

SUMMARIES

ECONOMIC POTENTIAL AND PROSPECTS FOR THE DEVELOPMENT OF VITICULTURE IN THE CRIMEAN FEDERAL DISTRICT

Beibulatov M. P., Sablin N. I.

The article speaks of the state of viticulture in the Republic of Crimea in the historical context and at the present time. The authors analyze the dynamics of the acreage used under vineyards, yields by year, and soil profiles in different viticultural areas of the Crimea. Prospects for the development of viticulture in the Republic of Crimea are being considered.

Keywords: viticulture, yield capacity, the area under vineyards, prospects for development, natural and climatic regions, high-quality planting material, varietal assortment, controlled agricultural practices

SWOT - ANALYSIS AND ANALYSIS OF RISKS OF PJSC«SELMA»

Bodner G. D., Kulichikhin R. V.

This article is dedicated to different definitions of the term «financial risks», it describes the strengths and weaknesses of the company, there is an analysis of the financial condition and financial risks, there are ways of its minimization.

Keywords: financial risks, SWOT- analysis, financial condition.

SAFETY CRITICAL INFRASTRUCTURE OF THE RUSSIAN FEDERATION

Boychenko O. V., Anoshkina A. A.

The problems of the prevention and elimination of threats to information security of the Russian Federation, which are characterized by the increasing role of information sphere, have been explored in the article. The main sources of information security have been studied and ways of ensuring the security of critical facilities have been identified.

The information infrastructure growth occurring in public relations, leads to the fact that the national security of the Russian Federation has a substantial dependence on information security. This issue is important for the development of the country both in political and economic spheres, as well as security.

The purpose of the study is to develop guidelines that will be able to solve the problem of information security of critical facilities of the Russian Federation. The purpose is also expressed in the need to create a unified system of detection, prevention and response to cyber-attacks on Russian infrastructure.

Providing work of the Russian Federation of the critical information infrastructure is possible in the early stages of using basic methods and techniques of information security to protect the political system from the development of situations capable of decentralizing policy and economy of the state. The formation of the state national policy in the field of security-critical facilities contributes to the creation of conditions in the field of information and use it in order to ensure political, economic and social stability, the eradication of the main threats in the information space, leading to a breach of international peace and security, as well as the rule of law and the rule of law.

Keywords: information infrastructure, information security, critical infrastructure.

SUMMARY OF INNOVATIVE SOLUTIONS AS A METHOD OF COMPETITIVENESS INCREASE OF PASSENGER TRANSPORT AND ENSURE ECONOMIC SECURITY OF THE REGION ON THE EXAMPLE OF THE REPUBLIC OF CRIMEA

Burkaltseva D. D., Zelena N. V.

In the municipality, the city of serviceable and effective action by transport is important for people who are on its territory, and for the business. Transport is in the manufacturing and consumer measurement represents an integral part of the modern economy of any country.

Modern business management solutions related to the competitiveness and transport efficiency. You must comply with the conditions of actively developing the transport market competitiveness. It is important to preserve the status and functioning of the transport business in the transport market, reduce operating costs, increase revenue, its economic security and security in general.

In the time course of ignoring the transport sector of the economy has led to a decrease in opportunities for economic development, reducing its competitiveness, economic security.

Innovation in the transport sector contribute to the growth of quality of life and management in the region by increasing diversity and efficiency of services offered transport. Development of innovative transport in the coming years, is a key factor in the economic development of any region.

Should devote special attention to groups of economic security indicators for selection of approaches to assessing the level of innovation and investment attractiveness at any level. Therefore, further research should be directed at the qualitative selection of the group of indicators of the transport sector, taking into account the use of innovation.

The essence of innovation in the transport sector. Obtained scope of transport innovation. are the main problems of passenger transport in the regions of Russia. The dynamics of long-distance passenger traffic of the Republic of Crimea in the years 2011-2014. The model of the system to ensure the economic security of the region.

Keywords: transport, innovation, competitiveness, efficiency, control, management, security, economic security, safety, logistics

ENVIRONMENTAL ASSESSMENT OF TOURISM DEVELOPMENT IN CRIMEA

Buts T. M.

