

ABSTRACTS

ON THE ANNIVERSARY OF ECONOMIC EDUCATION AT THE TOMSK STATE UNIVERSITY

P. 7. *Litovchenko Anna I.* THE POLITICAL ECONOMY DEPARTMENT OF THE ECONOMICS FACULTY OF TSU – IS 115 YEARS OLD (ITS CURRENT NAME IS THE DEPARTMENT OF GENERAL AND APPLIED ECONOMY). The article is devoted to the development of the Political Economy department of the Economics Faculty of Tomsk State University (TSU). Nowadays the department is called the department of General and Applied Economy which is regarded as the founder of economic education, scientific schools and their modernization both at the University and far beyond it including Tomsk itself, the areas and regions of Western and Eastern Siberia.

The article highlights the main periods in the activity of the department which have been complicated, contradictory and even tragic. These periods are as follows:

- prerevolutionary period;
- Soviet period;
- market economy period.

Key words: educational process and its organization, methodology, scientific schools, conferences, teaching methods and techniques, refresher courses, plans, programmes, the Political Economy department, economic education.

METHODOLOGY

P. 22. *Evdokimova Tamara V.* THE ANALYSIS OF GENESIS OF THEORETICAL APPROACHES TO CONCEPT AND AN ASSESSMENT OF EFFICIENCY. In the article, going is examined near determination of concept "efficiency", her kinds in accordance with different signs, her criteria. One of variants of classification is presented. Basic attention is spared to theoretical developments in regard to the existent problems of economic efficiency.

Key words: efficiency, types of efficiency, effect, criteria, classification.

P. 28. *Nekhoda Evgenia V., Solovyova Natalia N.* METHODOLOGY OF ECONOMIC SOCIOLOGY AND ITS APPLICATION IN THE STUDY OF LABOUR MIGRATION. The development of the world economy in the XXI century was marked by the intensification of labor migration. In the scientific community the most commonly accepted labor migration study using the methods of economic theory. Increasingly, these methods have been criticized for divorced from reality tool that offers the possibility to analyze only a fragmentary diverse aspects and consequences of migration. Take into account the subjective dimension of labor migration processes, which are not reflected in economic theory, allows the application of the methodology of economic sociology. Synthesis of economic theory and economic sociology will provide a comprehensive study of labor migration. This article discusses the possibility of applying economic sociology to the study of labor migration.

Key words: labor migration, economic sociology, economic action, social action, homo economicus, homo sociologicus, labor market, labor market segmentation, multi-disciplinary research.

P. 38. *Ushakova Emma T., Frolova Elena A.* INSTITUTIONAL FEATURES OF ECONOMIC ACTORS SOCIAL RESPONSIBILITY. The article describes the main features of the institution of social responsibility. We have proved that social responsibility - is an informal institution. The comparative characteristic features Russian social responsibility institution is described. Approaches institutional theory, including economic agreements used in the article. The authors use the E.Ostrom, P. Weise, D. Norton works in the study.

Key words: social responsibility, trust, social networks, altruism, social contract.

P. 52. *Tsitlenok Vladimir S.* THE SUSTAINABLE DEVELOPMENT THE SPHERE OF THE PRODUCTION OF THE GEOPLANETARY SOCIUM AS THE LAW AND THE CATEGORY OF THE THEORY OF THE WORLD ECONOMY. In the article is proved the problem of the law constructive self-destruction of the geoplanetary Production. The Action of that law is displayed through

successive passing the global transformations times relatively the attainable Grade of the independence actions of the geoplanetary Worker off the effect destructive powers of the Nature. It's distinguished 3 global Grades: full dependence, partial dependence, partial independence. The Action that law is displayed though the transformation the geoplanetary Production to the nootrony-creative civilized Space.

Key words: Sustainable Development of the World Economy, law of the constructive self-destruction of the geoplanetary Production.

