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ABOUT NEW GLOBAL MODEL OF SOCIO-ECONOMIC DEVELOPMENT

N.V. Kostyukovich

Tver State University, Tver, Russia

The article analyses possible variants of the current global economic system (monopolistic, oligarchic capitalism) evolution, formulates positions for creating new model of socio-economic development. The author highlights the fact that the elements of the new global model – fair prices (royalties) and financial-industrial groups exist in reality, which "specifies" guidelines for theoretical development of the model.

Keywords: *a new global model; oligopolistic capitalism; unipolar world; global chaos; controlled chaos; non-inflationary economics; stabilization of world prices; crisis-free development; controlled migration flows; free competition of ideas and scientific schools; transactions; financial and industrial group.*

THE RUSSIAN SYSTEM OF SOCIO-ECONOMIC RELATIONS IN THE CONTEXT OF THE INSTITUTIONAL AND METAPHYSICAL ALIENATION

M.L. Alpidovskaya

Financial University, Moscow

The article shows that the modern global liberal model causes unnatural goal defining process which aims at the increase of quantitative indicators at any cost, even at the expense of profit, the process of production, population and the natural environment. In its turn, the neoliberal, postmodern patterns no longer match the social economic interests and destroy the subjectivity and the authenticity that leads to the virtual structural reformation of the system at the stage of ultimate decline.

Keywords: *the justice, the liberal model of the modern economic, the social economic interests, the system of socio-economic relations.*

INSTITUTIONAL ILLUSIONS AND REAL PROBLEMS OF RUSSIAN ECONOMY MECHANISM

L.A. Karaseva

Tver State University, Tver

The article considers the problem of real Russian economic mechanism, reproducing the institutional system of socio-economic government which isn't able to solve urgent issues of new economic policy implementation. The author analyses the problem of institutional alienation. The author highlights that the new economic system is impossible without institutional reforms in Russia.

Keywords: *economic system dualism, institutional behaviour matrix, economic interests institutionalisation, institutional system trap, institutional alienation.*

INTERPROFESSIONAL COMPETITION IN THE LABOUR MARKET

M.V. Petrishev

Tver State University, Tver

The article considers the movement of employees according to their professions that cause interprofessional competition among them as labor sellers. The competition is proved to provide a tendency to the equilibrium of labor markets' supply and demand in each profession. The author specifies some factors limiting interprofessional competition.

Keywords: *labour market, labour costs, price of labor, labour demand and supply, the equilibrium price of labor market price of labor, the interflow of labor force.*

PATTERNS OF MODERN ECONOMY GREENING

B.S. Sayfidinov¹, M.A. Grankina²

^{1,2}The Russian State Vocational Pedagogical University, Ekaterinburg

The article considers the main stages, preconditions, actual features and prospects of greening the economy. On the basis of statistics the authors analyze changes in government and business attitude to the issues of environmental activities in Russia, assess aspects of the legal regulation and the application of best practices stimulating the rational use of natural resources.

Keywords: *greening the economy, best available technologies.*

TELEOLOGIC INTERACTION OF ECONOMY AND NOOSPHERIC DOCTRINES

I.V. Astafev

Financial university under the Government of the Russian Federation, Moscow

The economy is considered as a teleological science, but targeting issues at individual and managerial levels are not investigated yet. However in modern conditions the maximization of individual final consumption isn't an ultimate aim any more. It's important to search essentially new ways of business organization and goods distribution on macro- and mega-levels, which can unite individuals' and civilization' interests.

Keywords: *Teleology, motivation, macroeconomic system, goods, the noospheric doctrine, mentality, autotrophy*

IT ACTIVITY AS A FACTOR OF MONOPOLISTIC COMPETITION MARKET

A.V. Smirnov

Tver State University, Tver

The article analyses theoretical knowledge of the monopolistic competition concept, in particular the identification of product differentiation within the existing theoretical contradictions. The author highlights the insufficient study of the economic importance of monopolistic competition. The article identifies the importance of product differentiation in the conditions of innovative development.

Keywords: *product differentiation, monopolistic competition, the contradictions at the level of concepts, innovative economy, economic importance of commodity differentiation, the problem of commodity differentiation development.*

FINANCIAL CRISIS STABILIZATION ACTIVITIES IN THE BANKING SECTOR

N.B. Glushkova

Tver State University, Tver

The article analyses the effectiveness of measures of financial support and improving the reliability of the banking sector during the crisis. The author gives recommendations for the further development and strengthening of the banking system of the country.

Keywords: *bank, bank system, banking crisis, the Bank of Russia, effectiveness, stabilization*

INNOVATIVE PROJECT FINANCING FEATURES

S.V. Kuzina¹, M.I. Minina²

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The article considers the mechanism of innovative project financing through a closed-end unit fund of direct long-term investments. The effectiveness of

this mechanism is shown on the example of the project «Organization of spin-off company “Oculist Ltd”».

Keywords: *project financing, innovation, mutual fund, project evaluation methods.*

MANAGEMENT IN THE FIELD OF TAXATION: MODERN TRENDS

N.N. Bedenko¹, A.L. Dosaeva²

^{1,2}Tver State University, Tver

The article presents the results of tax management research. The authors analyze the following tax trends: the development of the tax administration system and improving institutional taxation system; countering tax evasion; improving tax control system; the complexity and ambiguity of approaches to the formation of the tax base; weak promotion of the tax laws, business development; the desire to introduce progressive taxes on income; development of tax planning and tax optimization.

Keywords: *tax management, tax trends, tax system, tax administration.*

THE USE OF CREDIT INSTITUTIONS MODELS FOR IMPROVING INSTITUTIONAL ENVIRONMENT IN THE RUSSIAN NON-FINANCIAL SECTOR

A.E. Baidullin

Financial University under the Government of the Russian Federation, Moscow

This article examines the possibility of applying the experience of institutional environment development in specific crediting sector for improving the institutional environment of the non-financial sector in the Russian economy.

Key words: *institution, non-financial sector, crediting sector.*

THE SCIENTIFIC APPROACH TO THE BALANCED STATE MACROECONOMIC INVESTMENT POLICY

S.A. Vladimirov

North-west institute of Management of the Russian Presidential Academy of National economy and Public administration, St. Petersburg

The article considers the innovative methodology for creating long –term state investment program consisting of a series of investment projects of all levels and socio-economic areas. The author describes his own methodology

for calculating investment projects efficiency in conjunction with economic and social development forecasts.

Keywords: *macroeconomics; State; investments; efficiency; balance; investment efficiency; programs; projects; regulation.*

INDUSTRY STRUCTURE OF INVESTMENTS AS A FACTOR OF REGIONAL EMPLOYMENT INCREASE

Y.S. Karyan¹, I.D.Golishev²

^{1,2}Chelyabinsk State Pedagogical University, Chelyabinsk

The article discloses theoretical foundations of territorial differentiation of the Russian labor market on the basis of employment dynamics and investment activity in regions. The authors highlight possible directions of employment increase in the Russian Federation through direct or indirect regulation of regional investment.

Keywords: *regional economy, specialization industries, industry structure of investments, employment of the population, regional labor markets.*

ANALYSIS OF THE INTERACTION OF GROSS DOMESTIC PRODUCT (GDP) AND NET ASSETS IN ADDITIONAL MANDATORY PENSION FUNDS IN BULGARIA

Y.I. Hristova

Veliko Tarnovo University "St. Cyril and Methodius", Bulgaria

The article considers the growing importance of market management of Bulgarian pension funds, the approaches to the regulation of investment activity. The analysis of the statistical data has revealed the main trends in the growth of the net assets of pension funds and their ratio in the gross domestic product of the Republic of Bulgaria since 2001.

Keywords: *pension Fund, pension provision, gross domestic product, net assets, investment, pension market, Republic of Bulgaria.*

DEPRECIATION ACCOUNTING OF FIXED ASSETS: THE SCIENTIFIC AND PRACTICAL APPROACH

Yu.N. Samylina

Tver State technical University, Tver

The article reveals the relationship between the amounts of accrued depreciation in accounting and tax accounting financial result of a company.

The author analyses the main elements of depreciation. The article identifies and describes the distinctive features of depreciation in accounting and tax accounting, as well as the existing accounting standards and tax legislation within depreciation of fixed assets. The author defines the essence and significance of accrued depreciation sums in terms of renewal of fixed capital and net profit of the organization.

Keywords: *amortization, depreciation, amortization policy, initial cost, accounting.*

ACCOUNTANCY POLICY OF AN ORGANIZATION: EVOLUTION OF THE THEORETICAL BASE

S.N. Polenova

Financial university under the Government of the Russian Federation, Moscow

The article stresses that the accountancy policy depend on rules, admissions and requirements provided by federal legal acts which are very contradictory. The author analyses the transformations of essential theoretical components in accountancy policy.

Keywords: *accountancy policy, regulation, standards, rules, implementation.*

COMPARATIVE ANALYSIS OF THE NATIONAL INVESTMENT PROJECTS IN FUEL AND ENERGY SECTOR OF RUSSIA AND THE USA

I.O. Volkova¹, A.G. Sheverduk²

^{1,2}National Research University Higher School of Economics, Moscow

The article compares the performance indicators of the national investment projects aimed at efficient international practice implementation in project analysis in the field of FES.

Keywords: *capital investment project, innovations, institutional structure, regulation, fuel and energy sector.*

THE TYPES AND STAGES OF SPECIAL ECONOMIC ZONES DEVELOPMENT

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Special economic zones are the modern mechanism of investment activities that are actively developed and supported by the governments of different countries. In many cases investment processes in conditions of special economic zones can be assessed positively: increasing investment potential and economic opportunities, developing innovation, etc.

