

# VESTNIK TVGU

Series : *Economics and Management*

№ 1, 2018

*Scientific Journal*

*Founded in 2004*

Registered by the Federal Service for Supervision in the Sphere of Telecom,  
Information Technologies and Mass Communications  
PI №ФЦ77-61038 from March 5, 2015.

## **Translated Title**

HERALD OF TVER STATE UNIVERSITY. SERIES: EKONOMIKA I UPRAVLENIE

## **Founder**

FEDERAL STATE BUDGET EDUCATIONAL INSTITUTION  
OF HIGHER EDUCATION «TVER STATE UNIVERSITY»

## **Editorial Board of the Series:**

Dr. of Sciences, Prof. L.A. Karaseva (*editor-in-chief*)  
Dr. of Sciences, Prof. V.A. Petrishchev (*Deputy Editor*),  
Ph. D., Assoc. Prof. T. M. Kozlova (*Executive Secretary*),  
Dr. of Sciences, Assoc. Prof. M.L. Alpidovskaya (Moscow), Dr. of Sciences, Assoc. Prof. N.N. Bedenko,  
Dr. of Sciences, Prof. O.V. Bogdanova, Ph. D., Assoc. Prof. A.A. Vasiliev,  
Dr. of Sciences, Prof. D. S. Vakhrushev (Yaroslavl), Dr. of Sciences, Prof. I.O. Volkova (Moscow),  
Dr. of Sciences, Prof. O.V. Danilova (Moscow), Dr. of Sciences, Prof. O.V. Zabelina (Moscow),  
Dr. of Sciences, Prof. D. Zlateva (Bulgaria), Dr. polit. Sciences, Assoc. Prof. N.N. Kozlova,  
Dr. of technical Sciences, Assoc. Prof. V. M. Kurganov, Dr. of Sciences, Prof. G.K. Lapushinskaya,  
Dr. of Sciences, Assoc. Prof. E.E. Nikolaeva (Ivanovo),  
Dr. of Sciences, Assoc. Prof. S.N. Polenova (Moscow), Dr. of Sciences, Prof. L.A. Talimova (Kazakhstan),  
Ph. D. in Economics, Prof. G.L. Tolkachenko, Ph. D. M.V. Curkan,  
Ph. D., Assoc. O.N. Shkutko (Belarus)

## **Editorial Office:**

Russia, 170021, Tver, st. 2nd Griboyedov, d. 22, aud. 101A  
Phone: (4822) 77-83-03

*All rights reserved. No part of this publication may be  
reproduced without the written permission of the publisher.*

© Tver State University, 2018

## CONTENTS

### ECONOMIC THEORY

*Petrishchev M.V.* The "cost" category in economic science .....8

#### THEORETICAL AND PRACTICAL ISSUES OF FINANCE AND CREDIT

*Rykova I.N., Taburov D.Yu.* Conceptual approach to the mechanism of government financing in real economic sector (on the basis of electro energetic and oil-and-gas industries).....14

*Glushkova N.B.* Peculiarities of modern consumer crediting in Russia .....25

*Talimova L.A., Kalkabayeva G.M.* The strategic importance of bank lending in economic development of Kazakhstan.....34

#### MODERN MANAGEMENT ASPECTS

*Gavrikova E.V.* The creation of values in assets' management system of a power supplier .....45

*Danilova O.V.* Social risks in the system of corporate management: conceptual basis and possibilities of the Russian business' social responsibility.....53

*Tsurkan M.V.* The concept of «project competence» in the context of the implementation of the project approach in the system of public administration .62

*Andreeva A.V., Geng V.A.* Some specific features of the regulated market model in the system of public health care.....75

#### MATHEMATICAL AND TOOL METHODS OF ECONOMY

*Bespalko E.V., Kudinov A.N., Mikheev S.A., Redchitch V.P., Ryzikov V.N., Tsvetkov V.P., Tsvetkov I.V.* Population dynamics in Tver Region.....81

#### ACTUAL PROBLEMS IN EDUCATION

*Tolkachenko G.L.* Improvement of the financial component of the mechanism of realization of the model of General education in the higher educational institution.....92

