

ABSTRACTS

Popov E.V. corresponding member of the Russian Academy of Sciences,
doctor of economics, professor,
Semyachkov K.A., post-graduate student,
*Institute of Economics, Ural Branch of Russian Academy of Sciences,
Ekaterinburg*

TYOLOGY OF INSTITUTIONS OF “GREEN ECONOMY”

In this article we analyze the question about development of institutions of “green” economy on three levels: national, regional, corporate. On the base of developed in institutional theory definition “institute”, the definition “institute of “green” economy” is adjusted. We discuss the institutions of regional level, norms and practices by example of Sverdlovsk region. Regional ecological policy as one of the main institute is defined. We propose the ways for adaptation it to innovation type of development, particularly we pronounce our opinion about necessity to reduce the role of government regulation of nature management and need to develop market mechanisms. Consequently, analyze of activity of some mining and smelting enterprise is made, range of some available institutions of ecological management is escaped, some recommendations for development are allowed.

Key words: “green” economy, institute, ecological and economical management, rational nature management, innovation ecological policy.

Sherbakova T.S., candidate of economic sciences, associate professor,
*Friendship University of Russia,
Moscow*

COMPETITIVEABILITY OF BUSINESSES IN TERMS OF DYNAMIC CHANGES OF EXTERNAL ENVIROMENT

The author in the article considers retrospective of competitive environment changes and business transformations which provide competitive ability of companies at every step of economy development. Classification of competitive advantages of businesses is reproduced in the article. New directions and approaches to provide competitive advantages at the modern stage are found.

Key words: competitiveability, competitive advantages, intellectual capital, social capital, relationship capital, infrastructure capital.

Alinov M.S., candidate of economic sciences, associate professor,
Kazakh National Technical University after the K.I. Satpayev,
Almaty, Kazakhstan

METHODOLOGICAL ASPECTS OF ENERGY EFFICIENCY IN THE ECONOMY OF KAZAKHSTAN

The article is devoted to the development of methodological solutions to increase energy efficiency of the economy of Kazakhstan. Investigated the reasons, conditions and scale of en-ergosbytovoj at the enterprise level, region and macroeconomics. The methodological scheme aimed at finding optimal technological, economic, environmental and infrastructure solutions for energy saving and energy efficiency of the national economy taking into account external global trends in the long term.

Key words: energy efficiency, energy conservation, fuel and energy balance, methodology, macroeconomics energy efficient technologies, renewable energy sources.

Domnikov A.Yu., doctor of economics,
Khodorovsky M.J., doctor of economics, professor,
Khomenko P.M., post-graduate student,
Ural Federal University
named after the first President of Russia B.N. Yeltsin,
Ekaterinburg

POWER GENERATION COMPANY INVESTMENT FINANCING CONCIDERING FINANCIAL INSTABILITY COSTS

The article discuss the problem of investments financing optimizing in the power generating companies subject to the restrictions on the financial instability costs. The author's approach to the optimization of investment financing power generation company, which allows you to minimize the cost of resources involved, as well as to achieve the set parameters of financial stability, defined on the basis of long-term investment and financial strategy. The developed model is applied to the problem of optimizing the investment budget for the example of the Russian power generat-ing company, the results obtained by optimizing the structure of funding based on various input parameters that determine the financial stability.

Key words: investment, power generation company, financial stability, debt financing, opti-mization model.

Levin L.M., post-graduate student,
*National Research University
"Higher School of Economics",
Moscow*

THE INFLUENCE OF VENTURE INVESTORS' EXPECTATIONS ON THE PROJECT SELECTION STRATEGIES AND TECHNOLOGY MARKETS' STRUCTURE

The article is devoted to the analysis of the problem of limited access to the investment resources available for the early-stage technology companies which results in the failure of many venture projects with high economic potential and the high concentration in innovative industries. The author argues that the key reason for this lies in the portfolio companies' selection strategies of venture funds that represent the primary source of project financing in the developing technology markets.

The article provides a theoretic framework for the estimation of project value by venture investors, which allows to analyse various effects that influence the investment attractiveness of the companies at different stages of their life cycle. The author demonstrates how investor's expectations with respect to the market structure of the new industry, technical complexity and innovativeness of the project, the quality of management affect the difference in the valuation of the early-stage companies and more mature technology projects.

The results of the analysis might be used both for the research of mechanics of the project potential evaluation and for the optimization of the venture funds' organizational de-sign in order to simulate the investments into early-stage companies.

Key words: venture investments, investment incentives, investment strategies, innovation markets.