Keywords: *special economic zone, investment.*

ENERGY EFFICIENCY POLICY IN THE MUNICIPAL ECONOMY

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² Tver State University, Tver

³ Saint Petersburg State University of Economics, St. Petersburg

The article presents the methodological basis for analyzing and improving the energy efficiency policy in the municipal economy as a result of the first phase of the research work «Estimation of investment rationality of energy efficiency projects implementation in Russia». Through empirical and diagnostic procedures the authors has identified the principles of energy efficiency management in the municipal economy, structured the goals of energy efficiency policy realization, and systematized the ways of achieving the goals in the identified areas.

Keywords: *municipal economy, energy efficiency policy, municipal and regional authorities, market, energy services*

THE EXPORT POTENTIAL OF SMALL AND AVERAGE BUSINESSES IN TVER REGION

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The article analyses the features, conditions, problems and foreign economic activity development factors of small and average businesses in Tver region. The authors propose several measures ensuring the competitiveness of small and medium enterprises in the export potential of Russia.

Key words: *foreign economic activity, small and average business, development conditions, factors and tendencies of development of small and medium enterprises, the export potential of enterprises in Tver region.*

ORGANIZATION OF THE BOARD ACTIVITIES IN RUSSIAN STATE OWNED COMPANIES

I.Yu. Belyayeva

Financial University under the Government of the Russian Federation, Moscow

The article deals with the practice of the organization of the board activities in Russian state owned companies. Currently the activities of supervisory bodies in state owned companies appear not to be effective enough. The problem of the board' functions improvement is still rather urgent today. Comprehensive analysis of the Russian companies' board activities has revealed major drawbacks.

Keywords: *corporate governance, corporate governance code, state owned companies, board of directors, independent director, the professional attorney.*

THE PROBLEMS OF MUNICIPAL TERRITORIES IMPROVEMENT

T.G. Pletneva¹, M. I. Vishnyakova²

^{1,2}Tver State University, Tver

The authors research the main problems in the sphere of municipal territory improvement. The article highlights land improvement as an important field of municipality activities. The researchers identify the activities that should be carried out in sphere of municipal territory improvement and consider what is already being implemented by local governments on the territory of Tver city.

Keywords: *landscaping, municipal programs, municipal services.*

FEATURES OF COMMUNICATIVE INTERACTION OF THE ADMINISTRATION WITH THE RESIDENTS THROUGH THE FORMATION OF INITIATIVE GROUPS IN THE PROGRAM SUPPORTING LOCAL INITIATIVES

G.K. Lapushinskaya¹, O.N. Morozova², T.Yu. Bazhenova³

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The article analyses the problems concerning the formation of initiative groups within the implementation of the programs supporting local initiatives in the Tver region. The authors specify the types of residents' participation in the program. The article highlights the features of initiative groups' formation and requirements for the participants taking into account

the need of active interaction both with the community and with the local authorities.

Keywords: *program supporting local initiatives, rural settlement, initiative group, communicative interaction*

INVESTIGATION OF METHODS OF DEFINITION OF START VALUE OF EXPONENTIAL AVERAGE MEAN FOR BRAUN'S FORECASTING MODEL OF ZERO LEVEL

A.A. Vasiliev¹

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In the issue 12 sets of different methods of definition of start value of exponential average in Braun's model of zero level are presented. The results of comparative investigation of its accuracy for forecast of short-term time-series are presented, also there are guidelines for choosing of method for definition of start value of exponential average.

Keywords: *exponential average; short-term time series; Braun's model of zero level; prediction accuracy.*

THE USE OF CLUSTERING MODELS IN THE ANALYSIS OF INTEGRATION PROJECTS IN LATIN AMERICA

V.M. Kurganov¹, A.A.Serov²

^{1,2}Tver State University, Tver

The aim of the study is to analyze the integration projects in Latin America through mathematical methods with the use of the statistical environment R. The article shows that in the region with varying degrees of success it's possible to implement several approaches to economic relationships. The macroeconomic indicators selected four clusters and concluded that the most promising is the use of research results with respect to the first cluster, which includes twelve countries of the region.

Keywords: *integration of Latin America countries, trade relations, between Russia and Latin America, clustering, cluster profiles, the statistical environment R.*

INTEREST IN THE STRUCTURE OF COMPETITIVE RELATIONS

T.V. Azarova

Ivanovo State University, Ivanovo

This article deals with the role of "interest" in competitive relation structure. A conflict of interests is suggested to be, firstly, an initial stage in competitive relation, secondly, the basis for analysis and predicting economic subjects' behavior.

Keywords: *need, interest, conflict, competition.*

FUNDAMENTAL PSYCHOLOGISM OF MACROECONOMIC THEORIES

R. Zhamaldinov

Financial university under the Government of the Russian Federation, Moscow

The article considers behavioral assumptions of macroeconomic theories. It is shown that human models in macroeconomics differ from marginalistic-neoclassical model in such aspects as greater concreteness, a lower degree of rationality, existence of errors and illusions. It is concluded that macroeconomic theories are characterized by a fundamental psychologism due to the fact that most macroeconomic theories have underlying realistic models of economic agents' behavior. Natural psychologism of macroeconomic theories is associated with three methodological assumptions: non-equilibrium approach, acceptance of fundamental uncertainty, aggregation (related to economic agents).

Keywords: *human model in macroeconomics, rational maximizing behavior, Keynesian model of man, behavioral foundations of macroeconomics, economic rationality, non-equilibrium approach, aggregation.*

«THE FINANCIAL FRAGILITY HYPOTHESIS BY H.MINSKY AND THE MECHANISM OF THE RUSSIAN ECONOMIC CRISIS»

A.A. Fedorova

Tver State University,

This article analyses H.Minski theory about the role of financial fragility in the economic cycle. The author considers the formation of two bubbles in the Russian market - in the real estate market and the market of mortgage and consumer lending, which in its turn is an indicator defining the condition of the Russian real assets market.

Keywords: *financial instability, financial bubble, Minsky hypothesis, speculative financing.*

THE DEVELOPMENT OF THE INTERNATIONAL PRACTICE REGULATING THE PRICE OF GOLD IN 1980-2010 YEARS

B.M. Manakhov

Financial University under the Government of the Russian Federation, Moscow

Instability in gold prices, their speculative fluctuations after the final demonetization of the precious metal, has forced the largest players in this market to establish new Institute of international regulation in addition to the current international law – Central banks' special agreements on the volume of gold sales (Central Bank Gold Agreements). The results of several decades' analysis on membership stability and basic conditions show that the agreements can be classified as cartels or «gentlemen's agreements» rather than international treaties.

Keywords: *gold market, Central Bank, the Washington agreement, Central Bank Gold Agreements, CBGA.*

THE ACTIVATION OF BUSINESS INNOVATION ACTIVITY FOR THE PURPOSE OF INCREASING COMPETITIVENESS ON THE MARKET

G.L. Tolkachenko¹, M.V. Sizov²

^{1,2}Tver State University, Tver

The article considers the value of innovation for enterprises, the problem of increasing the competitiveness and sustainability. The authors analyze the management of innovation processes and innovation that play an important role in enhancing the financial stability of the organization. The article investigates modern relationships between factors of innovation activity and the level of success of organizations. In conclusion the authors reveal the basic theses of innovation activation for the organization development and increase in its competitiveness and sustainability in the market.

Keywords: *The development of enterprises, the intensification of innovation, competitiveness and sustainability*

LIFE-CYCLE OF FESTIVAL TOURISM EVENTS

E.Yu. Pigareva

Tver State University, Tver

The article considers the development of the event (the festival) in the context of the life cycle of the tourism product. The strategy of organization at each stage is analyzed on the basis of specific examples.

Keywords: *festival tourism, life cycle of events, event, tourism product, experience economy.*

PRACTICAL ASPECTS OF THE RESEARCH ON THE FOOD SECURITY THREATS IN RUSSIA

A.V. Romanyuk¹

Tver State University

The article studies real, potential and virtual food security threats as well as resource availability in agriculture, implementation of governmental regulation and perspective development areas in this field of economy presented in the monograph by Kasiyanenko V.A. "Food Security Threats". The author analyses the main statements of the work and defines its practical goals and educational value.

Keywords: *food security threats, agriculture, resources, economy, regulation, control.*

MACROECONOMIC STABILITY IN THE INTERPRETATION OF THE "NEW CLASSICAL" THEORY

N.V. Tskhadadze

Financial University under the Government of the Russian Federation, Moscow

The analysis of the neoclassical tradition of macroeconomic stability, has been widely used after the "new classical revolution." We consider the position occupied by the "new classics" in the field of monetary policy. They believe that the macroeconomic adjustments are not able to continuously implement contingencies, shocks in the economy. Any systematically developed programs of monetary stimulus will not affect the functioning of the real economy. The author presents the key assumptions of the analysis: quite competitive and efficient markets, rational expectations of agents, flexibility and price adjustment, the neutrality of money and others.

Keywords: *new classical theory, macroeconomic stability, monetary policy, monetary stimulus, competitive markets, rational expectations, prices.*

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SPECIFICATIONS TO THE MONETARY THEORY

N.V. Kostyukovich

Tver State University, Tver, Russia

The article offers amendments to the theory of money as the basis for correction, which should be introduced in monetary policy of the Bank of Russia. According to the author, the ruble emission for acquisition of foreign currency should be stopped, emission of ruble for credit and budget should be allowed in certain limits.

