organization, communication with management personnel;

- at the stage of career management - using performance appraisals, promotions registration system, public information on vacancies, focus on the development of staff, updating their capacity;

- more widespread payment systems for the knowledge and expertise to help solve key problems that contribute to the development of the organization, rather than a place in the hierarchy;

- increase the share of the variable part of the income of employees in all levels;

- Providing flexible benefits to employees in lieu of a traditional set of material and mixed incentives;

- Reviewing the effectiveness of the company as the ultimate criterion of success in solving the problems of motivation and payment in accordance with the change of the development objectives of the organization and the environment.

Keywords: employment; job satisfaction; labor productivity; working conditions; motivation

THE FORMATION OF THE TAX SYSTEM OF THE REPUBLIC OF CRIMEA

Kosov E. A., Lomachenko T. I.

The article investigates the main issues on the formation of the tax system of the Republic of Crimea. An assessment of tax revenues is explored, its dynamics and structure is been studied, which in turn allows to reveal the relationship between the directions of the tax system and income taxes and fees. The questions on increasing of own incomes of the budget are examined, and measures for the further growth of tax revenues to the federal budget are proposed.

Keywords: taxes, instruments, income, budget, Crimea, analysis, evaluation, efficiency, calculations.

BUDGET MANEUVER AS A RISK METHOD OF FORMAL REDUCTION OF EXPENDITURE

Kuhtova Yu. G.

Strategy for socio – economic development of Russia till 2020 is based on two important points – the new model of economic growth which will form the supply side economy and new social policy aimed at formation of high quality human capital.

All this may require fiscal space. Namely, it will be a partial change of priorities in the expenditure of the state Treasury. Its meaning is to achieve a better balance of costs between tasks of maintaining stability in the short term and financial support of development goals.

Keywords: budgetary maneuver, structural reforms, fiscal policy, federal budget

FEATURES OF THE VALUATION OF ENTERPRISES OF THE AGROINDUSTRIAL COMPLEX

Makridi B. I.

In the article features of an estimation of cost of the enterprises of agrarian and industrial complex and factors influencing on it, necessity of an estimation for competent management of the enterprise are considered.

Keywords: business valuation, valuation methods, AIC, valuation, valuation purposes.

THE CONCEPT AND METHODOLOGY OF EVALUATION OF COMPANY'S FINANCIAL SECURITY

Ovsyannikova A. A., Zubkova V. I.

The article reflects the essence of company's financial security, describes the main possible threats, and indicators, which are able to characterize the level of financial security. To assess the overall level of financial security company JSC "Krymteplocomunenergo", the author selected the method of calculation of integral indicators and analyzed their trends, then the conclusions are made.

Keywords: financial security, liquidity, financial stability, profitability, inflation

INNOVATIVE DEVELOPMENT OF THE EURASIAN ECONOMIC UNION

Penkova I. V., Komlev V. V.

The article considers the trends of the innovation industrial complex formation in the most developed countries of the world and the countries of EEU. It is revealed that the basis of global competitiveness is to focus on the widespread implementation of innovations. There is examined the global experience, principles of industrial policy formation which will ensure the competitiveness of the EEU countries within the world community.

Keywords: innovation, industrial sector, economic aspects of innovative development, integration processes, the Eurasian economic Union, the technological way.

FORMATION OF INNOVATION STRATEGIES OF TNCs

Popova D. V.

The article discusses the main provisions of strategic analysis, the company's strategy model. The Yudanov, Ansoff, BCG matrices, the types of strategies included in them are considered, their main distinguishing characteristics are outlined. On the basis of statistical data, a study was made of the directions of practical application of these matrices.

Keywords: transnational company, strategic analysis, matrix analysis, strategy.

DEVELOPMENT OF FOREIGN TRADE RELATIONS BETWEEN RUSSIA AND JAPAN AS PART OF ENHANCING THE COMPETITIVENESS OF THE FAR EASTERN REGION OF RUSSIA

Sukharenko A. P.

This article discusses the main aspects of cooperation between Japan and Russian Federation, highlighted ways to improve the competitiveness of countries. To improve and support the country's partnerships, countries promote regional integration cooperation within the framework of which achieved the basic agreement on the creation of regional alliances. In the article presents the most important indicators of the foreign trade turnover between the two countries, based on them made export and import analysis. The article analyzes the factor in which the Russian Far East has played a leading role in the development of partnership relations with Japan due to the territorial proximity. As a new method of improving the competitiveness of Russian regions discussed the cluster approach. Also, special attention is focused on the most important factor in the growth of the Japanese economy - highly competitive products.

Keywords: bilateral cooperation, regional integration, trade turnover, the competitiveness of enterprises, growth factors of competitiveness, cluster method.

THE FEATURES OF THE FINANCIAL ANALYSIS OF INSOLVENT ENTERPRISES

Umerova D. O., Zubkova V. I.

Article is devoted to need of carrying out the analysis of a financial state for the purpose of establishment of probability of bankruptcy, the article describes the procedure for conducting analysis of the financial condition of an insolvent company, depending on the reasons of origination of crisis situations.

Keywords: crisis, bankruptcy, financial recovery, insolvency, balance sheet.