Yashalova N.N., candidate of economic sciences, associate professor,
*Cherepovets State University,
Cherepovets*

ASSESSMENT OF SOCIAL PERFORMANCE OF ALTERNATIVE ENERGY AS A STIMULUS FOR ITS DEVELOPMENT

The article focuses on one of the most promising energy-saving measures policy – renewable sources of energy in economic activity. In order to stimulate development in the Russian regions "green" energy, the necessity along with the calculation of the economic and environmental effects, to evaluate the social impact of the introduction of alternative energy. The proposed approach for the calculation of the social impact of the use of renewable energy sources based on qualitative and quantitative characteristics that affect social changes in society during the transition to a green economy.

Key words: green economy, ecology, energy saving, alternative energy, stimulation, social effect.

Anufriyev V.P., doctor of economics,
Ural Federal University
named after the first President of Russia B.N. Yeltsin,
Lebedev Yu.V., doctor of technical sciences, professor,
Ural State Forest Engineering University,
Starchenko M.G., candidate of psychological sciences,
The Human Brain Institute of the Russian Academy of Sciences,
Yachmeneva A.I., Master's Degree student,
Ural Federal University
named after the first President of Russia B.N. Yeltsin,
Ekaterinburg

GREEN ECONOMY AND QUALITY OF LIFE

In the article the attempt of complex assessment of quality of life from a perspective of green economy is made (energy efficiency, ecology, climate change). In furtherance of the methodology of Bushuyev V.V. and others the authors of the article offer the coefficient of quality of life taking into account prospects of green economy development. Social and psychological methodologies of assessment of quality of life are also presented.

Key words: quality of life, green economy, energy efficiency, greenhouse gases emissions, ecology.

Vlasov D.S., post-graduate student,
National Research University
“Higher School of Economics”,
Moscow

FIXED INVESTMENT MODELING BASED ON FOOD-MANUFACTURING INDUSTRY: INFLUENCE OF PRODUCTION CONCENTRATION AND FOREIGN OWNERSHIP

In this article we consider influence of production concentration in industry and presence of foreign ownership in charter capital on fixed capital investments of industrial enterprises based on food-manufacturing industry. We characterize investment behavior of different manufacturing industries in 2002-2012 and explore influence of crisis on investment process. For the first time we use dynamic stochastic frontier investment model to simulate fixed capital investments.

Key words: fixed capital investments, food-manufacturing industry, production concentration, foreign ownership, stochastic frontier model, industrial policy.

Khvalynski D.S., candidate of economic sciences,
*Altai State University,
Barnaul*

METHODS TO INCREASE REVENUE UNDER RELAXED ASSUMPTIONS OF THE REVENUE EQUIVALENCE THEOREM

The first game-theoretic analysis of equilibrium in standard auctions was held by Nobel laureate in Economics William Vickrey. Vickrey conducted an analysis in the assumptions of the SIPV-model within four widely studied types of auction with one indivisible object (English auction, Dutch auction, sealed bid auction, second-price auction). In terms of non-compliance of any assumption of SIPV-model there is no equivalence revenue in standard auctions. In this paper the author considers foreign economic literature for measures proposed to maximize the revenue of auctions. A series of measures are proposed for use under relaxing assumptions of SIPV-model. As an additional mandatory condition of SIPV-model the author highlighted the presence of competition, and considers the equivalence of auctions with changes of this condition. A comprehensive review of methods for increasing the revenue proposed for Russian public authorities for making decisions in competitive public procurement and sales.

Key words: auction, optimality, profitability, efficiency, government procurement, Revenue Equivalence Theorem, contract, competition, the mechanism design, the auction design.

Zaborovskiy V.E., candidate,
*Ural Federal University
named after the first President of Russia B.N. Yeltsin,
Ekaterinburg*

IMPROVMENT OF THE BANK-RISKING MANAGEMENT IN THE CONTEXT OF ECONOMIC GLOBALIZATION

The theoretical basis of the category of bank risk is discussed in the article, conceptual directions of improvement of the risk management of banking are defined and the analytical algorithm of the estimation and diversification of banking risks is formulated.

Key words: bank risk, crisis, risk management, globalization, diversification, “Basel III”.

Kovalev V.V., doctor of economics, associate professor,
Saint-Petersburg State University,
Saint-Petersburg

OPPORTUNISTIC ASPECTS OF THE FINANCIAL STATEMENT TRANSFORMATION

The article deals with the classification and determination of the degree of significant differences when comparing the Russian Accounting Standards with internationally recognized formats - International Financial Reporting Standards (IFRS) and Generally Accepted Accounting Principles United States (US GAAP). Considered essential and tactical characteristics of the transformational adjustments. Identified ways to overcome the existing problems of comparability.

Key words: IFRS, Russian Accounting Standards, US GAAP, international standards, comparability, transformation adjustments.