Keywords: *economic theory; insufficiency of a money supply; optimum gain of money supply; reserve of money supply; manipulating players; the influence of global games on national economy; independent credit and monetary system; emission in play.*

THE PROBLEM OF THE ECONOMIC EQUILIBRIUM THEORY DEVELOPMENT

E.A. Chuveleva

Kemerovo State University, Novokuznetsk Institute (branch), Novokuznetsk

In view of urgency of different interpretation of the economic science paradigm and implementation of system-keeping modernization of the economy, the author proposes a new approach to the theory of the economic equilibrium. The research highlights the significant role of the economic equilibrium in balancing between the value motion and the needs in economy development securing financial and economic balance.

Keywords: *system-keeping modernization, macroeconomics, economic-financial equilibrium, mergers and acquisitions, the movement of the value*

SOCIAL REPRODUCTION AS A SYSTEMIC UNITY OF THE NATURAL, ECONOMIC, INSTITUTIONAL AND SOCIAL PROCESSES

B.D. Babaev¹, E.E. Nikolaeva²

Ivanovo State University, Ivanovo

The article offers theoretical and methodological approach to the social reproduction as a system of natural, economic, institutional and social processes. This concept focuses on the elimination of social and economic problems in Russia. The authors highlight the inadequacy of contemporary Russian institutional environment to the requirements of the natural, economic and social laws.

Keywords: *nature, economy, institutions, society, reproduction.*

THE ECONOMIC CONTENT OF THE FIXED CAPITAL OF A COMPANY

L.V. Muhametzyanova¹, D.V. Rozov²

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The fixed capital is an integrated system; the relations and proportion of its elements depend on the content and the structure. The value and operating efficiency of a firm is due to the accounting of the new and existing fixed capital.

Keywords: *fixed capital, the composition and structure of fixed capital, the value of fixed capital.*

THE RESOURCE-MOTIVATION ANALYSIS OF MACROECONOMIC SYSTEMS

I.V. Astafev

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As a result of evolutionary processes many social and economic macrosystems have reached a postindustrial condition. Thereby they have reached the limits of their self-development potential and the general economic growth. The overcoming of the limits assumes the synthesis of economy and noneconomic ways of the social organization (religion, ethics, culture, morals). The author proves that the motivation system is one of key binding element among different areas of social relations, and resource-motivation analysis is a tool for resource allocation.

Keywords: *institution; motivation; direction; crisis; economy; target; the analysis; management.*

THE INTERACTION BETWEEN ECONOMIC DEVELOPMENT AND POLITICAL INSTITUTIONS: ALTERNATIVE APPROACHES

I.V. Chalov

Tver State University, Tver

The interaction between economic development and political institutions is empirically proven, but the nature of the linkage is still unclear. The article analyses two alternative approaches to the understanding of the correlation. In this case, the “new institutionalism” paradigm is opposed to the approaches of the “modernization theory”.

Keywords: *Political institutions, economic development, modernization theory, new institutionalism, democratization.*

THE FORMATION OF COMPETITIVENESS UNDER THE CIRCUMSTANCES OF NEW CHALLENGES AND CONSTRAINTS

A.M. Tsikin

LLC “NIIgazeconomika”, Moscow

The article studies the features of the formation of the national economy competitiveness in view of sanctions restrictions. The purpose of the work is to develop a model for ensuring competitive advantages. To achieve the goal, the author has used the methods of general and system analysis, analytic hierarchy process. The results can be used to work out the State measures of competitiveness development.

Keywords: *competitiveness, national economy, sanction regime.*

LEGISLATIVE FIXING OF THE STATUS OF SOCIAL BUSINESS IN RUSSIA

O.V. Skudalova

Tver State University, Tver

Social business – the activity that is initially directed to the decision or mitigation of social problems of society on the terms of self-sufficiency and stability. Legislative fixing in Russia of social business will allow to increase the number of socially oriented projects and to increase efficiency of this activity.

Keywords: *social business, legal status of social business, low marginal business, social requirements of society.*

FEATURES OF YOUNG PEOPLE LABOUR MOTIVATION AS THE CAUSE OF EMPLOYMENT DIFFICULTY IN THE LABOUR MARKET

S.A. Ledneva

Plekhanov Russian University of Economics, Moscow

The article considers the problem of peculiarities of today's youth motivation in the context of the causes that reduce the demand for modern young specialists in the labor market. The author analyzes the motivation factors in the context of choosing profession and job among young people of different age, gender, level of education and work experience.

Keywords: *young people, incentives, the labor market, employers, employment.*

STATE REGULATION OF YOUNG SPECIALISTS EMPLOYMENT

E.V. Kuzub

Plekhanov Russian University of Economics, Moscow

The article analyses state support measures of youth employment. The author classifies employment programs, the basic normative-legal acts regulating the labor market of young people. The research highlights the state regulation experience of employment in other countries.

Keywords: *state youth policy, youth employment, the labor market of young people.*

STATE POLICY FUNDAMENTALS IN THE FIELD OF POPULATION EMPLOYMENT

I.A. Konforkin

Tver State University, Tver

The article analyses the bases of state policy in the field of population employment in the Russian Federation. The author highlights characteristic features of the Russian labor market, the phenomenon of unemployment, the qualitative characteristics of employment, the problematic aspects of full and productive employment of citizens, the main directions of state policy in this area.

Key words: *labor market, population, unemployment, employment, job placement.*

ANALYSIS OF TENDENCIES OF THE MARKET OF EDUCATIONAL SERVICES

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² Baltic Academy of Tourism and Entrepreneurship, St. Petersburg

The article considers the statistical indicators of negative trends on the market of educational services. Authors outlined the problems for the different subjects of the market of educational services, and developed the possible ways to improve the quality of services provided.

Keywords: *education, educational services, service quality, financing, competitiveness.*

THE GOALS AND OBJECTIVES OF THE REGIONAL INNOVATION SYSTEM AS AN OBJECT OF INNOVATIVE INFRASTRUCTURE OF THE RUSSIAN FEDERATION

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The article defines the goals and objectives of regional innovation system formation for sustainable development of the economy of the region which depends on the effective use of its intellectual capacity, generation and diffusion of innovation, dissemination and implementation of new knowledge. The authors describe the structure of the regional innovation portal representing software and hardware complex with distributed integrated database and Web interface functioning in the Internet.

Keywords: *regional innovative system; innovative activity; innovative potential.*

THE SCIENTIFIC AND METHODOLOGICAL BASIS FOR INTELLECTUAL CAPITAL EVALUATION AND MANAGEMENT IN TECHNOLOGY PARK STRUCTURES

A.A. Maltseva

Tver State University, Tver

The author highlights that the intellectual capital management in technology park structures has its own peculiarities that determine the three levels of management: the individual participants of technology park structure, their dyads created during the interaction, the structure as a whole. The author analyses some key aspects of intellectual capital management of technology park structure as a complex model. The research proposes some target indicators for the intellectual capital management system.

Keywords: *technology park structure, intellectual capital, resident, added value, functional approach, target indicator, management.*

NEW APPROACHES TO PROJECT MANAGEMENT ON THE EXAMPLE OF TVER REGION

A.A. Zvyagin

Central research institute of the ship-building industry «Center», Moscow

The article analyses new approaches to project management on the example of Tver region in order to counter the negative factors of the implementation of management innovations. The author develops and justifies the proposal

for the coordination center establishment for project management of a group of districts. The article specifies its forms and deadlines.

Keywords: *project offices, innovative management technologies, territories development, resources management.*

STRATEGIC MANAGEMENT CONTROLLING

L.V. Azarova¹, A.S. Konovalova²

^{1,2}Тверской state technical University, Tver

The article presents key functions of controlling in the context of improving the quality of strategic management. Strategic navigation in terms of controlling is an information-analytical and methodological support of management in order to create potentials for efficiency.

Keywords: *controlling, strategic management, information support, controlling functions.*

MOTIVATION AS A TOOL FOR ECONOMIC INTERESTS REALISATION IN MODERN SYSTEMS OF PERSONNEL MANAGEMENT

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This article examines the incentive system for the full realization of the economic interests in the personnel management system of an enterprise. An important stage in assessing the effectiveness of the motivation system of employees is the comparison of different performance indicators. The indicators are the basis that can help to define its current status, and prospects for future development.

Keywords: *system of motivation of employees; economic interests; economic interests.*

THE CONCEPT OF SOCIAL RESPONSIBILITY IN SUPPLY CHAINS

Yu.A. Negomedzyanov¹, G.Yu. Negomedzyanov²

^{1,2}Tver State University, Tver, Russia

The article considers conceptual fundamentals of a new model of corporate social responsibility – in supply chains. The authors analyze the principles of

practical implementation of the social responsibility concept in supply chains.

Keywords: *corporate social responsibility, new approaches, social responsibility of supply chains.*

THE MANAGEMENT OF REGIONAL AGRICULTURE DEVELOPMENT ON THE BASIS OF FOOD SELF-SUFFICIENCY RATING (TVER REGION EXAMPLE)

R.E. Mansurov

Kazan Innovative University named after V.G.Timiryasov, Kazan

The article highlights the necessity for effective indicators development in the system of regional agriculture management in order to provide food sufficiency. The author offers his own methodology for food sufficiency rating of different Tver region districts. The methodology can be used on various levels: regional, federal and local.