*Klyuchnikova E.V.* The main characteristics of the export Russian education...101

#### LABOUR ECONOMICS

*Berezin M.A., Kraush V.A.* Past and future of the remuneration system in social sector.....111

*Zarutskaya E.A.* Labour motivation and stimulation.....120

#### PROBLEMS OF DEVELOPMENT OF LABOR POTENTIAL AND QUALITY OF LIFE

*Skudalova O.V.* Assessment of quality control of the social services in Russia.....127

*Duyzhilova O.M., Rusina E.V.* The role of healthcare management in ensuring economic security of the region.....133

*Chtegrintsova S.V., Kyznetsova A.V.* Methods of increasing business competitiveness efficiency on the basis of labour quality.....142

*Zabelina O.V., Pilipchuk N.V.* Statistical analysis of important characteristics of a typical Russian employe .....154

*Galenko V.P., Plis K.S.* Formation and development analysis and assessment of the of service enterprises' intellectual capital.....162

*Arfae A.V., Tabelova O.P.* Motivation and demotivation aspects of human capital formation and development at an enterprise.....169

## QUESTIONS OF INCREASE OF EFFICIENCY OF PRODUCTION

- Bogdanova O.V., Alekseeva L.V., Demenik F.G.* The use of the drug "nanosilicon" in the system of cows feeding optimization as a factor of the milk efficiency increasing.....177
- Lyubars'ka M.A., Kiselev S.V., Pilyavskiy V.P.* The role of services sector in the development of eco-industrial parks in Russia.....185
- Tsikin A.M.* The concept of Russian economy self-sufficiency development...193
- Mansurova N.A., Milev S.V.* Estimation of economic sustainability of event-agencies.....201
- Nikitina E.E.* Application of internet technologies in interaction of commercial enterprises with external environment.....209

## SCIENTIFIC LIFE

- All-Russian round table discussion "political and economic education: past present and future".....215
- Karaseva L.A.* Political Economic education and methodological potential of political economy.....215
- Gordeev V.A.* Priority place of political economic methodology in the development of theoretical economy.....217
- Alpidovskaya M.L.* Features of the epistemology of modern economic science.....218
- Nikolaeva E.E.* On the necessity and possibility of studying political economy in higher education institutions.....219
- Petrishchev V.A.* On the need to deepen the content of political economy.....220
- Kostyukovich N.V.* Political economy-the core of economic and theoretical knowledge.....223
- Kostrova A. A.* Political economy in the context of modern research: through thorns to stars.....224
- Kozlova T.M.* The Use of economic theory in the teaching of applied disciplines.....225
- Smirnov A.V.* New economy – new challenges and approaches.....227
- Petrishchev M.V.* On unity and difference of empirical and theoretical study of Economics.....229
- Kirsanov A.I.* Behavioural theory of the formation and use of budgets of households.....230
- Vdovenko A.A.* Political and Economic issues of small business development.....231

## YOUNG SCIENTISTS' STUDIES

- Loginov A.V.* Import substitution in Russia: everything is just beginning.....234

## CRITIC AND BIBLIOGRAPHY

- Maltseva A.A.* The role of intellectual capital in the regions development: the review of modern researches results.....242

### To the 200th anniversary of Marx

- Naydenova E.M.* Historical tendency of capital accumulation: Keynes VS Marx.....251
- Buevich A.P., Karamova O.V.* From "the capital" of K. Marx to the intellectual capital in the context of future innovative economy.....258

## ANNIVERSARIANS

- Mamagulashvili, David I.* .....266
- Grushko Elena Sergeevna* .....268
- Uchaeva Lyudmila Vilevna* .....269

## **THE "COST" CATEGORY IN ECONOMIC SCIENCE**

**M.V. Petrishchev**

Tver State University, Tver

The purpose of the article is to show the difference between the domestic and scientific concepts of "cost", the change of this concept from Aristotle to the classics of political economy through Say and Sismondi to Marx and theories of marginal direction, identifying the concepts of "price" and "cost". Scientific novelty consists in refinement and interrelation of concepts "consumption value", "benefit", "usefulness", in criticism of ideas of N.K. Sagadieva about the nature of the value of the goods.