LABOR ECONOMICS

P. 61. *Belyaev Victor I., Kuznetsova Olga V., Pyatkova Oxana N., Shikhaleva Natalja Y.* INSTITUTIONALIZATION OF LABOR RELATIONS AND OVERCOMING OF STAFF RESISTANCE IN INDUSTRIAL ENTERPRISES. In the article the author's attention is devoted to the fact, that human resource management often hindered to latent resistance of staff, which is manifested in satisfaction of personal selfish interests instead of enterprise benefits. This is manifested in changing of occupational safety and health, career development. The authors called this phenomenon the staff resistance and suggested to solve it by institutionalization of labor relations.

Key words: resistance, labor resistance, labor relations, institutes, institutional economics, institutionalization.

P. 71. *Dyatlova Natalia A.* THE MECHANISMS OF REGULATION OF SOCIAL AND LABOR ISSUES IN THE SINGLE-INDUSTRY MUNICIPALITY. Considered of the features of the single-industry municipality in the municipality and single-industry town-forming enterprises in the field of social and labor relations. Analyzes of the basic needs of the stakeholders of social and labor relations in single-industry municipality. Presented of the basic mechanisms of regulation of the labor market in the single-industry municipality.

Key words: single-industry municipality, social and labor relations, social partnership, social responsibility.

P. 80. *Kizhikina Valentina V.* EVOLUTION OF THE SOCIAL PROTECTION SYSTEM IN RUSSIA (COMPARISON TO EUROPEAN COUNTRIES). The purpose of this article is to review the process of welfare protection system's forming and its evolutionary transformation to the system of social protection in Russia. Author makes comparison with European countries and defines effectiveness of the system of social protection in terms of achieving the main objectives. The basic parameters of peoples welfare which depends on measures of peoples social protection were researched.

Key words: social protection system, social assistance, welfare protection, social insurance.

P. 95. *Holodova Elena I.* FREELANCE AND ITS IMPORTANCE FOR MODERN LABOUR MARKET. The article discusses new opportunities in the labor market that are related to telework - telecommuting or freelancing. This type of job can solve the problem of employment for those populations who for various reasons cannot work in offices, but can be arranged to work at home. Freelance helps to raise income levels and solve the problem of employment in remote areas of the country where it is difficult to find work, as it was done in its time in the United States.

Key words: freelance, telework, self-employment, manpower, employment.

MANAGEMENT

P. 101. *Myrzin Konstantin S., Ilina Tatyana G.* INDICATORS TO EFFICIENCY OF THE TRADE SYSTEM ON FOREX. In scientific article is critically analysed indicators of the estimation to efficiency of the trade system on Forex in domestic and foreign literary source. The offered classification of the indicators of the estimation to efficiency. The revealed problem of the absence of the important indicators of the estimation and is designed for use to new indicators. The purpose of the article is an improvement of the indicators of the estimation to efficiency to system trade on exchange market.

Key words: Forex, exchange market, trade system, estimation to efficiency.

P. 108. *Olovyanishnikov Alexander G., Smirnov Ilya V.* PROSPECTS OF USING BALANCED SCORECARD IN FOOD INDUSTRY COMPANIES OF TOMSK REGION AS THE WAY TO INCREASE THEIR COMPETITIVENESS. The food industry is an important part of the economy in Tomsk region. Throughout several years it shows high rate of development. However, there is a num-

ber of problems that are threatening the well-being of industry: strong competition, high costs of utilities and transport, outdated equipment, marketing mistakes and others. Under these circumstances the necessity of developing main steps in order to prevent crisis in this industry is obvious. To solve the problem of administration, we suggest using both classic organizational, marketing and management methods and a modern method of the balanced scorecard, which is capable to neutralize the weaknesses in management and simplify companies modernization.

Key words: food industry, balanced scorecard, competitiveness.

FINANCES

P. 113. *Bernshtam Bella E.* FEATURES OF «CAPITAL FLIGHT» FROM RUSSIA. The study in this thesis concerns the key reasons for intensification of capital flight from Russia in the period from 2008 to 2012. The author debates the most important factors influencing movement of capital from Russia as well as the forms it takes. Special emphasis is made on the role of the Russian banking system in the increasing movement of capital abroad and the relationship between capital outflow and the growth in foreign state debt borrowings. The author outlines measures aimed at limitation of capital outflow from Russia.