Keywords: *food sufficiency, regional agriculture management, rating*

THE RUSSIAN MARKET OF MILK-RAW MATERIALS: PRESENT SITUATION, PROBLEMS AND TREND OF DEVELOPMENT IN THE CONTEXT OF IMPORT SUBSTITUTION

O.V. Bogdanova

Tver State Univtrsrity, Tver

The article describes the main results of comprehensive analysis of current situation of the Russian raw milk market. The author has systemized basic features, basic problems and tendencies of development of the raw milk market of in the context of import substitution. The research has revealed some peculiarities and has assessed the results of the use of State support allocated funds for the industry.

Keywords: *agro-food sector, the market of milk and dairy products, import substitution, State support of dairy cattle breeding.*

ECONOMIC AND SOCIAL ASPECTS OF TAXATION OF INDIVIDUAL

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² Tver State University, Tver

The article considers the method of an income tax calculation (PIT) existing in Russia. The authors analyze the ways of taxation improving in view of social justice and cost efficiency. The article highlights the social role of the

PIT. This tax is considered as a means of smoothing of social inequality because it influences the level of real incomes of the population, and, therefore, –the level of their life. The change in the sequence of PIT withholding plays a very important role. At the same time authors differentiate the concepts of "income" and "salary as an income".

Ключевые слова: personal income tax, salary, social justice, subsistence minimum, progressive scale.

INNOVATION IN ACCOUNTING AND FUTURE OF ACCOUNTANCY PROFESSION

A.N. Grushko¹, E.S. Grushko²

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² Tver State University, Tver

The article deals with the requirements transformation to the accountancy profession in new technologies implementation. The article analyzes the evolution of accounting and reporting standards and regulations in banking. The author justifies the strengthening of the role of professional accountant's judgment for the assessment of the facts of economic life.

Keywords: accounting, reporting, the accountancy profession, information technology, professional judgment.

FACTORS OF REGIONAL DISPARITIES IN ROAD TRAFFIC ACCIDENTS

V.M. Kurganov

Tver State University, Tver

The aim of the study is to analyze the differences in the accident rate on the roads of different regions in the Russian Federation. The author compares the number of deaths in road accidents per 100 thousand of population in Russia (without Moscow and St. Petersburg) and several European and Asian countries. It is shown that the characteristics of transport and social risks have a high degree of correlation. The author highlights that a large number of the existing vehicles has a strong influence on the number of fatalities in the Russian regions. It is concluded that this relationship is complex and ambiguous.

Keywords: road safety, the death rate in road accidents, social risk.

ALGORITHM OF EXPERT EVALUATION FOR DETERMINING KEY FACTORS INFLUENCING THE PRICE OF ELECTRICITY

A.Y. Amelina

National Research University "MPEI", Moscow

The article proposes an algorithm for preparing the initial information necessary for constructing the maximum relationships graph that describes the influence of various factors on the price of electricity in the competitive sector of the electricity market – in the "twenty four hours ahead market", using statistical information processing methods.

Keywords: *expert assessments methods, "twenty four hours ahead market", ranking, pair comparison.*

SCIENTIFIC AND SOCIOLOGICAL EVENT OF INTERNATIONAL LEVEL

L.A. Karasyeva

Tver State University, Tver

The article analyses the results of the work of saint–Petersburg international economic congress “foresight Russia: new industrial society: restart” 2017. The author highlights the participation of the tver region team – a group of experienced young scientists, postgraduates and students in the work of the congress. The reports of the tver team participants demonstrate the frame of the problems raised during the congress.

Keywords: *John Kenneth Galbraith congress, economic reindustrialization, saint–petersburg international economic congress 2017, new industrialization, integration of production, science, education and culture.*

INDUSTRIAL ENTERPRISE WITHIN THE BUSINESS CYCLE

M.S. Dolgikh

Tver State University, Tver

The article highlights meso-economic (sector) and business cycles within the global frame. The author considers the peculiarities of the Russian machine-building industry development at different levels of business cycle. The research emphasizes the necessity of anticyclone measures implementation.

Keywords: *business cycle, cycle phases, economic development, industrial enterprise.*

THE SOCIAL FUNCTION OF COMPETITION

T.V. Azarova

Ivanovo State University, Ivanovo, Russia

The article specifies the terms of competition, its content and functions. The author highlights social functions of competition through the description of competition social consequences.

Key words: *competition, social function, external effect.*

SCIENTIFIC AND METHODOLOGICAL APPROACHES TO THE DEFINITION OF «TECHNICAL INNOVATION» AND «TECHNOLOGICAL INNOVATION»

O.V. Markova

Tver State University, Tver

The author analyzes different classifications and definitions of the terms «technical innovation» and «technological innovation» in the scientific and methodological literature. The article determines the approaches to the definition of these terms and classification of innovations in technical and technological aspects as well as the classification of technological innovation.

Keywords: *technical innovation, technological innovation, innovation classification, classification of technological innovation.*

THE DEVELOPMENT OF UNCONVENTIONAL FORMS OF EMPLOYMENT

O.D. Kuksova

Plekhanov Russian University of Economics, Moscow

The article describes and summarizes the features of some unconventional forms of employment, the variety of which is associated with the development and the availability of technologies. The author gives the definition of virtual employment. The author highlights that the spread of unconventional forms of employment is a response of the labor market to the ongoing changes in the economy.

Keywords: *unconventional forms of employment, e-employment, freelance, agency work.*

THE INVESTMENT POTENTIAL INFLUENCE ON THE STANDARD OF LIVING IN RUSSIAN REGIONS

E.B. Vorobev¹, A.V. Makarov²

^{1,2}P.G. Demidov State University, Yaroslavl

This article analyses the results of the study identifying the relationship between the investment potential of the Russian Federation and the standard of living in Russian regions, as well as between the volume of investment in fixed assets and the quality of life. The authors have developed a calculation method for aggregate estimation for each direction. The results of the study indicate the absence of the relationship between the investment potential of the region and the quality of life, as well as between the volume of investment and the quality of life.

Keywords: *the quality of life, investment potential, investment in fixed assets, the Central Federal District, correlation and regression analysis.*

MACROECONOMIC DISPROPORTION OF DEBT LOAD IN RUSSIAN REGIONS

I.A. Medvedeva¹, I.V. Tishin²

^{1,2}Tver State University, Tver

The article describes the current economic situation in Russia both at the federal and regional levels. The authors analyze the influencing factors and the peculiarities of debt relations in Russia. With the help of statistical review the research defines the debt allocation among Russian regions based on the classification of regions in terms of their debt load. The verification of the allocation is done according to Pareto-efficiency criteria.

Keywords: *budget concept, the concept of annual budget balancing, Russia government debt, Russian regions debt, Pareto-efficiency, disproportion of debt load.*

EVOLUTION OF THE PUBLIC-PRIVATE PARTNERSHIP IN THE FIELD OF ROAD CONSTRUCTION

A.A. Zubarev¹, E.N. Osintseva²

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The article analyses the international experience of application of public-private partnership schemes in the field of road infrastructure construction. The authors highlight the stages allowing to consider the major historical and economic factors of the state impact on the investment volume and business financial initiative in some countries. The research defines the stages of world introduction of PPP projects, analyses the problems of their implementation in the whole world and in Russia in particular.

Keywords: *international experience, public-private partnership, infrastructure, road construction.*

TRANSFORMATION OF THE CLASSICAL APPROACH TO THE ANALYSIS OF BUSINESS PROCESSES FOR THE ESTIMATION OF ERP IMPLEMENTATION EFFICIENCY.

G.L. Tolkachenko¹, V.V. Gaiduk²

^{1,2}Tver State University, Tver, Russia

The article considers the transformation aspects in the classical methodology of business processes analysis and their transition to SBPM approach. The authors highlight the peculiarities of ERP system introduction at an enterprise. The research proves the necessity of complex approach to ERP implementation and new methods application for the efficiency estimation.

Keywords: *classical analysis, SBPM, ERP, SAP, implementation, development, estimation of efficiency, IFRS, management, business processes, material management, financial accounting, asset accounting, general ledger accounting, industrial, controlling, business process management.*

MONITORING OF GOODS PROCUREMENT AS A TOOL OF INCREASING EFFICIENCY OF CONSUMER DEMAND OF HOUSEKEEPING (BASED ON THE PURCHASE OF GOODS FOR HANDMADE KNITTING RESEARCH)

N.V. Novikova¹, O.N. Khizha¹

^{1,2}Tver State University, Tver

This article examines the key aspects of choosing a particular product consumer behavior. The analysis of the yarn market is presented as a system of its stage-by-stage composition, volume and price monitoring. Monitoring of purchases is used as the main tool for increasing the efficiency of housekeeping consumer demand.

Keywords: *price monitoring, consumer, consumer behavior, consumer choice, consumer demand, the purchase of goods, efficiency.*

METHODICAL RECOMMENDATIONS FOR ASSESSING THE EFFECTIVENESS OF THE FUNCTIONING OF THE MARKET STRUCTURE

A.A. Fedorova

Financial University under the Government of the Russian Federation, Moscow

Considers the problem of assessment of efficiency of functioning of market structures. Presents two main directions of economic thought, different opinions on the effectiveness on the market: microeconomic – static approach, the institutional dynamic. The necessity to develop methodological recommendations that take into account the difference of these approaches in order to overcome difficulties for researchers and the Federal Antimonopoly service (FAS) in the General definition of efficiency of a particular market structure.

Keywords: *market structures, market efficiency, antimonopoly legislation.*

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MODERN MONETARY CIRCULATION: ADAPTATION OF KRYPTO-CURRENCIES

N.V. Kostyukovich¹, P.A. Kosogaev²

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The article examines the positive and problematic consequences of the emergence of a crypto-currency – specific analogue of money circulating in the INTERNET on the basis of a tightly limited decentralized emission, without using it as a credit resource. The authors highlight some features and stages of the transition to the crypto-currency circulation in Russia and draw attention to the tasks that the Government and the money regulator will have to resolve in this area.

