

ABSTRACTS

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

TYOLOGY OF TRANSACTION COSTS IN THE INTERNET

The article analyzes different approaches to the description of transactional interaction in the global Internet space. Fundamental principles of the economic relations of the virtual space are understudied, especially in domestic science. The concept of transaction costs is one of the main categories of the institutional theory; however Internet space is virtually unknown from this point of view. In the scientific literature there are no concepts of transactions, transaction costs in the Internet. The authors formed their vision of the typology of transaction costs in the virtual space, and also paid attention to the issue of the impact of information technology on the value of transaction costs in general.

Key words: Internet economics, transaction in the Internet, transaction costs.

Akulov V.B. doctor of economics, professor,
Rugacheva A.V., candidate of economic sciences,
Petrozavodsk State University,
Petrozavodsk

INSTITUTIONAL MECHANISM OF A FIRM: PROBLEM STATEMENT

The article defines the concept of institutional mechanism of firm operating, proves its importance for modern economic theory and practice, discusses specifics of its functioning.

Key words: firm, institutional mechanism of a firm, financial mechanism of a firm, contractual relationship.

Oveshnikova L.V., candidate of economic sciences, associate professor,
Russian Economic University named after G.V. Plekhanov,
Moscow

**METHODOLOGY OF FORMATION OF A STRATEGIC
PLANNING AND STRATEGIC INFRASTRUCTURE
SOFTWARE BUSINESS**

The paper has developed a methodology to develop a process of strategic planning and forecasting infrastructure support business activities, based on a wide range of methods, techniques, models, methods and tools to streamline the processes of strategic planning and forecasting, and present them in the form of a structured system with clearly defined characteristics and temporal logic structure.

Key words: methodology, strategic planning, forecasting, infrastructure support, entrepreneurial activity.

Bazhenov O.V., candidate of economic sciences, associate professor,
Ural State Federal University
after the First President of Russia B.N. Yeltsin,
Ekaterinburg

**IMPLEMENTATION OF A BUSINESS ACTIVITY IN THE CONDITION
OF A SOCIAL INSTABILITY
(ON THE EXAMPLE OF THE COPPER INDUSTRY)**

Industrial production of copper and its products has been and remains a strategically important enterprises in Russia, not only for the replenishment of the budgets of different levels, but also for the functioning of related industries, such as machinery, instrument, medicine, etc. In this publication, the influence of social crisis effects on firm performance copper industry of the Russian Federation.

Key words: crisis, instability, social and economic crisis, the copper industry, strategic analysis, risk.

]Koksharov V.A., candidate of economic sciences, associate professor,
*Ural State University of Railway Transport,
Ekaterinburg*

DEVELOPMENT FORECASTS OF REGION POWER CONSUMPTION IN MEDIUM-TERM AND LONG-TERM PERSPECTIVE

The article studies the method of forecasting of power consumption for Chelyabinsk region, reveals the main problems to be solved in the process of its realization through three scenarios of development of fuel-energy complex. There has been distinguished the essential tendencies of fuel-energy complex development.

Key words: scenario, energy resources, long-term goals, energy intensity, per capita energy consumption, tendencies, demand.

Shubina N.V., candidate,
*Institute of Management and Information Technologies (Branch)
of the Federal state budgetary educational institution
of higher professional education
"St.Petersburg State Polytechnical University",
Cherepovets*

ESTIMATION OF INNOVATIVE POTENTIAL ON INDUSTRIAL ENTERPRISES

In the proposed article defines the role of innovation potential in the innovative development of industrial enterprises, based on the analysis of the theoretical principles and practical studies developed and presented to the structure of the term "innovation potential", analysis of existing approaches to the evaluation of innovation potential, developed morphological classification, which allows to optimize the complex approaches to the estimation of innovative potential.

Key words: innovative development, innovative activities, innovative potential, industrial enterprises, approaches to evaluation.

Vazhenin S.G., candidate of economic sciences,
Sookhikh V.V., candidate,
Burkov S.M., candidate of philosophy sciences,
*Institute of Economics, The Ural Branch of Russian Academy of Sciences,
Ekaterinburg*

INTERNATIONALIZATION OF TRUST IN THE ECONOMY

The article discusses the trust as a factor in the success of global integration processes, to identify a set of processes to create and maintain trust in the international economic relations is proposed the term "internationalization of trust in the economy", identifies communication of classical political economy and internationalization of trust.