**Key words:** *cost, price, useful, usefulness, private labor, abstract social labor.*

## **CONCEPTUAL APPROACH TO THE MECHANISM OF GOVERNMENT FINANCING IN REAL ECONOMIC SECTOR (ON THE BASIS OF ELECTRO ENERGETIC AND OIL-AND-GAS INDUSTRIES)**

**I.N. Rykova, D.Yu. Taburov**

The Head of the Industrial Economic Department under the Ministry of Finance of the Russian federation

On the basis of systematization of directions and measures of the state support of the organizations of real sector of economy research of approaches to formation of the mechanism of their state financial support is carried out. It is concluded that the functioning of the mechanism of state financial support of organizations of electric power and oil and gas industry creates preconditions for their further development. We need active assistance in financing new exploration technologies and stimulating the optimization of oil and gas resources.

**Keywords:** *real sector of economy, state support, tools, economic policy, budgetary system*

## **PECULARITIES OF MODERN CONSUMER CREDITING IN RUSSIA**

**N.B. Glushkova**

Tver state University, Tver

The current level and trends of consumer lending at the present stage of development in Russia are considered. The scientific novelty consists in a comparative analysis of indicators and conditions of lending in banks and microfinance institutions. The indicators of the total cost of loans and the dynamics of their changes. As a result, the main problems of consumer lending are revealed: the growth of overdue debts in banks and the crediting of Russian citizens. The level and structure of citizens' loans in the territorial context and by types of loans are considered. The measures of the Bank of Russia and commercial banks to reduce the level of loans and overdue debts in consumer lending are proposed. The concept of debt burden of borrowers is defined, the method of its calculation is resulted. Recommendations are given to reduce the level of debt burden of citizens and risks of consumer lending.

**Keywords:** *consumer loans, the full amount of the loan, the microfinance organization, the debt load of citizens, the debt load of the borrower.*

## **THE STRATEGIC IMPORTANCE OF BANK LENDING IN ECONOMIC DEVELOPMENT OF KAZAKHSTAN**

**L.A. Talimova<sup>1</sup>, G.M. Kalkabayeva<sup>2</sup>**

<sup>1,2</sup>Kazpotrebsoyuz Karaganda Economic University

The purpose of the study is to develop an economic and mathematical model of the influence of macroeconomic factors on the volume of credit investments of second – tier banks in the economy on the basis of the analysis of modern trends of Bank lending in Kazakhstan. A comprehensive analytical study of Bank lending and its strategic importance in the development of the economy of Kazakhstan at the present stage is an important and significant problem, the solution of which will ensure the optimal interaction of credit relations in order to achieve sustainable economic growth of the country. The developed economic and mathematical model of interrelation of volumes of Bank crediting and macroeconomic factors can be used at development of strategic directions of development of banking system and banking policy for the purpose of activation of crediting of economy of the Republic of Kazakhstan. Scientific novelty-problems in development of Bank crediting in the conditions of macroeconomic instability are revealed; the correlation and regression model with definition of the main factors which had essential influence on credit activity of banks of the second level of Kazakhstan is developed.

**Keywords:** *loans, second-tier banks, credit activity, overdue debt.*

## **THE CREATION OF VALUES IN ASSETS' MANAGEMENT SYSTEM OF A POWER SUPPLIER**

**E.V. Gavrikova**

National Research University "Higher School of Economics", Moscow

The article explores the possibility of implementing a systematic approach in order to describe the process of value creation in assets management of a power supplier. The author outlines the key challenges existing in the power industry nowadays. The article analyses the main problems regarding assets management in the dynamic environment. The author describes the current state of research in the field and highlights the significance of the values based on assets management. As a result the author proposes a model that describes the process of value creation throughout the assets management system from the systematic approach perspective.