Keywords: *Crypto-currencies, block chain, bit coin, mining, transformation costs, official money, transition to crypto-currency circulation, decentralized form of monetary circulation.*

INTERCOUNTRY ANALYSIS OF STATE SHARE IN BANKING SYSTEMS

A.E. Kovalev¹, V.V. Mitrokhin²

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The article gives a mathematical estimation of the state share in the largest banks of some countries on the basis of the author's CABSE methodology. The authors consider key aspects that form the dependence between the volume of state share in the authorized capitals of the banks and the efficiency of the banking system; on this basis the research investigates zones for the effectiveness of the financial markets' potential realization of the countries under study. The authors make conclusions about the nature of this dependence.

Keywords: *bank, state share, banking system, efficiency of potential realization, financial market, privatization*

INFORMATION AND METHODOLOGICAL SUPPORT OF FINANCIAL INSOLVENCY DIAGNOSIS

N.L. Danilova

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Cheboksary

The research reveals the problems of information and methodological support of financial insolvency diagnosis. The author pays attention to the lack of a common objective and methodological framework allowing to estimate the accuracy of insolvency probability of economic entities. Their practical value should be determined by the subsequent decision-making for the purposes of crisis management.

Keywords: *insolvency, bankruptcy, diagnostics of bankruptcy.*

THE PROBLEM OF INTRODUCTION OF PERSONAL INCOME TAX PROGRESSIVE SCALE: STATISTICAL ASSESSMENT AND PRINCIPLES OF FORMATION

N.F. Zaruk¹, A.V. Tikhonova², N.M. Gerashchenko³

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The authors prove the necessity of establishing progressive scale of a personal income tax. The research shows an economic and statistical analysis of the incomes of the population in the Russian Federation. The authors carried out a statistical assessment of the dependence of the income level and the taxation of individuals, on the basis of which the principles of progression in Russia were proposed.

Keywords: tax on personal income, progressive taxation scale, flat scale of taxation, Pearson's criterion, typical grouping

THE USE OF BONDS FOR THE DEVELOPMENT OF THE REGIONAL SOCIAL SERVICES INFRASTRUCTURE WITHIN THE FRAMEWORK OF PUBLIC-PRIVATE PARTNERSHIP PROJECTS

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The article proposes the implementation of public-private partnership projects for the development of social services infrastructure with the involvement of such a financial instrument as infrastructure bonds. The research gives the definition of the «social service infrastructure object». The authors studied the international and domestic experience of the use of infrastructural bonds. The study highlights the significance of using infrastructural bonds and the scheme of bond loans for infrastructure projects.

Keywords: public-private partnership; infrastructural bonds; infrastructural system of social services; region.

THE NATURE OF THE PUBLIC-PRIVATE PARTNERSHIP IN THE CONTEXT OF THE NATIONAL INTERESTS

S.V. Alekseeva¹, E.E. Irodova²

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The authors outline the main approaches to the definition of the concept of "public-private partnership" in this article. The authors give examples of public-private partnership projects in different spheres, concentrating the

social area. The authors highlight the essential features of public-private partnership and its versatility.

Keywords: *public partner, private partner, cooperation, communication, PPP.*

ECONOMIC ASPECTS OF PUBLIC-PRIVATE PARTNERSHIPS IN THE HEALTH SECTOR

O.V. Chernova

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The article analyses the use of public-private partnerships in the health sector. The author describes the method of express assessment of the economic viability of a concession for the private investor. The research proves the economic insolvency of this project implementation in a small city and suggests some ways for improving its investment attractiveness.

Keywords: *public-private partnership, health care, concession agreement, economic efficiency of the project.*

PREBISCH-SINGER THESIS AND POTENTIAL EFFICIENCY IN THE IMPORT SUBSTITUTION POLICY UNDER THE CONDITIONS OF RAW MATERIALS PREDOMINANCE IN A COUNTRY' S EXPORT

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The article describes the key aspects of the term "import substitution" from a position of economic theory. The research shows the elasticity effect of imports. The authors derive barrier restrictions in the Thirlwall's law and substantiate the need for a qualitative reorientation of the export mix of the economic system within the framework of the overall effect of the import substitution policy.

Keywords: *import substitution, imports, exports, Thirlwall's law, world economy, Prebisch–Singer hypothesis*

IMPLEMENTATION OF NEW KNOWLEDGE AND METHODS FOR THE INCREASE OF CAPITAL MANAGEMENT EFFICIENCY

A.V. Smirnov¹, D.Yu. Lebedev²

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The research investigates the problem of capital a management under the conditions of rapid changes in economy which affect the scale and speed of capital circulation. The authors highlight the reasons for low trade capital efficiency in Russia. The study applies the teleological research approach.

Keywords: *capital structure, "contemporary syndrome", management factor, expansion of management methods*

DEVELOPMENT OF THE CONTROLLING CONCEPT IN MODERN MANAGEMENT

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Yaroslavl

Controlling acts as the tool allowing to change the approach to the organization of an enterprise managements system under the conditions of competitive struggle increase. The concept of controlling changes following economic environment changes and influence of external and internal factors. The essence and functions of controlling have changed significantly during the last decades.

Keywords: determination of the concept "controlling"; main concepts of controlling; the regulating, coordination, information and methodological functions; risk-management.

DEVELOPMENT OF TOOLS TO IMPROVE THE EFFICIENCY OF OPERATION OF SHOPPING CENTERS, BASED ON NETWORK APPROACH

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Based on the analysis of sources compiled a list of the main principles of functioning of network structures. It is shown that the implementation of these principles in the activities of shopping centers in Russia is spontaneous in nature, which hampers the realization of the benefits to trading centers such as network structures. Recommendations on the use of the network approach as a tool of increase of efficiency of functioning of the shopping center.

Keywords: shopping centres, a network approach, selection of partners, coordination, distribution of benefits and risks.

FORECASTING INNOVATIVE DEVELOPMENT IN FOREIGN COUNTRIES: RECOMMENDATIONS FOR ADAPTATION IN THE RUSSIAN FEDERATION

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The research analyses in detail foreign experience in the sphere of innovative development, namely: the main directions of forecasting institutions activity, their competitive advantages, their importance for economic development, the distinctive features of Foresight projects. On the basis of the study's

results the authors give recommendations on the formation of the forecasting system in the Russian Federation.

Keywords: *innovation, foresight projects, forecasting, sustainable economic development, innovative potential*

REGIONAL CRAFTS CLUSTER: DEVELOPMENT THROUGH THE IDEAS OF SOCIAL ENTERPRISE

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The article investigates a business model for the development of the small-scale handicraft sector, which is the basis of the regional handicraft cluster, based on the ideas of social entrepreneurship. The authors analyse the work of self-employed regional artisans and secondary information available in the public domain.

Keywords: *regional handicraft cluster, social entrepreneurship, artisans, self-employed, business model of social enterprise, impact-investment.*

RUSSIAN REGIONS AS STRATEGIES FOR ECONOMIC SECURITY

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²Tver State University, Tver

The article considers the problems and prospects of Russian regions as political subjects of economic security policy. The main components of economic security at the regional level and the ways of their implementation differ significantly from the federal level. Besides, the specificity of these components differs in various types of Russian regions. However, factors of economic security at the regional level have an independent significance for approval of the trend of sustainable socio-economic development of the Federation subjects and should take an important place in the practice of strategizing long-term development of the Russian regions.

Keywords: *economic security, strategic planning, regional economy, powers of the regions, regional budgets.*

THEORETICAL FOUNDATIONS FOR THE FORMATION OF THE REGIONAL ENERGY INFRASTRUCTURE

S.R. Chorshanbiev

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The article deals with theoretical aspects of the regional energy infrastructure research. The author analyzes various points of view concerning the concept of "regional energy infrastructure", on the basis of which the author's interpretation of this concept is proposed with an emphasis on the development of transit and export potential of facilities that ensure the full functioning of energy supply systems in specific regions.

From this position, a conceptual model of the formation and development of a regional energy infrastructure has been proposed, which makes it possible to ensure an effective interconnection of the basic principles and methods of managing this process.

Keywords: *infrastructure, region, energy systems, regional energy infrastructure, energy resources, energy supply, reproduction.*

PUBLIC CHAMBER OF TVER AREA AS A SUBJECT OF SOCIO-ECONOMIC DEVELOPMENT OF THE REGION

N.N. Kozlova, V.P. Gavrikov

Tver State University, Tver

The article analyzes the place and role of the Public Chamber of the Tver Region in the economic development of the region. The authors consider the forms and directions of the Public Chamber activity in the Tver region, its interaction with public authorities / local government and public organizations for solving the region's economic problems. The authors conclude that the institution of civil society actively and effectively operates under its authority.

Keywords: *Public Chamber, Civil Society, Regional Economy.*

CULTIVATION EFFICIENCY OF MEAT BREED RABBITS WITH THE USE OF BIOLOGICALLY ACTIVE SUBSTANCES

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The article describes the comprehensive analysis results of the current status of the Russian market of rabbit meat. The authors identify technological and economic advantages of raising rabbits in comparison with other types of farm animals. The research experiment confirms the growth efficiency improving with the introduction of drugs-vitamin-mineral complex in the form of a premix "Ushastik" and e-selenium into the diet of meat breed rabbits.