Key words: trust, internationalization, integration processes, globalization.

Kadochnikov S.M., doctor of economics, professor,
Fedyunina A.A., master of arts,
*Ural State Federal University
after the First President of Russia B.N. Yeltsin,
Ekaterinburg*

THE DYNAMICS OF EXPORT DIVERSIFICATION AND ECONOMIC GROWTH: EMPIRICAL ANALYSIS FOR RUSSIAN REGIONS, 2003-2010

This study investigates the relationship between the dynamics and structure of export, on the one hand, and economic growth in Russian regions in 2002-2010, on the other. We propose a methodology for the decomposition of export growth rates into intensive and extensive margins and distinguish between product extensive and market extensive components. Presented empirical analysis argues that export growth in fast-growing Russian regions is typically associated with an increase in trading values of existing products to existing markets, i.e. intensive margin of export. Export growth in slow-growing Russian regions is typically associated with an increase in export of new products to existing markets, or existing products to new markets, or new products to new markets, i.e. extensive margin of export. We interpret the results as an evidence of the existence of high risks of entrance to new geographic and product markets for Russian exporters.

Key words: export, economic growth, intensive margin, extensive margin, Russian regions.

Mariev O.S., candidate of economic sciences, associate professor,
Aydartsyan N.N., candidate for a Master's degree,
Ural Federal University
after the first President of Russia B.N. Yeltsin,
Naberezhneva E.P., candidate of physics and mathematical sciences,
associate professor,
Ural Branch of Saint-Petersburg State University
for Waterway Communications,
Savin I.V., post-graduate student,
Institute of Economics, the Ural Branch of Russian Academy of Sciences,
Ekaterinburg

DETERMINATION OF THE MAIN DIRECTIONS OF RUSSIAN EXPORT INDUSTRY STRUCTURE DIVERSIFICATION UNDER FOREIGN TRADE LIBERALIZATION ON THE BASIS OF ASSESSMENT THE REVEALED AND POTENTIAL COMPARATIVE ADVANTAGES

This article analyzes revealed comparative advantages of the Russia in the international trade and defines the directions in which Russia has prospects for the development of comparative advantages. The paper describes method of studying and evaluation of revealed comparative advantages analyzes prospects for the trade relations in the context of Russia's WTO accession, also provides an empirical analysis of the revealed comparative advantages of Russia and estimation of the index of potential comparative advantages for the assessment of trade specialization. The results can be used to the concept of international trade relations development and to identification the main directions of diversification of Russian exports industrial structure.

Key words: revealed advantages, international trade, export, the Russian economy, foreign trade liberalization, World Trade Organization (WTO), innovation, econometric model.

Sorokina A.F., post-graduate student,
Ural State Pedagogical University
Mochalova L.A., doctor of economics, associate professor,
Ural State Mining University,
Ekaterinburg

THE THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF APPRAISAL OF COUNTRY'S QUALITY

This paper substantiates the necessity to appraise of country's quality. The analysis of terms "territory (area)", "quality", "quality of life", "the quality of the population", "marketing of area" enables to formulate the definition of term "quality of territory". Then it is describe the methodology of appraisal of territory's quality with instruction of its peculiarities for country.

Key words: country, territory, quality of life, quality of territory.

Magaril E.R., doctor of technical sciences, professor,
Abrzhina L.L., candidate of economic sciences,
Golubeva A.S., post-graduate student,
Ural State Federal University
after the First President of Russia B.N. Yeltsin,
Ekaterinburg

ENVIRONMENTAL AND ECONOMICAL PROBLEMS AND PROSPECTS OF FUEL AND ENERGY RESOURCES

The paper presents the characteristics of the state of reserves and production of major energy resources. The environmental and economic consequences of the extensive development of the global energy industry are considered. The dynamics of the economic impact of carbon dioxide emissions from the combustion of motor fuel produced in Russia is estimated.

Key words: energy resources, proven reserves, mining, forest area, carbon dioxide emissions, environmental damage.