**Keywords:** *asset management, power industry, system approach, value creation*

## **SOCIAL RISKS IN THE SYSTEM OF CORPORATE MANAGEMENT: CONCEPTUAL BASIS AND POSSIBILITIES OF THE RUSSIAN BUSINESS' SOCIAL RESPONSIBILITY**

**O.V. Danilova**

Financial University under the Government of the Russian Federation, Moscow

Social risks and their place in the corporate governance system are considered. It is proved that professional risks are indicators of the degree of social tension and the level of successful interaction between the company's management, the Board of Directors, shareholders and other stakeholders in the implementation of social programs. Scientific novelty: the analysis and

assessment of professional risks associated with damage to the health and life of the employee. The point of view on the significant impact of corporate social responsibility on the level of social risks in entrepreneurship is argued. The integration of corporate social responsibility into the corporate governance system allows taking into account social and economic changes in the development of the company's strategies. The implementation of the ideas of corporate social responsibility contributes to the formation of competitive advantages in the interests of sustainable development of the company.

**Keywords:** *social risks, occupational risks, social responsibility, risk management, social partnership.*

## **THE CONCEPT OF «PROJECT COMPETENCE» IN THE CONTEXT OF THE IMPLEMENTATION OF THE PROJECT APPROACH IN THE SYSTEM OF PUBLIC ADMINISTRATION**

**M.V. Tsurkan**

Tver State University, Tver

The relevance of the article is due to the introduction of the project approach to the public administration system, which is impossible without the mastering of a new type of competencies by employees of state structures that will allow using project methods in professional activities. The purpose of the article is the formation of a scientific approach to the definition of the term «project competence» in the context of the indicated conditions. The scientific novelty of the article was obtained within the framework of achieving its goal – an approach to the definition of the term «project competence» was formed, taking into account the bi-direction of the new direction: the introduction of project management in the system of strategic planning of social and economic development of territories and the participation of state authorities in managing intersectoral interaction projects. Other results of the research are as follows: a classification of projects of intersectoral interaction with the participation of state authorities was developed; the idea of the world standards in the sphere of the project approach taking into account the roles performed by groups of project participants is systematized; clarified not the identity, but the relationship between the concepts of «competence» and «competence» in the context of the implementation of the project approach; The defining components of the project competencies are substantiated, which are expressed by the definitions «know» and «able»; Within the framework of the goal of the article, national standards have been analyzed, on which the system of certification of project specialists of various levels existing in the Russian Federation is based; The place of the Project Management Center of the Russian Academy of Science and Technology in the structure of project management at the federal level has been determined.

**Keywords:** *project approach; project; competence; strategic planning; intersector interaction.*

## **SOME SPECIFIC FEATURES OF THE REGULATED MARKET MODEL IN THE SYSTEM OF PUBLIC HEALTH CARE**

**A.V. Andreeva<sup>1</sup>, V.A. Geng<sup>2</sup>**

<sup>1,2</sup>Tver State University

The article analyses the models of health care systems financing, which exist in the countries with developed market economy. Based on this analysis, the authors suggest the model for public health care reform in Russian Federation, justify the need in "regulated market", since it will increase the quality and

availability of medical help as well as facilitate efficient use of resources due to expansion of market management methods. At the same time, the health care system and related state guarantees of free medical help for citizens will be still mainly financed by the government.

**Keywords:** *"internal market" model, "planned market" model, "regulated competition" model, financing of a medical organisation, public-private partnership*

## **POPULATION DYNAMICS IN TVER REGION**

**E.V. Bespalko<sup>1</sup>, A.N. Kudinov<sup>2</sup>, S.A. Mikheev<sup>3</sup>, V.P. Redchitch<sup>4</sup>, V.N. Ryzikov<sup>5</sup>,  
V.P. Tsvetkov<sup>6</sup>, I.V. Tsvetkov<sup>7</sup>**

<sup>1-7</sup> Tver state University, Tver

The paper studies the dynamics of the population of the Tver region on the basis of a new demographic equation containing three demographic parameters. These parameters are found from the condition of minimum deviation of the calculated trend curve  $y(t)$  at points  $t_i$  from the Rosstat data  $y_i$  in the Tver region. As a result, a correlation was obtained that determines the dynamics of the population of the Tver region. The justification of the process of its asymptotic stabilization at the level of 1, 19198 million people for 40-50 years from 2017 is given.

