
SUMMARY

Agibalov Ju. V.

THE FINANCIAL POSITION OF THE VORONEZH REGION MUNICIPALITIES IN THE LOCAL GOVERNMENT ECONOMIC BASIS REFORMING CONDITIONS

The article gives the definition of the local government economic basis and its constituents; it analyses the practice of local budget income part forming in the Voronezh region municipalities; gives the comparative analysis of local budget income structure according to the municipalities forms; determines the primary directions to perfect the local government economic basis.

Treshchevskiy Y. I., Aksenova V. V.

THE STRATEGY FOR AN INSURANCE COMPANY REGIONAL BRANCH

The modern market of insurance services in Russia has enough expressed an oligopoly character. The insurance companies are aspiring to be fixed on various market segments, using economic, administrative and organizational mechanisms of their monopolization.

The market of voluntary insurance services is only being formed, that makes actual formation of productive strategy of development of its segments. The article highlights some offerings to such strategy on the basis of competitive advantages of concrete insurance firms and their territorial divisions.

Aleshnikova V. I.

THE OUTSOURCING MODEL OF ORGANIZATION MANAGEMENT

The article reveals the objective basis of the organization management model in which certain functions are delivered to specialized (outside) companies. The author analyses the reasons for the origin of outsourcing, the benefits of its practical realization. The article deals with the theoretical and methodical problems deterring the development of outsourcing in Russia. Among these deterring factors is the lack of: sound principles of outsourcing, conditions for realization of different outsourcing models, communication tools between customers and executors, methods of selection of outsourcing firm in accordance with certain criteria.

Andreev K. L., Ereemeev M. A.

THEORETICAL ASPECTS OF PERSONNEL MOTIVATION RESEARCH IN THE SPHERE OF LABOUR ECONOMY.

In the article different views of domestic and foreign researchers on the problem of the motivation of personnel are examined. The authors stop on the economic aspect of higher than the designating question. The problem of the significance of the estimation of the motivation of personnel rises. In the article the advantages and the weak sides of the theories of motivation are analyzed, author's model is proposed.

Pidoymo L. P., Buturlakina E. V.

THE DEVELOPMENT OF ELECTRONIC BUSINESS IN INNOVATION AND INFORMATION- BASED ECONOMY

In the article meaning and scales of electronic business are defined. Authors compare and give their own definitions of electronic business, electronic trade and electronic commerce.

Volkova L. P.

BECOMING OF SOCIAL PARTNERSHIP IN REGION (BY THE EXAMPLE OF THE VORONEZH AREA)

In clause{article} character of the coordination of interests of hired workers and employers at the enterprises of large, average and small business in the Voronezh area is considered{examined}. On the basis of the data of sociological research the estimation of a level of social partnership is analyzed by different categories of the population and management.

Golovatjuk I. V.

USING IT SYSTEMS IN MARKETING LOGISTICS OF PHARMACEUTICAL COMPANIES

In last five years the business connected with medicines and medical products has received significant impulse of development. Therefore, autoimmunization of the warehouse operations at such enterprises has got high attention. These questions are illuminated by the author of this paper.

The actuality of the paper is defined by the follow circumstances. Based on a practical experience of the pharmaceutical enterprise "36.6 Chemist's Network", the author has investigated the issues arising at stages of distribution of production within existing distributive system in the company, and has designated the ways of their decision, having taken for a basis the process of automation of warehouse operations

Dmitriev A. E.

MINUSES AND PLUSES OF THE LEGALIZATION OF NOTRESTED HOLDINGS

There are many notregistered holdings in the Russian practice, which try hide the relations between them selves to minimize the taxes.

The positive moment of notregistration of the connection of the group of the organization into the holding consist of the possibility to adapt its structure to the constant changes in the bogislation, the arbitration practice and market situation.

The formulation of the holding has both minuses and pluses, which are illuminated in the article.

SUMMARY

Kobtseva E. N.

VOCATIONAL ADJUSTMENT: ITS INDEXES AND TYPES CLASSIFICATION

In the article the types of vocational adjustment classifications are defined. The most common classification divides the vocational adjustment into two main types: industrial and no industrial. Taking into account the practical importance, the detailed analyses of types of industrial vocational adjustment, their indexes and orientation measures was given.

Kuznecova M. N.

THE BASIC ASPECTS OF PERSONIFICATION OF A PROFESSIONAL RISK

In clause applied methodical aspects of the target approach with reference to personification of a professional risk are considered. Approaches of prevention of professional risks are classified. The two-factorial model and the generalized scheme of definition of area of comprehensible risk and its minimal value is offered. The special attention is given to perfection of organizational and methodical maintenance with a view of increase personification a professional risk.

Linnas R.