Keywords: *livestock, rabbits, meat market, biologically active substances, effectiveness.*

SUSTAINABLE DEVELOPMENT OF MONOCITIES AS A FACTOR OF THE LIFE QUALITY INCREASING

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The article deals with issues related to the key indicators of sustainable development of single-industry towns. The authors have concluded that sustainable development of mono-profile municipal entities can be achieved

only if there is a balance of interests between the branches of power and the active population of the municipality.

Keywords: *mono profile municipal formation, sustainable development, key indicators.*

ANALYSIS AND EVALUATION OF INTERNATIONAL AND RUSSIAN EXPERIENCE IN THE SPHERE OF SOCIAL BENEFITS

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The article discusses the important social task of the modern state – the provision of social assistance to the citizens in need. In this regard, one should not confuse social insurance and social assistance. The first involves co-financing by the participants of the process system in order to weaken social risks, and second – monetary or natural-material assistance of the state bodies associated with the elimination of the danger of lowering the standard of living of certain categories of citizens.

Keywords: *social benefit; social assistance; social problems of the modern state.*

EDUCATIONAL AND PROFESSIONAL STANDARDS IN THE SPHERE OF MERCHANDIZING: PROBLEMS OF HARMONIZATION

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O.Yu. Tolkachenko⁴, S.V. Chegrintsova⁵**

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The article proves the necessity for regulatory and methodical provision development in the sphere of educational and professional standards on the basis of analysis and systematization of the problems. The authors highlight three categories of different problems: legal, methodological and practical. As a result of the research the authors have substantiated the efficiency of harmonization mechanisms in the sphere of professional and educational standards, the creation of independent assessment and certification system, the formation of national specialist registers in different industries.

Keywords: *merchandizing, educational standards, professional standards, harmonization mechanisms, national specialist registers, independent assessment system, certification of qualifications.*

THE ACTUAL DIRECTIONS OF THE SOCIAL RESPONSIBILITY OF HIGHER EDUCATION IN THE FIELD OF INTELLECTUALIZATION OF THE ECONOMY

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The article investigates the current understanding of the social responsibility of higher education in the situation of the intellectual resources dominance and the transition to the knowledge economy. The concept of social responsibility in education is revealed through the description of the state responsibility in relation to the higher school. The concept is based on the analysis of the dual nature of universities' role under the conditions of market relations, as performers of traditional scientific and educational activities, and an equal participant of the market. The research analyses the notion and structure of intellectual capital. The author pays special attention to modern technologies of knowledge management.

Keywords: *social responsibility, University, intellectual capital, knowledge management.*

INFORMATION SYSTEM OF EDUCATIONAL ACTIVITIES ORGANIZATION IN THE SYSTEM OF ADDITIONAL PROFESSIONAL EDUCATION

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The main factor of successful functioning of additional professional education system is the competent organization of educational process, the success of which is correlated with the information security. The study analyses the information system of educational activities organization for the Institute of stock market and management.

Keywords: *information system, business process, additional vocational education, professional development, education organisation.*

OPTIMIZATION OF DEVICE PARAMETERS WINTER PRODUCTION- TRANSPORT COMPLEX ENTERPRISES

Yu.A. Negomedzyanov¹, G.Yu. Negomedzyanov²

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The article focuses on the principles of optimizing the technical and technological parameters of the devices of the production and transport complex of the enterprise, which are oriented to system-wide interests and which function in the winter. An optimization model is proposed. The authors describe the results of the selection based on the system solution of the objective function of the optimal (providing a minimum of the total reduced costs) technical and technological parameters of the devices functioning in the winter under certain conditions.

Keywords: *load freezing, devices of production and transport complexes, functioning in winter, model, optimal technical and technological parameters*

ASPECTS OF COMPETITIVENESS OF A SMALL OPEN ECONOMY

K.B. Muradyan

Belarusian State economic University, Minsk

The article reveals the direction of development of modern theoretical approaches to the formation of models of the country's competitiveness. The author highlights the key factors that significantly influence the country's competitiveness. The research describes the basic models of competitiveness for a small open country including the Republic of Belarus.

Key words: *competitiveness of a country, competitive advantage, factors of competitiveness, models of competitiveness.*

THE METHODOLOGY OF THE EVALUATION OF PUBLIC-PRIVATE PARTNERSHIP EFFECTIVENESS

Jamil K. Aliev

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The article investigates some new trends in the development of public-private partnerships (PPP), which are primarily connected with the intensification of investment processes in the economy of Russian regions. New priorities in the PPP practices dictate new theoretical and methodological approaches to the evaluation of the effectiveness of PPP projects. The methodology of the evaluation of such projects' effectiveness should be based on the estimation of their investment-stimulating result. This process also implies the additional budget revenues due to the growth of investment, production and employment.

Keywords: *regional economy; public-private partnerships; the effectiveness of PPP projects; investment effect, regional budgets.*

THE ISSUES OF SYSTEM APPROACH TO THE GOVERNMENT PROPERTY MANAGAMENT

M. A. Atashikova

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The article investigates the problem of government property involvement into economic processes on the basis of structural and level approach. The author analyses the significance of institutional requirements which can help to solve the problem. The research highlights some problem situations arising as a result of the deficiency of ineteraction mechanisms. The author considers the method for the economic system transformation taking into account government property's special role in Russia. The author

emphasizes the peculiarities of relations at different levels of economic and social system.

Keywords: *structural and level approach, economic and social system, institutional, economic and social relations, property sale, the system of government property management.*

THE ROLE OF AMORTIZATION IN INVESTMENT RECOVERY PROCESSES AND INNOVATIVE RENEWAL OF FIXED CAPITAL

A.P. Burlakova

Tver State technical University, Tver

It has been proven that the shortage of own financial resources needed to enhance capital update processes to the fore the problem of efficient use of depreciation as an essential source funding reproductive processes in the enterprise. The author proposed a set of measures to address the problem both by the State and by the owners of businesses.

Keywords: *fixed capital, depreciation, reproduction, innovative renewal*

THE CONCESSION AS AN INSTRUMENT OF STATE REGULATION OF SMALL AND MEDIUM ENTREPRENEURSHIP DEVELOPMENT IN RUSSIA

A.A. Mandrova

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The article considers the development of small and medium entrepreneurship in Russia through a system of state-private and municipal-private partnership in the form of concession agreements. The author analyses the mechanism for balancing the existing system of concession agreements in order to make it mutually beneficial for economic interests of the state and business.

Keywords: *enterprises, public-private partnership, municipal-private partnership, concession.*

THE FOUNDATION OF THE FUTURE ECONOMY: THE DIALECTICS OF THE CONFRONTATION AND SOLIDARITY

M.L. Altzidovskaya

Financial University under the Government of Russian Federation, Moscow

The Russian economy has adapted to the global social and economic system that can be described as “post-modernism” development. “Reality” and economic rationality with consumption limits have mutated to virtual “chrematistics” and unlimited post-modernism hedonism. Nowadays Russia faces some challenges. It’s time to realize how to build the economy of the future.

Keyword: *justice, the liberal model of the modern economy, the social economic interests, the system of socio-economic relations.*

REAL AND IMPORTANT WORK ON (UN) REAL CAPITAL

L.A. Karasyova

Tver State University, Tver

The author presents the first part of the survey devoted to the review of the book “(Un) real capitalism. Political economy of the crisis and its consequences for the global and russian economy” by professor, Honorary Figure of Russian Higher Education, the head of economic theory department of saint-petersburg state university, ryazanov Viktor fyodorovich. The survey highlights the methodology for economic research of the globalization crisis and its system consequences including institutional approach and extensive empirical analysis applied by the author.

Keywords: *globalization crisis, post-globalization, political theory of capitalism crises, post-marx synthesis in marx and Keynes' version.*

THE ROLE OF INTELLECTUAL CAPITAL FOR MODERN UNIVERSITIES' DEVELOPMENT: A REVIEW OF DOMESTIC RESEARCHES

A.A. Maltseva

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The article reviews the research of Russian authors on the problem of developing the intellectual capital of modern universities. The author shows the system-forming role of non-material factors in outstripping growth and development of Russian universities based on the systematization and analysis of literature sources. The presented analytical review is the basis for development of research on the problem of intellectual capital of universities and development of recommendations for its effective use.

Keywords: *university, intellectual capital, growth, development, efficiency, knowledge.*

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SPECIAL ECONOMIC ZONES: FOREIGN EXPERIENCE OF CREATION AND PROSPECTS OF FUNCTIONING IN RUSSIA

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The article examines approaches to the process of creating special economic zones in foreign countries; defines the concept and objectives of special economic zones; the factors that affect the success of newly created special economic zone, analyzes the conditions and incentives for participants of the free economic zone in Crimea and its importance for the development of the region; the prospects of the SEZ in Russia.

Keywords: *special economic zone, region, socio-economic development, investment project, capital investments, tax ben.*

SYSTEMATIC APPROACH TO THE MANAGEMENT OF ACCOUNTS RECEIVABLE AT VEHICLE ENTERPRISES

N.K. Rozhkova¹, N.E. Spiridonova²

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The article develops a systematic approach that takes into account the requirements of the modern business environment and provides an enterprise with management tools in the area of debt management. The scientific novelty is in the systematic approach to the management of receivables, determining the stages of formation of credit policy of vehicle enterprises and a new approach to the analysis and assessment of accounts receivable.