**Key words:** *demographic equation, trend line, asymptotic stabilization, population, forecast.*

## **IMPROVING THE FINANCIAL COMPONENT OF THE MECHANISM OF IMPLEMENTATION OF THE MODEL OF GENERAL EDUCATION IN HIGHER EDUCATIONAL INSTITUTIONS**

**G. L. Tolkachenko**

Tver state University, Tver

The purpose and scientific novelty of the article is to analyze the current system of financing General education in Russia and on its basis for the first time proposed a scheme of financing General education in higher education.

**Keywords:** *sources of financing of General education, revenues from the provision of educational services, pricing for paid services of educational institutions, budget financing of educational services, financial risks in the provision of educational services.*

## **THE MAIN CHARACTERISTICS OF THE EXPORT RUSSIAN EDUCATION**

**E. V. Klyuchnikova**

Tver state University, Tver

The purpose of the article and its scientific novelty is to determine the essence of the concept of export of education and its spectrum. For this purpose, the current state of export of Russian education is analyzed and the main characteristics of the flow of foreign students in Russia are given. UNESCO, the international trade centre (ITC), OECD, the Institute of international education (IIE), the Institute of sociology of the Russian Academy of Sciences, The center for social forecasting and marketing, the center for sociological research, the Institute of education of the HSE, as well as information and analytical materials for monitoring the effectiveness of higher education institutions in 2017 were used as sources.

*Keywords: international market, export of education, educational services, foreign students, share, quota.*

## **PAST AND FUTURE OF THE REMUNERATION SYSTEM IN SOCIAL SECTOR**

**M.A. Berezin<sup>1</sup>, V.A. Kraush<sup>2</sup>**

<sup>1</sup>Independent Consultant, Moscow

<sup>2</sup>Institute for Budget Solutions, Moscow

The aim of the study is to assess the process and results of modernization of wage systems in the public sector over the past decade. A comprehensive analysis of the process of modernization of wage systems in the public sector is carried out: the main stages of the transition from a single tariff grid to an effective contract are considered, the assessment of the current results is made, mistakes made during the modernization and problems requiring solutions are revealed. The scientific novelty of the study is due to the proposed recommendations for the further development and improvement of wage systems in the public sector.

*Keywords: remuneration system, efficient contract, KPI.*

## **LABOUR MOTIVATION AND STIMULATION**

**E.A. Zarutskaya**

Tver State University, Tver

The purpose of the article is to substantiate the approach to understanding the processes of motivation and stimulation of labor activity of personnel. Scientific novelty: it is shown that the motive as a form of manifestation of need is an internal subjective phenomenon, and there are no ways of its formation or influence on it. Consequently, the process of motivation is an internal driving force, the management of which is not possible. For impact on the labor behavior of the employee from the outside, from the leadership, requires the use of incentives (stimulation). At the same time, their formation should be carried out in such a way that they are significant for employees, i.e. the incentive becomes an incentive only when it turns into a motive and meets any need.

*Key words: need, motivation, motivation, motivational profile, motivation research, incentive, stimulation.*

## **ASSESSMENT OF QUALITY CONTROL OF THE SOCIAL SERVICES IN RUSSIA**

**O.V. Skudalova**

Tver State University, Tver

The article analyses the efficiency of social services for the population and the importance of obligatory control and quality assessment provided by the state in modern social and economic conditions. The author highlights the necessity of the services' quality increasing. The scientific novelty involves investigating legal and regulatory framework, implementing SWOT-analysis for the quality assessment.



**Keywords:** the service, the social services, the techniques of assessment of quality of social services, the services sector, the standard of living of the population.