The article considers the relationship of tourism with the environment, the factors that influence on the environment in tourism development in Crimea. The main challenges of tourism and environment linkages and ways to reduce the negative impact of tourism on the environment. We consider a number of environmental certificates of tourist facilities, as well as the challenges posed by the local authorities for a balanced use, protection and reproduction of the resource potential of recreation and tourism of Crimea.

Tourism relationship with the environment is reduced mainly to the following:

1. The natural environment - a necessary condition for the existence and development of tourism (an indicative list of issues: the quality of the human environment, natural factors of tourist origin and their impact on the tourist offer);
2. Recreation and tourism have a negative impact on the environment (an indicative list of problems: the rational use of natural resources for tourism purposes, preventing the destruction of the landscape, water, air, etc.);
3. Recreation and tourism save the environment (an indicative list of issues: the protection and conservation of nature and cultural heritage, the creation of parks and reserves, environmental management, the formation of environmental awareness among tourists and producers of tourism services, etc.).

With regard to the Crimea, the factors that have a negative impact on the environment in the process of tourism development, quite a lot. These include:

1. Inadequate bandwidth potential resort recreational load and concentration of tourism infrastructure in the most attractive recreational areas without environmental capacity in the territory.

2. Inappropriate complex infrastructure

3. Lack of an effective mechanism for planning and management

4. Seasonal nature of tourism activities, causing a significant increase in the number of tourists and transport in summer. This creates an additional burden on the environment, which ultimately affects its quality.

5. Lack of special, eco-friendly construction technologies and materials

6. Degradation of forests on the South Coast of the Crimea as due to anthropogenic factors (recreational load, deforestation for building villas, hotels, fires, etc.).

The solution to these problems is the development of ecological tourism.

In Europe and other countries is an environmental certification of tourist facilities as a way to stimulate the production of new tourism products, do not cause environmental harm to the environment. These certificates include: Green Globe 21, Blue Flag and Green Key.

According to the "Strategy of development of tourist and recreational complex of Crimea - 2020" by local authorities for sustainable use, protection and reproduction of the resource potential of the recreation and tourism of Crimea seeks to:

- Reduced raw materials, water and energy produced by the tourist product; the use of alternative energy sources (solar); transition to closed cycles without waste of resources.

- Implementation of measures aimed at improving the quality of recreational environment regions of the Crimea (the greening of road transport; the creation of effective wastewater treatment systems, landfills and ordering construction of waste treatment plants).

- Regulation of recreational load on natural systems to reduce environmental risks based on scientific standards, norms and limits, the termination of unauthorized recreational load on natural systems.

- Prevention of conflicts by limiting the ecological character of the construction and expansion of recreational areas earmarked industrial, municipal storage, transport and residential facilities; adherence zones of sanitary protection of resorts.

- Timely delivery of complex restoration and reclamation activities in areas disturbed former tourist and recreational activities; facilitate investments in the protection and reproduction of the volume and quality of the resource potential of recreation and tourism.

- The expansion of recreation and conservation areas (national and regional landscape parks, etc.)
- Work on property resorts natural areas of local and national significance (Alushta district, Evpatoria, Kerch, Sudak, Bakhchisarai, Leninsky, Razdolnensky Areas).
- The introduction of environmental management certification sanatorium and tourist agencies.
- Development of environmental information and education for visitors of recreational areas; formation of ecological thinking of tourists and the tourism industry and local communities.
- Implementation of environmental management systems in hotels, hotels and beaches Eco-certification.

But, you need not only the implementation of measures to protect the environment from the state and local authorities, but also awareness of the need to protect the environment and preserve the environment by tourism enterprises, accommodation facilities, as well as interest in the tourists themselves and the local population.

Keywords: tourism, tourist industry, ecology, environment, environmental issues, environmental certification, eco-tourism.

THE EXTERNAL DEBT OF COUNTRIES OF THE WORLD IN THE CONTEXT OF GLOBALIZATION

Butsenko I. N., Selyunina V. S.

In a globalizing world economy the growing volume of external debt of countries of the world causes a particular interest in the study of its dynamics and the factors influencing its volume. The article presents the main trends of state and dynamics of the external debt of countries of the world. The factors affecting the volume of the external debt of individual countries of the world were summarized.