Key words: flight of capital, capital outflow, legitimization of profit, offshore company, company with offshore jurisdiction.

P. 120. *Gurunyan Tatiana V.* INVESTMENT – INNOVATION LIFT FOR SMALL AND MEDIUM-SIZED ENTREPREUNERSHIP: QUESTIONS OF FINANCING START-UPS. The article considers financial institutions of development in the system “investment – innovation lift” – a new direction in the theory of innovations.

A special attention is paid to problems of financing small and medium-sized innovative companies at the seed stage and at the start-up stage. There are analyzed causes of ineffective functioning of “investment – innovation lift” in promoting scientifically based products – getting stuck at the seed stage. Some results of research innovative activity of small and medium-sized enterprises of Novosibirsk Region, held in Siberian branch of Institute of Management-RANHiGS. Recommendations are given for improving “pre-venture”, business-angel and venture investment. This is recommendation to increase the range of supported projects in the early stages of the innovation process, to attract private investors to the integrated support for business angel investment, to expansion of cooperation development finance institutions.

Key words: investment-innovation lift, small and medium-sized entrepreneurship, seed stage, start-up, business angelic, venture investments, pre-venture investments.

P. 125. *Ivasenko Anatoly G.* MECHANISM OF ATTRACTION OF FINANCIAL RESOURCES INTO THE LAND AND MORTGAGE CREDITING OF AGRICULTURAL ENTERPRISES. In view of financial maintenance of the agricultural entrepreneurship there is a need for a national system of land and mortgage lending in the Russian Federation. However, this prevents a number of factors considered in the article, such as: high level risks; the imperfection of legal regulation; lack of long term financial resources; slow introduction of effective technologies for small agricultural enterprises; the absence of complete information support; not enough favorable tax treatment towards the creditors. The development of land and mortgage lending will eliminate most of the described factors and increase volumes of land and mortgages.

Key words: mortgage, mortgage of land plots.

P. 131. *Kalashnikova Tatiana V., Krivoyvaz Natalia V.* MULTIVARIATE ANALYSIS OF THE SIZE OF INSURANCE PREMIUMS ON OSAGO. OSAGO is compulsory type of insurance and takes into account various factors, developed and approved by the Rosstrakhnadzor. The article examines the influence of various factors on the formation of the tariff on OSAGO. And, proceeding from the importance of the factors reviewed the magnitude of the coefficients in these factors, and identifies those that affect the value of the payments, but in calculating the tariff are not counted. Based on the conducted research, the greatest impact on the size of the insurance indemnity provides a driving experience.

Key words: insurance, OSAGO, factors tariff.

P. 139. *Bannova Kristina A., Grinkavich Larisa S.* AREAS OF THE TAX REFORMS AND CONSOLIDATED GROUPS OF TAXPAYERS. We need to create a more efficient system of taxation of large Russian companies, which provide the bulk of tax revenues. One of the key tasks of the state should be the formation of effective tax mechanism to influence the activities of large Russian companies. In this case, the state is directly interested in to ensure the functioning of the leading enterprises of Russia, as a resource for income generation budget system. Effective and high-quality tax mechanism that combines methods of tax control, tax control and tax incentives, is the basis of good governance

Key words: tax, consolidated group of taxpayers, taxation, reform, companies, organizations, profits, losses.

P. 146. *Kuklina Tatiana V.* ASSESSMENT OF THE TAXPAYER'S INTEGRITY IN DIFFERENTIAL TAX ADMINISTRATION. The article analyzes the problem of differentiated approach to the taxpayers with the different degree of risk of implementation of the measures of tax administration. Describes the possibility and necessity of application of the special tool - tax stories taxpayers in the practice of the tax authorities, and also suggested the possible incentives for taxpayers with positive tax history to the cultivation of the need to respect fiscal discipline, the Russian taxpayers.