THEORETICAL AND PRACTICAL ASPECTS OF INNOVATION POLICY PLANNING: THE CASE OF ESTONIA

This case study article treats theoretical and practical aspects of planning of innovation policy based on the case of Estonia. The aim of this particular article is to give an overview of substantial theoretical and practical factors of success or failure of innovation policy implementation process, particularly focusing on peculiarities of planning of innovation policy in Estonia. Estonia's case is respectable and intriguing case for research, because the Republic of Estonia has been able to achieve fast and outstanding economic success during the relatively short period of re-independence, does have Skype, the genome project, e-government, m-services etc, but 'shine of success' is going to disappear. Estonia's capacity of international competition is still suffering because of the small size of the economy, technological backwardness, weak international market position, management mistakes, and weak capital structure. Author is in general opinion that it is very difficult to find arguments to claim that Estonia will be successful in implementing innovation policy, as the planning process was not very much similar to the generally accepted model of policy planning process. A common feature characterising innovation policy in Estonia is the great number and complex structure of various strategic and policy documents, action plans, programmes and projects. It is very difficult to derive or see any interlocking of mentality and clear correlation between these documents and to understand, which document is considered paramount by policy makers. A general characteristic and also problem is that goals are presented disorderly in the meaning of activities and outputs

versus outcomes and impacts in the field of innovation. The messages of policy makers are different and in contradictory input-output meaning in different parts of various documents. Based on the above-stated, it is only possible to claim that there was and still is no common understanding of the vision and goals of innovation policy among the makers, executors, other significant participants and stakeholders of the policy. The above-said refers to confusion in the organisation of innovation policy planning and to inadequate quality of planning. Thus, there is a significant threat that there may appear a large gap between planned innovation policy and actually implemented innovation policy in Estonia. In this article, the author analyses the pros and contras of the innovation policy planning in Estonia and offers few ideas to enhance the preconditions for success in future.

Maryushenkova A. V.

FACTORS OF THE ENTERPRISES ACTIVITY ON DIFFERENT TYPES OF MARKETS

In given work we consider the factors of internal environment of an enterprise, that defines its position in outside environment, and methodize arrangements on development of organizational activity in outside environment. We offer the typology of markets by stage of their life cycle and competition level, which could be considered while planning arrangements of improvement of an enterprise's market position. We consider the complex of activities of modification of commodities and their range in order to increase enterprise's competitive ability, that underlies development of the factors of internal environment in market environment.

Samagina O. A.

MARKETING STRATEGY IN MANUFACTURING AND PROMOTING GRAIN AND BAKERY PRODUCTS (THE CASE OF VORONEZH REGIONAL MARKET)

The paper is devoted to examining present state of manufacturing and promoting grain and bakery products.

Using an example of consumption grain and bakery of production in Voronezh market the author formulates major recommendations for improvement of marketing activity in the field of promotion. Also, main directions on increasing competitiveness of grain and bakery production by means of effective application of elements of a complex of promotion are offered to bread-manufacturing factories.

Tsimbalist A. B., Sidorova V. N.

REGION PECULIARITIES OF THE LIFE STANDARDS OF THE POPULATION

The article deals with theoretical aspects of the welfare concept through the quality categories and life standards, suggesting summarising some conclusions of the existing points of view and approaches. The particular attention is paid to the differentiation of the life standard and social stratification of the population of the regions of Russia.

Spivak S. I., Chernyatueva R. R., Chernyatiev K. A.

MATHEMATICAL MODELING OF PROCESS OF THE STATE SUPPORT OF INVESTMENTS

In this article is analyzed the mathematical model of the state support of investments. Target function represents the maximal tax budgetary payments; the system of restrictions consists of linear and nonlinear functions, which corresponding with normative data. Maximal tax efficiency portfolio is generated by principle of Pareto.

Treshchevskiy Y. I., Shchekina E. V.

FOREIGN CAPITAL CONTRIBUTION IN RUSSIAN REGIONS

One of the most important indicators in country's business is foreign capital contribution. Data analysis shows a slow pace of this activity development in 1995-2005 years. In Russian regions there is a strong differentiation of dynamics and investment level at all, and also of direct and portfolio investments and organizations with foreign capital contribution. That is why the activation of business-structures' and authorities' functions in the sphere of foreign investments attraction is necessary.

Tyulkina Y. S.

THE ESSENCE AND THE PRINCIPLES OF VOCATIONAL ADJUSTMENT OF PERSONNEL

Vocational adjustment of personnel is nowadays one of the most topical research issues in human resource management. However, we must identify the matter of the term "vocational adjustment" before developing an integral system of vocational adjustment training methods and various counseling programs. In this article the author discloses some features of vocational adjustment and presents principles, which lay down the foundations of elaboration of adjustment training methods.

Fedchenko A. A.

COMPENSATION PACKAGE OF ORGANIZATION: APPROACHES TO ITS BUILDING

Social orientation of current economic changes requires justification of the most preferred types of personnel compensation. The author illuminates direct and indirect material and non-material sorts of remuneration. The paper also investigates the contents and the structure of a compensation package. Modern approaches to shaping direct material stimulation, that expect the value of using "pulsing fund of labor compensation", grades, key performance indicators, have been marked and explored.

Jazun V. V.

THE BASIS OF THE WORLD'S STRATEGY AND THE CHARACTERISTICS OF RUSSIAN PUBLIC HEALTH SERVICE.

There is no ideal conception in the organization of the health promotion sphere. There are some general for most of developed countries foundations of New Public Health Service. These foundational principals/approaches belong to different sciences: Medicine, Economics, Sociology, Political Science, etc. Their existence and complex usage provide efficiency of the national systems in the sphere of the health promotion. The Russian example shows that the presence of the better part of basis cannot provide the formation of safe strategy of the health service system. The cause is not only in absence of some necessary components. It happens due to weak co-relation between the factors and methodless approach in their usage. The negative situation is increased by the shortages of "transition" period, where some of them are the heritage of state-financed Economy. The realization of reforms will demand radical changes in approaches and views.