Belik I.S., doctor of economics, associate professor,
Starodubets N.V., candidate of economic sciences, associate professor,
Shutkina D.N., post-graduate student,
Ural State Federal University
after the First President of Russia B.N. Yeltsin,
Ekaterinburg

ASSESSMENT OF THREATS TO ASSIMILATIVE CAPACITY OF A TERRITORY FROM ANTROPOGANIC IMPACT

The article presents the results of research, related to a validation of the most appropriate assessments, which objectively characterize the environmental changes that occur under the influence of human activities on the regional level. Proposed the indicator that allows assessing the state and the threats to assimilative capacity from different kinds of human impact.

Key words: environment, the threat of losing an assimilative capacity, assimilative capacity, biocapacity, ecological footprint, carbon footprint, human impact, greenhouse gas emissions, ecological techno-capacity of the territory.

Tretyakov V.D., post-graduate student,
Krivorotov V.V., doctor of economics, professor,
Kalina A.V., candidate of technical sciences, associate professor,
*Ural State Federal University
after the First President of Russia B.N. Yeltsin,
Ekaterinburg*

METHODIC APPROACH TO SELECTION OF OPTIMAL DEVELOPMENT INVESTMENT PORTOFOLIO OF MANUFACTURING COMPLEX

The article offers a new methodic approach to selection of optimal investment portfolio of projects targeted to solution of goals of development and improvement of competitive ability of manufacturing complex (MC). As target criterion the integral competitive ability index covering six basic sides of MC's activity is offered. The methodic approach considers the basic limitations of taking projects to realisation which are conditioned by specification of doing the business. As basic optimizational algorithm the dynamic programming method is taken. The approbation of the offered method is performed on practical example.

Key words: manufacturing complex, optimization of the projects' portfolio, competitive ability index, the dynamic programming.

Baydybekova S.K., candidate of economic sciences, associate professor,
*Zhetysu state university named after I.Zhansugurov,
Taldykorgan, Republic of Kazakhstan*

IMPROVEMENT OF ACCOUNTING AND AUDIT OF INVENTORIES

The relevance of this topic is that, in a market economy, Procurement and acquisition of inventory is important in the initial stages of Storing. To achieve the goal of proper procurement and consumption of commodities and materials, with a further rational use, Accounts Department must include a comprehensive, transparent information to conduct monthly analysis of action for the procurement and acquisition of material assets. In addition, the accounting data should provide information in order to find reserves to reduce the cost of production in terms of a rational purchase of inventory.

Key words: inventories, stock number, inventory control, costing, work in progress, the computerization of accounting.

Zhovner V.V., candidate,
*National University of State Tax Service of Ukraine,
Kiev, Ukraine*

ECONOMETRIC APPROACH TO EVALUATING TAX BENEFITS EFFECTIVENESS: THE CASE OF UKRAINE

The paper proposes a method of assessing the effectiveness of tax incentives, which involves the use of panel regressions. The author analyzes the advantages and disadvantages of the proposed approach, as well as approaches that are most prevalent in the contemporary academic literature. As a result of evaluated models the author makes conclusion about the general inefficiency of the tax benefits offered in Ukraine, furthermore, tax benefits make disincentive impact on some of the parameters of economic activity.

Key words: tax benefit, panel regressions, endogeneity, types of economic activity.

Kochetova L.R., candidate of pedagogical sciences,
*Nizhny Tagil Technological Institute (branch) of the Ural State Federal University
after the First President of Russia B.N. Yeltsin,
Nizhny Tagil*

Antropov V.A., doctor of economics, professor,
*Ural State University of Railway Transport,
Ekaterinburg*

IDENTIFICATION OF INTRAPRODUCTIVE PROFESSIONAL TRAINING AS AN INTEGRAL EFFICIENTLY FUNCTIONING SYSTEM

The paper presents the grounds for the author's understanding of such terms as "intraproductive professional training system", "intraproductive professional know-how", "intraproductive novation professional knowledge", "target subsystem", "functional subsystem", "institutional subsystem" of the intraproductive professional training system. Structural-logical, conceptual and mathematical models of intraproductive professional training are also presented. The economic essence of the intra-productive professional training is identified.

Key words: intraproductive professional training system, target, functional, institutional intraproductive subsystem.