Krivorotov V.V., doctor of economics, professor,
Kalina A.V., candidate of technical sciences, associate professor,
Erypalov S.E., candidate of economic sciences,
Ural Federal University
named after the first President of Russia B.N. Yeltsin,
Ekaterinburg

SCIENTIFIC METODOLOGICAL BASICS OF ECONOMIC SAFETY RESEARCH IN SYSTEM OF SUSTAINABLE AND SAFE SOCIAL AND ECONOMIC DEVELOPMENT OF THE TERRITORIES

Scientific methodological approach are proposed for the research of sustainable and safe social and economic development (SSSED) of the territories of different levels. Major components in the scheme of research of SSSED are characterized. Methodical approaches to the diagnosis of the economic security of the territories as a key characteristic of SSSED is proposed and discussed. Algorithms of economic safety state estimation and indicators of sustainability of the direction of social and economic development are also proposed.

Key words: economic safety, sustainable and safe social and economic development, indicative analysis, state estimation, estimation of sustainability indicators.

Nikonov O.I., doctor of physics and mathematics, professor,
Ural Federal University
named after the first President of Russia B.N. Yeltsin,
Vlasov V.E., candidate,
JSC "Sberbank",
Ekaterinburg

FINANCIAL AND ECONOMIC SECURITY IN A COMMERCIAL BANK VIA OPERATIONAL RISK MANAGEMENT

The article describes a method of a commercial bank financial and economic security protection through the motivation on operational risk reduction (fraud, system failure) and sufficient economic capital coverage in order to provide solvency in the situation of realization of critical financial losses from operational risk. In this paper we describe the structure of operational risk economic capital estimation model suitable for implementation of sophisticated methods of capital allocation to business units. We compare different methods of allocation and discuss their applicability for Russian banks.

Key words: financial and economic security, operational risk, economic capital, Loss Distribution Approach, capital allocation.

Belik I.S., doctor of economics, professor,
Ural Federal University
named after the first President of Russia B.N. Yeltsin,
Ekaterinburg

ECONOMIC GROWTH AND SECURE DEVELOPMENT

The article analyzes the five-year trend of economic growth of the Sverdlovsk region, in terms of regional domestic product, standard of living, human development index, "ecological footprint", damage to the environment and integral indicator of regional ecological and economic safety assessment. Demonstrate the use of the index of adjusted net savings to reflect the dynamics of economic development of the region and its versatility in terms of reflecting the ecological and economic safety of the region. The use of this indicator is suggested in the monitoring system of socio-economic development of the region and in assessment of the quality of life of the population to create an environmentally safe alternative to the region's development.

Key words: economic growth, quality of life, sustainable and safe development, anthropogenic impact, adjusted net savings, monitoring.

Pichurin I.I., doctor of economics, professor,
Ural Federal University
named after the first President of Russia B.N. Yeltsin,
Seletsky E.B., candidate of economic sciences,
JSC "Seversk Tube Plants"
Ekaterinburg

THE ROLE OF INTERNAL MOTIVATION OF STAFF IN THE INNOVATION ECONOMY

In the article authors try to show that the widespread opinion about stimulation as an effective method of staff motivation irrespective of the fact what stage of the development the economy is at does not meet the reality. The innovational economy requires of the staff much deeper creativity which is possible only at internal conviction in necessity of reception of the best result. Any stimulation, material or moral, requires an external estimation of the received results. Only the self-estimation can become an original criterion of completeness of use of creative abilities of the worker for the achievement of necessary result. Any bonuses, ratings or competitions can not be comparable to internal motivation. Therefore, one of the major and the most difficult task for the management of the company is a se-curing of self-identification of the worker's interests with the targets of the company. On the other hand, during creation of the complex of communication between the staff and the company, a synergy effect is appeared. It consists of the identity of their interests and is opened on the basis of this identity; the creative potential of the staff is being developed and, as a result, the innovational development is in progress. A self-estimation can become a basis of the creative potential development.

Key words: internal motivation, self-estimation, self-development, external estimation, stimulation.

Balatsky E.V., doctor of economics, professor,
Central Economics and Mathematics Institute,
Russian Academy of Sciences,
Moscow

ACADEMIC RENT DURING THE REFORMS: ANATOMY OF DISSIPATION

The article deals with the incipient transition from the university model based on institute of academic rent to the new university model, based on effect of scale. On the basis of surveys author shows exhaustion of potential of academic rent and increase of randomness of all attempts to save and re-creation it. It is shown that the entire reform period was characterized by a high degree of disorientation of subjects for the presence of all units of academic rent. It is shown the causes of growth in the chaotic redistribution of annuities between professors. It is discussed the problems of the transition from the institute of academic rent to institution that support the effect of scale in the Russian universities.

Key words: academic rent, higher education reform, academic contract, university, effect of scale.