External debt is an integral part of the financial systems of most countries of the world, as well as the manner of regulation of macroeconomic processes and tool for implementing the economic strategy of the states. In recent years there has been a clear upward trend in external borrowing. Indicators of the external debt of the countries of the world demonstrate the different dynamics. The highest rates observed in developed countries, due to the level of their financial markets' development. From 2006 to 2014. the value of the external debt of developing countries increased by 137.9%.

The dynamics and the volume of the external debt of individual countries is caused not only by the priorities of the economic and fiscal policy of the states, but

also by the development of financial markets, the availability of financial resources and instruments. The main factors affecting the amount of external debt of the countries of the world are: natural disasters, political factors, fluctuations in export prices, the output gap, the real effective exchange rate, the real interest rate, the imbalances in the monetary policy, the soft fiscal and currency policy and etc.

The external debt problem requires special attention and constant control because it can have a very serious negative impact on the economic development of individual countries of the world and the global financial system as a whole, especially in the long term.

Keywords: external debt, the external debt to GDP, public debt, external debt per capita.

USING CLUSTER ANALYSIS WITHIN THE FRAMEWORK OF SOLVING THE PROBLEMS OF ECONOMIC INTEGRATION

Vanyushkin A. S.

The specifics of using cluster analysis method towards solving economic integration tasks are shown in the article on particular examples; it concerns such tasks as structuring list of goods types from the point of view of appropriateness of import customs duties reduction, also structuring list of countries – participants of economic integration alliance from the point of view of similarity of their economic development level and closeness of trade relations.

Keywords: cluster analysis, economic integration, structuring, goods types, customs duties.

MORTGAGE LENDING IN THE RUSSIAN FEDERATION AT THE PRESENT STAGE

Gorpinchenko Yu. V., Yagupova E. A.

The article is devoted research of features of mortgage lending in Russia. Performed analysis of the mortgage market in recent years in terms of economic and currency crisis. The main problems in this area have been identified in the current economic conditions that hinder effective development of mortgage lending. Based on the analyzed data in the article were disclosed the basic prospects of development of mortgage lending in our country.

Keywords: mortgage, lending, mortgage market, mortgage loans, interest rate.

METHODS OF DIAGNOSIS OF THE ENTERPRISE'S FINANCIAL CONDITION

Zhavoronok T. G., Shalneva V. V.

In this article, on the example of the joint-stock company (JSC) " Plant Fiolent ", several methods of financial condition diagnostics are analyzed. Their assessment in terms of credibility and completeness of information obtained during the analysis is made.

Keywords: diagnosis financial condition, evaluation, financial analysis, methods of financial analysis, efficiency, financial stability.

LABOR MOBILITY OF LABOR: THE CLASSIFICATION OF ITS SPECIES

Ivanov G. S.

The article suggests the scientific approaches to clarify the classification of labor mobility in the labor force according to the reasons causing it. Also consider these types of labor mobility as a vertical, professional, geographical, corporate.

Keywords: labor mobility, types of mobility, the mobility of the reasons, the labor force, the territorial (geographical) mobility, occupational mobility, vertical mobility, turnover, corporate mobility

CLOUD COMPUTING» VIRTUALIZATION NETWORKS LIBRARIES

Krulikovsky A. P., Panchenko I. A.

The main purpose of this article was to analyse the library automation models by implementing the information and communication technologies in their activities/ Well known automation models for library are not efficient, for solving automations tasks of big amount of small libraries. Authors defined the attempt to evaluate the possibility of automation of municipal library networks as a research objective/ The article deals with the benefits of moving the library systems into e-library with the using of "cloud computing" technology Such a model gives the library a new possibilities to provide the informational services. The "Cloud computing" model will encourage libraries and their users to participate in the library community on the Internet and will provide local, grouped and global information to the users.

Keywords: information services, library system, "cloud computing", the automated library

PROBLEMS OF ECONOMIC STABILITY OF SMALL AND MEDIUM BUSINESS IN THE RUSSIAN FEDERATION AT THE PRESENT STAGE AND THE WAY OF THEIR DECISION

Kucheryavenko S. A., Konnova A. V.

Relevance of a subject is caused by the fact that one of the main objectives of modern development of national economy is creation of conditions of economic growth which is in many respects provided due to economic stability of the entities of small and medium business.

Authors studied line items of the state concerning small and medium business and small and medium business concerning the state. Efficiency of the state economic policy depends on coincidence of these two line items.