## **THE ROLE OF HEALTH QUALITY MANAGEMENT IN ENSURING ECONOMIC SECURITY OF THE REGION**

**O.M. Duyzhilova<sup>1</sup>, E.V. Rusina<sup>2</sup>**

<sup>1,2</sup>Tver State Technical University

The purpose of this article is to reflect the relationship between the two categories of the economy - quality management and economic security. This link is logically extended through the economical and social spheres, which must be tightly intertwined when making decisions in the sphere of ensuring economic security. At the head of this connection is a person or "human capital". The scientific novelty of the research is that many complex issues of economic security can be solved with the help of quality management tools.

**Keywords:** *economic security, quality management, quality management of health care, health, human capital, economical and social spheres.*

## **METHODS OF INCREASING BUSINESS COMPETITIVENESS EFFICIENCY ON THE BASIS OF LABOUR QUALITY**

**S.V. Chtegrintsova<sup>1</sup>, A.V. Kyznetsova<sup>2</sup>**

<sup>1,2</sup>Tver State University, Tver

The relevance of the research topic is due to the increased attention of companies to monitoring and assessing their own competitiveness, identifying reserves to strengthen competitive advantages not only due to the quality of products, but also the quality of workers' working lives. The purpose of the work is to determine the relationship between the competitiveness of enterprises and indicators of the quality of working life. Scales of assessment of competitiveness of the organization on the basis of quality of working life are developed, methods and methods of its increase taking into account each factor are offered. This allowed us to systematize the methodological tools to identify the advantages and disadvantages of its use. Results of researches allow to reveal and actively use reserves of competitive advantages of the enterprise in the social sphere.

**Keywords:** *quality of working life, competitiveness of the enterprise, human resources, profit, organizational values, mission, training and development of personnel, social security of workers, working conditions, working time*

## **STATISTICAL ANALYSIS OF IMPORTANT CHARACTERISTICS OF A TYPICAL RUSSIAN EMPLOYEE**

**O.V. Zabelina<sup>1</sup>, N.V. Pilipchuk<sup>2</sup>**

<sup>1,2</sup>Tver state University, Tver

The authors highlight the absence of "a typical Russian employee" concept in modern Russian legislation. Though the improvement of retirement insurance is impossible without creating and monitoring important characteristics of modern employees (who are insured) because they become beneficiaries when

reach retirement. The aim of the research is to create actual portraits of typical Russian employees (both for men and women) on the basis of the average (modal) rates calculated with the help of statistical methods and characteristics segregated through expert techniques.

**Key words:** *a typical employee, standard recipient, social services recipient, typical beneficiary, length of service, experience, pension savings, retirement pension.*

## **ANALYSIS AND ASSESSMENT OF FORMATION AND DEVELOPMENT OF SERVICE ENTERPRISES' INTELLECTUAL CAPITAL**

**V.P. Galenko<sup>1</sup>, K.S. Plis<sup>2</sup>**

<sup>1</sup>St Petersburg State Economic University, Higher Economic School, St Petersburg

<sup>2</sup>Peter the Great St Petersburg Polytechnic University, St Petersburg

The article presents the results of the study, the main purpose of which is to develop a methodology for analyzing and evaluating the formation and development of the intellectual capital of the enterprise services sector, aimed at expanding the analysis of the effectiveness of the management system and economic activity of the enterprise. The authors analyze the methods of evaluation of intangible assets and intellectual capital of the enterprise. The author proposes a methodology for assessing and analyzing the level of formation and development of intellectual capital of the service sector. The use of the methodology proposed by the authors will improve the effectiveness of the analysis and evaluation of human resources management system, enterprise management system services in General.

**Keywords:** *intellectual capital, service enterprises, evaluation of intellectual capital, competitiveness, economic growth.*

## **MOTIVATION AND DEMOTIVATION ASPECTS OF HUMAN CAPITAL FORMATION AND DEVELOPMENT AT AN ENTERPRISE**

**A.V. Arfae, O.P. Tabelova**

Peter the Great St Petersburg Polytechnic University, St Petersburg  
St Petersburg State Economic University, Higher Economic School, St Petersburg

The article presents the results of the study, the main purpose of which is to identify motivational and demotivation aspects of the formation of human capital of the enterprise and the development of an approach to assessing the usefulness of investing in human capital. The authors have expanded the approach to the definition and analysis of sources of investment in human capital, and on its basis revealed the specifics of motivation and demotivation in the formation and development of human capital. The article also proposes the author's method of calculating the indicator of the usefulness of investing in human capital, which includes the sources of investment and characterizes the motivation and demotivation to the development of human capital.