Keywords: *receivables, credit policy, vehicle company, debt management, debt repayment.*

CONCEPT OF TOTAL ECONOMIC AND FINANCIAL PRESENTATION OF THE PROJECT FOR CREATING COMMERCIAL HI-TECH-PRODUCT PARK IN THE FRAMEWORK OF STATE ORDER

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Formulated the problematic task concerning estimation presentation of the project of creation of the park of commodity hi-tech products. Allocated event of the government order. Consideration incurred in the financial-

economic aspect for such stages as R&D, industrial production and exploitation. Proposed to abandon the estimations introduced badly by disparate indicators. Reasoned argument about the need for the introduction of participatory indicators in competitions and participation in them in the spaces of costs, effects and efficiencies. Proved the feasibility of development and application of custom and open business model of park of marketable hi-tech products. Argued that it should cover the main stages of its life cycle and implement its organizations. Offered reasonable three-step genesis of its development and structure under modern Russian conditions.

Key words: *project, park of hi-tech products, life cycle, economic and financial results, business model.*

STATISTICAL ESTIMATION OF TAX CONTROL AS A TAX MONITORING TOOL

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The authors develop and test methodology for assessing tax control in Russia as one of the main instruments of tax monitoring. The article analyzes the dynamics of tax revenues' increase in the budget of the Russian Federation due to the intensive work of automated mechanism of tax authorities in the regions. The research classifies Russian regions in terms of the level and quality of tax control.

Keywords: *Tax control, tax monitoring, typical grouping, ratio of checks and additional charges*

THE INTERACTION OF PRINCIPLES OF AUDITING AND TAX CONTROL IN THE RUSSIAN FEDERATION

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The article describes changes in legislation, in terms of interaction of auditing and tax control. The author investigates the interaction of the levels that make up the financial control system of the Russian Federation. The research analyses the possibility of the combination and the interaction of principles of auditing and fiscal control within the implementation of the recommendations of the economic cooperation Organization and Global forum development on transparency and exchange of information for tax purposes.

Key words: *financial control system of the Russian Federation, principles of auditing, international standards on auditing, confidentiality, tax control, transparency, mystery audit, professional skepticism.*

WORLD EXPERIENCE IN THE IMPLEMENTATION OF OPEN GOVERNMENT DATA

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The article analyzes the state of openness of government data in developed foreign countries and the possibility of applying the features of world experience in the Russian Federation. The main, in our opinion, measures to improve the openness of the Government of the Yaroslavl region are proposed. These include: the creation of a single government portal with the assignment of a unique ID and user-friendly interface, SMS-sending to registered users about new legal acts, the state of the provided public service, events and surveys, etc.

Keywords: *open government, government openness index, e-government, Government of the Yaroslavl Region.*

THE PROCESS MODEL OF THE SOCIALLY ORIENTED ENTERPRISES

O.V. Skudalova

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The process model of the socially oriented enterprises is an important tool in the organization of work and increase in overall performance of socially oriented enterprises. Internal management processes, implementation of the production, financial, economic, innovative, socially directed activity maintain duality of the purposes of the socially oriented enterprises expressed in receiving profit and the solution of social problems.

Keywords: *socially oriented enterprises, process model, solution of social problems of society, internal management of the socially oriented enterprises.*

THE MAIN APPROACHES TO THE EFFECTIVE CONTROL SYSTEM FORMATION OF SOCIAL AND ECONOMIC DEVELOPMENT OF MUNICIPAL UNITS

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The article defines theoretical approaches to the formation of effective system of municipal governance, which requires clarification. The article presents the author's interpretation of the concept of "socio-economic development of the municipality", a description of the main elements of

strategic management of socio-economic development of municipalities and forms of their relationship.

Keywords: municipal unit's development, social and economic system, strategic planning.

DEVELOPMENT PROBLEMS AND PROSPECTS OF NON-STATIONARY TRADE IN THE RUSSIAN FEDERATION

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The article summarizes the problems of development of non-stationary trade at the present stage in the framework of current legislation that arise due to a mismatch of interests between the state and business. When solving these problems there appears an infringement of the interests of each party, and therefore it requires the improvement of the current law on trade and the effective implementation of its development strategy in the Russian Federation, as well as the use of positive experience of foreign countries. The article defines the main directions of legislation improvement on trade and summarizes the prospects for the development of non-stationary trade in the Russian Federation.

Keywords: non-stationary trading network, peddling, distribution of trade, legal regulation of commercial activity, prospects of non-stationary trade development in Russia.

INVESTIGATION OF MANAGEMENT STRATEGIES FOR PRODUCTION ACTIVITY ON THE EXAMPLE OF METALLURGICAL INDUSTRY ENTERPRISES

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The article describes the author's method of determining the type of strategy for managing the enterprise's production activities. The authors define the strategy of a group of Russian metallurgical enterprises in 2006-2017 on the basis of this strategy and propose a methodology for scoring enterprise strategies. The scoring strategies for the enterprises studied for the analyzed period were calculated, and tendencies of their application were revealed.

Keywords strategy, management, production activities, metallurgical enterprises

ARTIFICIAL BARRIERS IN A FIRM'S DEVELOPMENT AND THE WAYS OF THEIR ELIMINATING

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The article shows that the lack of correlation between management concept and scientific personnel achievements leads to the appearance of artificial barriers and structural crises. The author describes three types of the barriers: difficulties, dynamics and globalization, and the ways of their eliminating. The article investigates the stages of management concept changes. The author highlights that modern social and economic policy in Russia results in barriers appearance and impedes their elimination.

Keywords: *scientific progress, firms development, structural crises, barriers of difficulty, barriers of dynamics, barriers of globalization, management concept, management democratization, personnel democratization.*

THE EFFECT OF PROPULSIVE TAXES ON A REGION'S DEVELOPMENT

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In order to solve the problem of filling the regional budgets, a variant of the analysis of the territory's capabilities with the help of the concept of elasticity of tax potential is proposed. The results of the study of the influence of the formed and used tax potential on the development of the territory are presented. The author formulated the concept of "propulsive tax" and developed an algorithm to identify it. Identified and justified types of propulsion taxes. The article presents the impact of the identified propulsive taxes on the tax potential of the region and the possibility of using it for evaluation at the level of municipalities. The use of the results of the study can contribute to the adoption of management decisions to increase the tax potential of the territory.

Keywords: *tax capacity, revenues, elasticity, propulsion tax, development of the area*

DEPRESSIVE REGIONS AND LABOR MARKETS: APPROACHES TO REVEALING INTERRELATION *

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* The publication is prepared within the framework of the REU of G.V. Plekhanov scientific project "Depressive labor markets: evaluation criteria, factors of formation, direction of development".

The article considers relationship between the depressed condition of the regional economy and labor markets, analyses various views on interpretation of the category "depressive regions", investigates the criteria of depressiveness of the region and the labor market, proposes the author's approach to the understanding of the essence of the depressiveness of the regional labor market.

Keywords: *depressive region, territories with the tense situation on the labor market, depressive labor market.*

THE RELATIONSHIP OF QUALITY OF WORKING LIFE AND COMPETITIVENESS OF ENTERPRISES: INTERNATIONAL EXPERIENCE

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The article shows that in recent years competitive organizations pay attention not only to the quality of products or services but also the quality of working life of their employees. This fact is confirmed by empirical research conducted in different countries of the world. But the analysis of competitive advantages of companies in most cases does not affect the factors that determine the quality of working life of employees, due to the lack of systematization of views on the nature of these two phenomena. The authors attempt to analyze different approaches to the concept of the competitiveness of enterprises, reflecting the essence and separate aspects of the study of this category. The article also contains the results of the comparison of the models of working life quality, which have spread in different countries. The authors describe empirical study of factors affecting quality of work life of employees in organizations, based on the priority of models and concepts KT. The article aims to reflect theoretical base allowing to structure and rank these factors, and also to show their role in the formation of competitive advantages of the company. This makes the scientific novelty of the conducted research.

Keywords: *the quality of working life, competitiveness of the enterprise.*

THE IMPROVEMENT OF MOTIVATION SYSTEM FOR SALES STAFF

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Scientific and practical novelty of the article consists in the use of the individual (tactical) and team (including strategic) performance indicators for staff motivation. The purpose of the author is to find ways for overcoming sales slumps in the retail sector through the use of different models of stimulation of sales personnel. The author proposes to link the tactical and strategic goals of the organization with a fairly simple, understandable and effective system of financial stimulation of the personnel

of trade enterprises. The article investigates methodological problems of personnel stimulation on the basis of improvement of individual and collective performance criteria.

Keywords: personal priming model, model of labor activity, labor productivity, sales staff.

SYSTEM FOR COORDINATING THE DETERMINANTS OF NATIONAL ECONOMY COMPETITIVENESS AT VARIOUS LEVELS

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The article deals with the determinants of the national economy competitiveness at various levels. The purpose of the work is to develop the economic and organizational system for coordinating the factors of competitiveness. To achieve the goal, general and system analysis methods are used. The results of the work can be used in the development of state measures to improve competitiveness and self-sufficiency of economy.

Keywords: competitiveness, national economy, economic growth, sanction regime.

ENSURING ECONOMIC GROWTH OF THE RUSSIAN FEDERATION DUE TO THE ACTIVE USE OF INTERNAL SOURCES OF INVESTMENTS

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The article considers the ways of ensuring economic growth in Russia at the expense of internal investment sources. The author highlights the reasons impeding economic development in Russia. The reasons are as follows: the increase in investment credits in banking, the use of gold and currency reserves for investing, some others. The author analyses the existing internal sources of investment in Russia, estimates the possibility of their using. The research develops a comprehensive approach to the problem of ensuring economic growth in Russia at the expense of inactive internal sources of investment.