In article the problems which are negatively influencing sustainable development of small and medium business (MSB) are studied and analysed, possible consequences are allocated, and also solutions of the existing problems are offered. The package of measures, directed to stimulation of development of a small and average entrepreneurship in the Russian Federation is developed.

The SWOT-analysis of the entities of small and medium business which is carried out by authors in the Russian Federation allows to determine strong and weaknesses, and also to give an assessment to external opportunities of data of the entities, and also to determine the available and possible threats.

According to authors, forming of economic and legal conditions, stimulation of small and medium business for its self-development and competitiveness is connected with the state support. Authors of article studied and offered tasks regarding the state support of small and medium business on the near-term outlook.

Besides, authors offer a package of measures which will allow to stimulate development of sector of a small and average entrepreneurship to implementation, and also to create a favorable environment for development of small and medium business in the Russian Federation.

Authors made the offer on activization of participation of authoritative Russian, regional and local public associations of small business in development and implementation of actions of the state support of small and medium business. Their opinion as experienced experts in the field of development of small and medium business on places, will undoubtedly promote reduction of risks of business activity, and also investment attraction in economy.

Keywords: economic sustainability, small and medium enterprises (SMEs), government support, sustainable development.

BANKRUPTCY AS A FACTOR IN FINANCIAL RECOVERY

Makarenko Ya. Yu, Zubkova V. I.

The article deals with problems of the bankruptcy of Russian enterprises. It reflects the essence of the main reasons for bankruptcy in the current economic situation in the country. On the basis of the analysis were formulated conclusions on crisis prevention and the need for readjustment.

Keywords: bankruptcy, insolvency, financial crisis, recovery.

EVALUATION OF THE EFFECTIVENESS OF THE INNOVATION FACTORS OF DEVELOPMENT OF A RESORT COMPLEX OF THE CRIMEA

Panasko D. S., Ermolenko G. G.

The article is devoted to review the methodical and practical aspects of proving promising directions of assessment of efficiency of innovative projects in resort complex of the Crimea. A new approach is proposed, allowing making more informed and realistic decisions using a matrix organizational structure and project management principles.

Keywords: making healthy, matrix organizational structure, design management, efficiency, resort complex, innovation, services.

APPLICATION FEATURES OF PROJECT-BASED TRAINING TECHNOLOGY IN STUDYING THE DISCIPLINE "MANAGEMENT THEORY: ORGANIZATIONAL THEORY"

Ryvkina O. L.

One of the basic disciplines of Applied Bachelor Degree Program in "Management" is «Management theory: organizational theory". It focuses on gaining knowledge about the laws and principles of creation, efficient functioning and development of organization. Modern project-based training technology can play an important role in it.

Let's consider types of learning projects and forms of their applications that can be used in the studying of this course.

Research projects are recommended to use in the form of a scientific paper, an article, a term paper. Practice-oriented learning projects are possible to be used in the form of case study, business games, training, workshops and activities for pupils and students. The most appropriate form of information projects may be essays, reports, and information for the Internet. Application of game projects is limited and suitable for the studying of topics, which have social character. Creative learning projects are recommended in the form of an essay.

Most of the used learning projects are monoprojects, because they can be implemented within the same discipline. By the number of participants – personal and group projects dominate. By the scale of implementation, the most common types of projects, that can be used, are intergroup projects. By the duration of performance – the most suitable projects are small, short-term and weekly projects. By type of coordination – most of the projects are carried out on the basis of explicit coordination.

Thus, depending on the role in the formation of competencies and forms of implementation, all types of learning projects, used in the discipline "Management theory: organizational theory", are proposed to be divided into main and auxiliary. The main projects are practice-oriented ones, implemented in the form of case study and a term paper, and all the rest types of learning projects should be considered auxiliary.

Keywords: project-based training technology, learning project, discipline.

ECOLOGICAL, ECONOMIC AND AGRO-TECHNOLOGICAL ASPECTS OF VINE CUTTINGS RECYCLING

Skorikov N. A., Beibulatov M. P., Mishunova L. A.

The problematic issue of vine cuttings recycling in the vineyards is discussed in the article. Comparative tests' findings between vine shoots cuttings shredder, model IV-1,5 designed by FSBSI "Magarach" RAS, and TPR 175 shredder by KUHN are outlined. The advantages of the innovative technology are presented along with economic efficiency estimated indicators of innovative technologies applied in recycling of vine cuttings.