**Keywords:** *human capital, formation and development, motivation, demotivation, sources of financing.*

## **THE USE OF THE DRUG "NANOSILICON" IN THE SYSTEM OF COWS FEEDING OPTIMIZATION AS A FACTOR OF THE MILK EFFICIENCY INCREASING**

**O.V. Bogdanova<sup>1</sup>, L.V. Alekseeva<sup>2</sup>, F.G. Demenik<sup>1</sup>**

<sup>1</sup>Tver State University, Tver

<sup>2</sup>Tver State agricultural Academy, Tver

The article describes the main results of the comprehensive analysis of the current state of the dairy industry in the Russian Federation and the Tver region under fundamentally new economic conditions (sanctions, embargoes, import substitution). The authors reveal the peculiarities of state support of the industry at a regional level. The article experimentally proves that the introduction of cows' mineral food additive "Nanosilicon" into the diet leads to the increase in raw milk production efficiency.

**Keywords:** *food security, dairy cattle, dairy, State support, mineral elements, efficiency.*

## **THE ROLE OF SERVICES SECTOR IN THE DEVELOPMENT OF ECO-INDUSTRIAL PARKS IN RUSSIA**

**M.A. Lyubars'ka<sup>1,2</sup>, S.V. Kiselev<sup>3</sup>, V.P. Pilyavskiy<sup>4</sup>**

<sup>1</sup>Saint-Petersburg state University of Economics, Saint-Petersburg

<sup>2</sup>Baltic Academy of tourism and enterprise, Saint-Petersburg

<sup>3</sup>Kazan national technological research University, Kazan

<sup>4</sup>St. Petersburg Institute of business and innovations, St. Petersburg

The advantages of the development of eco-industrial parks for their members and for national economies in terms of their progress towards building a "recycling economy". The aim of the study is to identify the role of the service sector in the successful development of eco-industrial parks. As a method of research was chosen as the structural-logical analysis, which were allocated four groups of factors of influence of the services sector to enhance the functioning of eco-industrial parks and also identifies the types of formed infrastructure funds to collect the relevant types of effects. The scientific novelty of the obtained results lies in the construction of relationships between the use of the professional potential of organizations involved in the formation of engineering and municipal, transport and logistics, information and communication, administrative and financial infrastructure of eco-industrial parks and types of effects. The authors distinguish the service approach as a perspective direction of creation of infrastructure of eco-industrial parks.

**Keywords:** *eco- industrial park, service sector, service approach, infrastructure, effect, circular economy*

## **THE CONCEPT OF RUSSIAN ECONOMY SELF-SUFFICIENCY DEVELOPMENT**

**A.M. Tsikin**

LLC "NIIgazeconomika"

The article analyses the features of the self-sufficiency economy formation on the basis of the market agents economic interests coordination. The purpose of the work is to work out an organizational scheme for the development of the Russian economy self-sufficiency. The author uses the methods of general

and system analysis. The results can be used in the creation of programs for the development of self-sufficiency and competitiveness.

**Keywords:** *self-sufficiency, national economy, competitiveness.*

## **ESTIMATION OF ECONOMIC SUSTAINABILITY OF EVENT-AGENCIES**

**N.A. Mansurova<sup>1</sup>, S.V. Milev<sup>2</sup>**

<sup>1,2</sup>Tver State University, Tver

The purpose of the study is to develop a tool that allows you to obtain information about the current state and make timely decisions in order to maintain the economically sustainable state of the service enterprise.

