
ABSTRACTS

ECONOMICS AND COMPANY MANAGEMENT

IMAGE AND BRAND AS THE TOO'S INCREASING EFFICIENCY OF A BUSINESS

Goncharova I. V.

In the article gives a comparative analysis of the image and brand as the too's increasing efficiency of a business. It's pointed out that there are essential distinctions between the image and brand of a subject (company, product, territory). Understanding of those distinctions makes it easier to use them to from the system of material and nonmaterial values which is important to assure the growth of profits.

Key words: protitability, tools, brand, image, comparative appraisal

INDUSTRIAL ENTERPRISE MANAGEMENT BASED ON THE PRINCIPLE OF GOLDEN SECTION

Dezhkina I. P., Potasheva G. A.

Article is devoted a problem of increase of efficiency of administrative activity on the basis of a principle of "Golden section" in the conditions of market managing.

In the first part of article the basic properties of harmony which are a basis of increase of potential of industrial systems and the harmonious enterprise representing system which element answer a golden section principle that provides stability of development and income growth are considered.

The second part of article is devoted distribution of elements of industrial system on the basis of a golden section principle.

For management efficiency increase it is offered to enter an economic indicator - a cumulative public product (COП) which pays off by summation of the prices of the products made for the concrete period and services in all economically independent branches of manufacture in the country.

And in the conclusion it is offered, at distribution of the national income, to be guided by the "Golden section" principle that provides increase all indicators of economic development.

Key words: Principle of gold section the Harmonious enterprise of the Management efficiency the Cumulative public product Tax system

ORGANISATION EFFECTIVENESS MANAGEMENT ON BASIS OF INTEGRATION

Treshchevskiy Y. I., Isaeva E. M., Movsesova M. G.

Modern conditions of organizations functioning require not so much their own energies as building all kinds of integrated structures. A significant place amongst such structures have so called "clusters" - informal communities with particular competitive advantages. As a result the organization effectiveness management in developed countries on different levels theoretically and in a practical manner is concentrated on integration development.

This article describes the experience of USA, China and

several other countries.

Key words: integration, effectiveness, competitive advantages, clusters.

LABOR AND BUSINESS SOCIAL RESPONSIBILITY

FACTORS OF FORMATION OF CORPORATE SOCIAL RESPONSIBILITY FROM POSITIONS OF REQUIREMENTS OF TIME AND INSTITUTIONAL ENVIRONMENT

Nikitina L. M.

Development of corporate social responsibility is included in the number of major theoretical and practical problems of modern society. In given paper vision of corporate social responsibility as result of action macro-, microeconomic and institutional factors is presented. The last factors are offered as an author's hypothesis.

Key words: corporate social responsibility, social programs, business, society, state, institutional environment.

PERSON OUTSORSING: FACTORS OF ENTERPRISES, DEMAND

Smirnych L. I.

Personnel outsourcing is a new phenomenon in Russian labor market. The author illuminates its key characteristics, compares its commons and specifics with the close categories. Enterprises' demand during the period of economic growth and decline has been analyzed, taking into consideration institutional costs and the diversity of that demand towards investments in particular human capital.

Key words: Personnel Outsourcing, Atypical Forms of Employment, Labor Market, Investments in Human Capital.

ECONOMIC AND MANAGEMENT RESEARCH METHODOLOGY

FEATURES OF THE ECONOMIC ESTIMATION OF THE WOOD LANDS

Galkina Y. N.

In a basis of formation of the economic mechanism of natural resource using the economic estimation of resources - their cost expression lays. In the publication features of estimation and the wood grounds of the Voronezh area are opened in view of a parameter of the wood rent. The brief characteristic of wood fund of area is given.

Key words: the wood lands, an estimation

APPLICATION OF MODELS OF NEURAL NETWORKS IN THE ESTIMATION OF THE CITY LANDS

Zhukov D. M., Galkina Y. N.

Adequate modern market situation the technique of definition of cost of the ground areas, based on application of technologies neural networks is. The model of a neural

network of a modern condition of the market of the ground can be based on the multilayered networks submitted by logistical function.

Methods neural networks allow to carry out both mass, and an individual estimation of sites of the grounds being based on the data of the cadastral account and the information on the prices of sales.

Key words: an estimation of the grounds, mathematical models, neural networks

REJNBOU COEFFICIENT AND POSSIBILITY OF INTRODUCTION OF THE VALUE-ADDED TAX IN RUSSIA

Grechanyi S. A., Rodin V. A.

In a note, using the modern empirical data [1—3], the coefficient of Rejnbou is calculated. Which value shows strong distinction in level of legal incomes of different levels of population of Russia now. Value of this coefficient is calculated with a margin error, he can be specified. In work are legal profit considered [4]. The data about mean square deviation in lognormal law on different areas of the country [1-4] also requires specification. The work purpose: to show necessity by means of taxation system quality of a life of needy groups of the population of modern Russia to raise.

Key words: taxation model, the tax rate, a progressive tax dial, system, function.

LINGUISTIC ANALYSIS OF HISTOGRAMS DEPICTING ECONOMIC FACTORS

Nedosekin A. O, Frolov S. N.

The issue of qualitative interpretation of specific levels of parameters often requires its solution while considering economic analysis problems. In order to do this, we have to conduct a linguistic classification of input data, which are considered in a model as quasistatistics. The task that has been articulated and solved in the paper is a central one in a theory of data mining. The author exposes a general framework for linguistic classification.

Key words: linguistic scale; qualitative estimates; quasistatistics; linguistic classification.

APPLICATION OF INVERSE ABDUCTION FOR SUGGESTION AND VARIFICATION OF ADMINISTRATIVE HYPOTHESES

Treshchevskiy Y. I., Treshchevskaya N. Y.

When use for hypotheses formulating and check the abduction method very often become interrupted by conclusions which are not proved. As the result such the conclusions become just intuitively associated with initial premises without any proof. On the other hand the inverse abduction method makes it possible to reduce the consecution and makes the conclusions more demonstrative.

Keywords: administration, deduction, induction, abduction.