Keywords: shredder, vineyard, innovative technologies, recycling, economic indicators.

THE ROLE OF MANAGER IN THE DEVELOPMENT PROJECT INDUSTRIAL CONSULTANTS

Stankevich A. A.

Scientific interest in the role of a manager in the consulting company forced to turn to the analysis of the accumulated theoretical material. Analyzing the publication, the author found that the research topic is poorly worked out at the level of individual industries, and especially at the level of agricultural enterprises. The article deals with consulting services to agricultural enterprises, three levels of advisory services were identified in the Republic of Crimea and the proposed structure of the work on consulting projects in enterprises.

One of the most important functions of the project manager is the structuring of the project. Structuring is an integral part of the overall project management process, which includes a definition of its objectives, as well as the preparation of the draft plan, responsibilities and obligations of the distribution matrix.

We offer to the main objectives of the project structuring are:

- separation project blocks (steps stage)
- allocation of responsibility for the individual elements of the project;
- approval of the planned amount of time with available resources consultants of time if they are involved in the implementation of several projects;
- an accurate estimate of the necessary costs - materials, time, and other resources;
- harmonization of certain works of the project in time.

Keywords: consulting, design, land area, forage production, productivity, total gathering

THE MAIN DIRECTION OF IMPROVING PRODUCTIVITY IN ENTERPRISE

Sycheva M. L., Shevchenko E. V.

The article describes the main directions of labor productivity growth, a classification of factors of labor productivity change. It also shows the difficulties of selecting the method of productivity measurement. On the basis of the classification given is justified, the task of choosing the direction of labor productivity growth.

Keywords: labor productivity, factors of productivity, reserves of labor productivity.

THE POSSIBILITIES OF IMPLIMENTATION FOREIGN EXPERIENCE FOR IMPROVEMENT OF THE MIGRATION POLICY OF THE RUSSIAN FEDERATION

Tiutereva A. R., Kuznetsov M. M.

This article is devoted to analysis of foreign experience of regulation of international labor migration and its application possibilities for improvement of the migration policy of the Russian Federation. The main instruments of migration policy abroad, particularly to attract highly skilled migrants, unskilled labor inflow control and ways to reduce illegal migration, as well as methods to stimulate re-migration of skilled professionals is observed. Recommendations for improving the regulation of international labor migration in Russia on the basis of foreign experience was given.

For today's Russia is very important the impact of migration on development. Russia came to an understanding of the urgent need for reform in migration policy, becoming practically, one of the world leaders in migration rates, and especially illegal immigration. Is it important to develop new approaches and trends in the regulation of labor migration, the migration policy of Russia needs to be reformed, labor migration must be contributed to the development of the labor market and Russian economy.

To solve the problems caused by the international labor migration and to use its positive aspects better we must develop science-based immigration legislation. In forming Russia's migration policy for the development and implementation of effective control measures for international labor migration it is necessary to use the positive experience of foreign countries. The introduction of new instruments of the regulation of labor migration will improve the system of selecting and attracting migrant workers in the sectors and regions where is a shortage of labor force.

Developed countries have made effective instruments of the regulation of international labor migration. First of all they had formed an effective system of calculation of the national labor market needs in foreign resources, based on continuous monitoring of the labor market, the use of various sources of objective information, the coordination of the state bodies with NGOs, unions of employers and workers. Active use of selective methods to attract migrant workers, as well as the creation of special programs for highly skilled migrants, foreign students, integration and adaptation of migrants programs contribute to attracting migrants who own the most popular on the domestic labor market occupations, as well as the inflow of highly skilled professionals.

It is necessary to synthesize the mechanisms of migration policy with the socio-economic and demographic program. Regulation of labor migration should consist of the following set of actions: the creation of public awareness and tolerance; identification of the most appropriate scale and trends of immigration; facilitate the process of adaptation of the population; creating attractive working conditions. It is also important to the international cooperation in this field. The state should form its emigration and immigration policy, based on the socio-economic situation in the country, and abroad, on the structure and the needs of national and international labor market, together with other countries.

Keywords: international labor migration, immigration, emigration, illegal migration, migration policy of the Russian Federation, foreign experience in regulating labor migration.