Scientific novelty of the study:

- on the basis of the general theory of economic sustainability, the author's definition of the concept of "economic sustainability of the enterprise" is given;
- developed a methodology for assessing the economic sustainability of event-agencies, taking into account the specifics of the field of activity and assessing both external and internal factors;
- for each of the parameters of the evaluation, the criteria and their values have been determined expertly, and the degree of economic stability is interpreted.

**Key words:** *economic stability of the enterprise, methodology for assessing the economic sustainability of the event-agency, a system of qualitative indicators of the functioning of the event agency, a scale of assessment.*

## **APPLICATION OF INTERNET TECHNOLOGIES IN INTERACTION OF COMMERCIAL ENTERPRISES WITH EXTERNAL ENVIRONMENT**

**E.E. Nikitina**

Tver State University, Tver

The purpose of the article is to study the peculiarities of Internet technologies application in the activity of Tver region enterprises. The concept of "information management" is considered, the main directions of development of modern information technologies in activity of the enterprises are allocated. The features of their use of corporate websites are considered. It is proved that at the present time corporate websites are used primarily to attract the attention of potential partners and customers. The experience of using information technologies in management is summarized.

**Keywords:** *information management, information technology, corporate website, online store, informational resources*

## **IMPORT SUBSTITUTION IN RUSSIA: EVERYTHING IS JUST BEGINNING**

**A.V. Loginov**

Tver State University, Tver, Russia

This article assesses key criteria for import substitution policy regarding their implementation in the country's economic system. The key objective of the study is to assess the existing import substitution policy, on the base of developed criterias. For the first time, the issue of the role of alienation in

detering the potential of small and medium-sized businesses in the context of implementing the import substitution policy goals is raised.

*Keywords: import substitution, small and medium business, alienation.*

## **THE ROLE OF INTELLECTUAL CAPITAL IN THE REGIONS DEVELOPMENT: THE REVIEW OF MODERN RESEARCHES RESULTS**

**A.A. Maltseva**

Lurye Scientific and Methodological Center for Higher School  
Innovative Activity of Tver State University, Tver

The article represents the results of a theoretical analysis based on the systematization and analysis of the works of contemporary domestic and foreign authors on the region's intellectual capital. The author highlights the key factors that determine the high role of the region's intellectual capital in its advanced development, competitiveness and social orientation.

*Keywords: intellectual capital, region, development, competitiveness, knowledge, innovative economy*

## **HISTORICAL TENDENCY OF CAPITAL ACCUMULATION: KEYNES VS MARX (FOR THE 200TH ANNIVERSARY OF KARL MARX)**

**E.M. Naydenova**

Financial University under the Government of the Russian Federation, Moscow

The author attempts to prove that J. M. Keynes, the author of "The General Theory of Employment, Interest and Money", used some ideas by K. Marx to justify the alternative historical tendency of capital accumulation. This helps to deeply understand Keynes's theory and appreciate the role of K. Marx's political economy in the history of economic thought.

*Keywords: Marx, Keynes, accumulation of capital, animal spirits.*

## **FROM "THE CAPITAL" OF K. MARX TO THE INTELLECTUAL CAPITAL IN THE CONTEXT OF FUTURE INNOVATIVE ECONOMY**

**A.P. Buevich<sup>1</sup>, O.V. Karamova<sup>2</sup>**

<sup>1,2</sup>Financial University under the Government of the Russian Federation, Moscow

The main problem of the article is the search for possible matches presented by Marx in his conceptual constructions and the current level of development of economic theory. The purpose of the article is to reveal the evolutionary process of development of the theoretical economy from the "Capital" Of K. Mars to the theory of modern intellectual capital through comparative analysis of its basic concepts. To achieve this goal, research problems are solved: the creation and use of the author's dichotomous logical series, which is a method of differentiating the definitions of the basic concepts of the topic in the context of systematization of their components, presented in this article in the form of a set of ordered parties; definition of the content of the basic conceptual framework of the work both in the concept of K. marks and in modern economic theory with some elements of the author's interpretation;

implementation of procedures for comparative analysis of these identified and considered basic concepts.

**Key words:** *property, private property, intellectual property, capital, human capital, intellectual capital.*