Keywords: decline, investment in fixed capital, investment in human resources, funding sources, bond lend, depreciation fund

INNOVATIVE INFRASTRUCTURE OF THE URAL FEDERAL DISTRICT (UFD) SUBJECTS

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The article investigates the main components of innovative development of territorial educations. The authors analyze the interrelation of innovative potential, innovative activity and characteristics of regions. The research highlights the innovative development of regions as a factor of increase in population employment. The article studies the need of the state mechanism development allowing to ensure consecutive and trouble-free functioning of distribution resources system for innovative development of regions and control over their target use. The authors highlight the importance of regional specific characteristics.

Keywords: *innovation, innovative infrastructure, innovative policy, employment of the population.*

DEFINITION OF INVESTMENT ATTRACTIVENESS OF THE REGION (ON THE EXAMPLE OF THE YAROSLAVL REGION)

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The aim of the study is to assess the investment attractiveness of the region. The authors identified reasons hindering the growth of investment attractiveness of the Yaroslavl region. The mechanisms of participation of the state with limited intervention in the economic activity of the subject. Proposed measures to increase the investment attractiveness of the region.

Keywords: *investments, investment attractiveness, investment activities, region.*

ESSENCE AND DEFINITION OF INTELLECTUAL CAPITAL OF HIGHER EDUCATION INSTITUTION

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The article is about the results of a theoretical study that highlights the key essential characteristics of the university's intellectual capital and allows to give an author's definition of the concept. Due to the specific nature of the functioning of higher educational institutions for translating the principles laid down by various authors in the methodology of intellectual capital of enterprises of the commercial sector additional explanations of key theses for the problem of the intellectual capital of the university are required. This is presented in the work.

Keywords: *intellectual capital, university, knowledge, human capital, reputation capital, client capital*

THE FORMATION OF THE REFERENCE BOOK OF THE BEST AVAILABLE TECHNOLOGIES IN THE SPHERE OF SERVICES FOR IMPROVING ENERGY EFFICIENCY

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The article proposes a two-stage selection technique for including the Best Available Technologies (BAT) in the reference book and providing energy efficiency. The authors describe the procedure of technology evaluation by the members of the Expert Council. At the first stage, the quality indicators of technology are considered, including the scientific and technical feasibility and feasibility of the organizational and technological solution. If the technology receives a positive evaluation at the first stage, then it is evaluated according to the criteria of economic, environmental and social effects.

Keywords: *increase in energy efficiency, service, best available technologies (BAT), effect, evaluation, reference book*

THE FORMATION OF THE REFERENCE BOOK OF THE BEST AVAILABLE TECHNOLOGIES IN THE SPHERE OF SERVICES FOR IMPROVING ENERGY EFFICIENCY

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The article is devoted to comparative analysis of the trajectories of development of the member countries of the Eurasian Economic Union (EAEC) in the two-dimensional phase space. The coordinates of the space is the value of a dynamic variable and its rate of relative growth, which allow us to construct a ternary classification diagram of competitive behavior strategies of countries. A comparative analysis was performed for two main factors: factor of investment size in main capital and spending on research and development.

Keywords: *comparative analysis, EAEC countries, strategies of competitive behavior, phase space.*

PROBLEMS OF ECONOMIC AND MATHEMATICAL MODELING OF MODERN APPROACHES TO PERSONNEL MANAGEMENT IN COMMERCIAL TRADING COMPANIES

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The authors consider the problem of effective personnel management in the retail trade in the modern economy. The aim of the study is to design a mathematical model for assessing the effectiveness of innovations in the management of personnel within a limited budget. The article describes quantitative indicators, namely the questioning of the personnel of several large trading companies. As a result, the methodology of quantitative assessment of innovations is presented and their influence on the company's competitiveness is studied. On the basis of the study, the authors have compiled a list of recommended areas for innovation. The task of optimizing costs can be reduced to the standard problem of linear programming. The research offers to use the mathematical model based on the methods of game theory. Choosing an effective strategy in the game, the organization's management optimizes the costs of innovation in the field of personnel management.

Key words: *innovation, math modeling, game model, personnel management, matrix of innovation.*

CGRP INDEX FOR THE ANALYSIS OF THE FEDERAL DISTRICTS ECONOMY IN RUSSIA

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The paper proposes a new index for analyzing the economy in the federal districts of the Russian Federation. The object of the study is: the size of the gross regional product of 41 regions of the Russian Federation: the North-West Federal District, the Central Federal District and the Siberian Federal District of the Russian Federation, according to the annual analysis of the dynamics, and the average number of employees in the economy of these regions. The purpose of the work is to analyze the economy of some Russian regions on the basis of the CGRP index and the average annual number of employees in the economy of the regions.

Keywords: *gross regional product; the regions of Northwestern Federal District of Russia; the regions of Central Federal District of Russia; the Siberian Federal District of Russia; the average number of people employed; the working efficiency; index for analyzing the economy.*

ANALYSIS OF SALES DYNAMICS OF VEHICLES AT THE STAGE OF LAUNCHING THE RUSSIAN MARKET

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Key methods and issues of forecasting of sales volumes of goods at the stage of launching the market are investigated in the article. To check application terms of used methods of forecasting of sales volumes of vehicles at the stage of launching the Russian market dynamics of sales of 12 models of cars of 6 brands (Hyundai, Kia, Lada, Nissan, Renault, Skoda) is analyzed. For purposes of

analysis indicators of dynamics, correlation and links between sales volumes of vehicles were used. As a result key facts were identified: terms of application of statistical models are not performed; correlation between sales of different models almost doesn't exist, that doesn't let totally use method of historical analogy; dynamics of sales volumes and its absolute growths and rates of growths are consistent with seasonality indicators of this brand. Based on identified facts, it was made a conclusion about the utility of forecasting of sales volumes of vehicles at the stage of launching the Russian market with usage of combinations of expert and formal forecasting approaches.

Keywords: *absolute growth; autocorrelation; coefficient of variation; correlation; rate of growth; sales volumes of vehicles.*

DEVELOPMENT OF LABOR REGIONAL MOBILITY WITHIN STATE EMPLOYMENT POLICY IMPLEMENTATION

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The author describes characteristic features of the state program "Assistance of the population employment in the Russian Federation". The article investigates the implementation of the state policy to reduce labour shortages in some regions through improving labor mobility. The research analyses key indicators of the sources and amount of funding for 2017-2020. The author highlights low efficiency of the targets for 2017 within the current program of labor mobility increase in the regions which lack of labour recourses. The article e defines mismatch between demand and supply of labour in regional labour markets, which indicates the low efficiency of realization of state employment policy in terms of growth of labour mobility.

Keywords: *employment policy, labor mobility, regional labor markets.*

THE PROBLEM OF SOCIAL HOMOGENEITY AND ECONOMIC INTERACTION UNDER ANARCHY

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The article analyses the ways for overcoming the inhomogeneity among individuals in the absence of the state. On the basis of game theory and rational choice theory the author offers economic-mathematical model, according to which socially diverse individuals can signal their trustworthiness, which allows the parties to fully implement the benefits of interaction in anarchy.

Keywords: *social inhomogeneity, anarchy-capitalism, ex ante investments, economic interaction, Medieval trade.*

ENERGY AS A SECTOR OF THE ECONOMY: STATUS AND PROSPECTS

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The goal of the article lies in revealing the problems of the energy sector and identifying ways of addressing them. The attention is focused on the entity of the energy sector in the framework of the institutional environment, issues of quality and reliability of electricity supply for the processing chain to the final consumer. Noted the existing problems in power supply of consumers, triggered by the use of outdated and significantly amortized equipment on power plants and power grids. The specifics of the interaction of economic elements in the framework of the energy sector, the negative impact of problems of a crisis nature in the state's economy on the investment component.

Keywords: *energy industry, economy, company, Corporation, electricity, thermal power, quality, reliability, consumer.*

BUREAUCRACY AND ALIENATION FROM THE PROCESS OF MANAGEMENT

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The article is devoted to the analysis of the alienation of workers from the management process. The study presents an attempt to identify the socio-economic basis of the bureaucracy, its main characteristics and the primary causes of the phenomenon. The publication deals with the influence of bureaucracy on workers in the institutional structure. The paper looks at different points of view on the problems of bureaucracy.

Keywords: *bureaucracy, alienation, estrangement, labor, control, management*

TAX CRIMES AND SANCTIONS IN RUSSIA

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The aim of the study is to explore some of the theoretical aspects of tax crimes in Russia. The article presents comparative characteristics of two concepts: "tax crime" and "tax offence". Scientific novelty of the research is to propose measures for eliminating tax crimes. The authors offer to distinguish payments that lead to criminal responsibility and to introduce a legal norm in case of repeated violation.

Keywords: *tax offences, tax sanctions.*

J.K. GALBRAITH'S VIEWS OF THE TECHNOSTRUCTURE POWER IN A POST-INDUSTRIAL SOCIETY AND MODERN REALITIES

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The article considers J. K. Galbraith's thesis of development of post-industrial society in 1950s. The research highlights current trends from Galbraith's positions of characterless power of technostructure. On the basis of the modern IT industry development (which is the core of the 5-th technocratic structure) the author demonstrates the changes that have occurred in views of technostructure power in a post-industrial society compared to Galbraith's thesis. The changes are due to the global economic transition from the beginning of the market saturation in 1950s to the final stage in 2000s. Nowadays even large corporations using the core of the 5-th technocratic structure can be noncompetitive due to the decisions based on the technostructure power of rival corporations.

Keywords: *tectonic shifts, views, power, technostructure, J. K. Galbraith's economic theory.*