Key words: tax administration, the integrity of the taxpayer, tax history, tax benefits.

INNOVATION

P. 152. *Kazakov Vladimir V.* EXPERIENCE OF DEVELOPING REGIONAL INNOVATION STRATEGIES. The processes of globalization have increased the role of territories and presented them in a new capacity as direct participants of the innovative changes, including taking place in Russia. Russia is a very big country with deep historical differences in levels of socio-economic development of the regions. Article 19 regional territories are considered innovative in the development of the national innovation system of the Russian Federation, which differ from the other on the dynamics of innovation processes, the innovation that they master, on their impact on the overall development of the territory.

Key words: innovation development territory, regional strategy.

P. 161. *Makasheva Natalia P.* THE STATE SUPPORT AND FINANCING OF INNOVATIVE ACTIVITY IN RUSSIA AND THE WORLD COUNTRIES. During fast improvement of productive forces an innovation become the main driving force of economic development. Innovative development of economy is the difficult dynamic process generating a set of problems in which decision the important role is allocated for the state. Experience of the advanced foreign countries shows that effective measures of the state support allow to increase innovative activity and to provide high level of innovative development of the country.

Key words: innovative activity, state support of innovations, financing of innovative activity.

P. 173. *Nikonova Yana I.* FOREIGN EXPERIENCE OF FINANCIAL SECURITY FOR THE STRATEGY OF INNOVATIVE DEVELOPMENT OF THE RUSSIAN FEDERATION. In the Russian Federation have long attempted to transfer the innovation way of development of the economy, but so far the expected breakthrough in the development of the national economy. This important study is a foreign experience of financial security for the strategy of innovative development of the Russian Federation. The article examines the main models of financial support for the strategy of innovative development: American, formed on the basis of the experience of the United States; Japan, which was based on the experience of Japan; mixed, based on experience from Germany and France.

Key words: innovative development strategy, financial security.

EDUCATION

P. 180. *Bagirova Irada Kh.* MOTIVATIONAL PREFERENCES OF COLLEGE GRADUATES IN THE EMPLOYMENT PROCESS. The Company is currently difficult to attract promising young professionals, there are difficulties associated with fixing them in the organization and the disclosure of their labor and creativity. A reduction in labor participation of young professionals, productivity and efficiency of their work. It is not enough just to attract prospective graduates, it is equally important to retain valuable staff, secure them in the organization. Non-compliance requirements of employers and

labor conditions competencies and needs of college graduates is largely due to the lack of an integrated approach to the analysis of various aspects of work motivation of university graduates, needs, motivations and incentives for employment of young people. The article examines the motivational preferences of university graduates, the typology of the graduates, as well as international experience working with students and graduates on employment.

Key words: motivation, graduates, job placement, employers, labor market.

P. 187. *Eremina Sofya L., Gladkova Marina D.* ENGINEERING EDUCATION AS A PREREQUISITE FOR ACHIEVING SUSTAINABLE DEVELOPMENT. Assumption that graduates of engineering specialties lack knowledge and understanding of the 'sustainable development' concept is being tested in this paper. This lack is reflected in the absence of application of the 'sustainable development' principles in the development process of the new technologies, equipment and devices. This assertion can be based on a survey of the students-engineers of National Research Tomsk Polytechnic University (TPU), conducted by the authors, as well as of some higher institutions of the European Union (EU) partner countries. The reason why students lack this type of knowledge is that 'sustainable development' education is not included in the engineering study programs. This thesis is based on the results of the analysis of the curriculum and educational programs of the TPU bachelors' engineering courses, as well as double degree programs of master's being realized by TPU in coordination with the higher institutions of the EU partner countries. It is evident, that in these conditions an optimal use of limited natural resources and development of energy saving technologies and products is becoming extremely difficult. Thus, we will argue that it is justifiable to claim that it is necessary to include the study of 'sustainable development' into the degrees in engineering.

Key words: Sustainable development, engineering education, main educational programs, curriculum, work program.