

ISSN 2220-7902

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РФ

**ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ
ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ
ВЫСШЕГО ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ
«КРАСНОЯРСКИЙ ГОСУДАРСТВЕННЫЙ ТОРГОВО-
ЭКОНОМИЧЕСКИЙ ИНСТИТУТ»**

**СОСТОЯНИЕ СОВРЕМЕННОЙ ЭКОНОМИКИ РОССИИ
С УЧЁТОМ ЗАРУБЕЖНОГО ОПЫТА**

**CONDITION OF MODERN RUSSIAN ECONOMY WITH
FOREIGN EXPERIENCE**

Сборник материалов

*II региональной научно-практической конференции студентов и аспирантов
с международным участием
(на иностранных языках)*

(26 апреля 2012г.)

.05152660.00004-01

Красноярск 2012

УДК338.24
ББК 65.012-1
С66

Печатается по решению Научного совета ФГБОУ ВПО «КГТЭИ»

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С66 Состояние современной экономики России с учётом зарубежного опыта = Condition of Modern Russian Economy with Foreign Experience: сб. материалов II региональной научно-практической конференции студентов и аспирантов с международным участием, 26 апреля 2012г., г. Красноярск / Краснояр. гос. торг.-экон. ин-т. – Красноярск, 2012. – 214 с.

**УДК338.24
ББК 65.012-1**

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торгово-экономический институт», 2012
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Оглавление

ANTI-CRISIS JABS	
Abdullaeva A. K.....	11
RATES ARE LOWER, THE CONTRIBUTIONS ARE HIGHER	
Agibalova Y. V.	12
THE PROBLEMS RELATED TO DISCIPLINE DIFFERENCE OCCURRING DURING THE REALIZATION OF THE ACADEMIC EXCHANGE PROGRAMS IN ECONOMIC FACULTIES	
Akimova O. V.	14
THE LABOR MARKET, EMPLOYMENT AND PERSONAL MANAGEMENT	
Aksenovskaya I. U., Mordvinova A. E.	15
INTERNATIONAL LEASING AS A TOOL OF FOREIGN RELATIONS	
Albu A. I.....	16
LEGAL EXPERIENCE OF NATIONALIZATION IN INDUSTRY IN DIFFERENT COUNTRIES	
Anevich Y. V.....	18
RUSSIA: YOUTH MAKE FUTURE	
Basala P. S.....	19
SOCIAL MEDIA MARKETING	
Bayramova A. V.....	21
MONETARY POLICY OF THE NATIONAL BANK OF UKRAINE	
Belyaeva D. D, Ryasanova A. M.	22
NORTH AMERICAN FREE TRADE AGREEMENT	
Belyaeva E.....	24
FRANCHISE SYSTEM IN SMALL AND MEDIUM BUSINESS IN UKRAINE	
Bilous A. Y.....	26
MODERN ECONOMIC RELATIONS BETWEEN RUSSIA AND UKRAINE	
Bilous T. D.	28
HOW MEN AND WOMEN DO THE SHOPPING	
Bochkova A. A.....	30
ANALYTICAL METHODS OF MARKETING POLITICS OF A FIRM	
Boldyr M. M.....	31
BANCASSURANCE AS PROVISION OF INSURANCE SERVICES BY BANKS	
Bondar V. S., Naida A. V.....	34
PROBLEM APPEARANCE MARKETING DEPARTMENT	
Britenko V. V.	36
UNEMPLOYMENT PROBLEMS IN RUSSIA	
Brusentsova E. A.....	37
UNEMPLOYMENT IN DEVELOPED COUNTRIES AND RUSSIA	
Cherkashina K. V.	38
SOME ASPECTS OF COMPLEX PROCESSING OF VEGETATIVE PART OF THE BIRD CHERRY ORDINARY (PADUS AVIUM MILL)	
Chernykh E.....	40
THE EVALUATION OF COMPETITIVENESS OF SOFT DRINKS ON KRASNOYARSK MARKET	
Chirkova E.S.	42
THE PROBLEMS OF BUSINESS MANAGEMENT OF ACCOUNTS RECEIVABLE	
Debushev A. A.	43

HUMAN RESOURCE MANAGEMENT – AS THE FACTOR OF INCREASE OF
COMPETITIVENESS OF THE ENTERPRISE

Demina O. S.	44
THE ROLE OF SPATIAL PLANNING IN THE SUSTAINABLE DEVELOPMENT OF THE MARKET	
Demyanov S. A.	46
THE ISSUES OF INVESTMENT IN RUSSIAN ECONOMY	
Elizbaryan A. A.	48
THE MAIN DIRECTIONS OF THE FIGHT AGAINST UNEMPLOYMENT IN RUSSIA	
Frolkova. V. V.	49
CLASSIFICATION OF THE ENTERPRISES OF RETAIL TRADE	
Funk E.	50
INFLATION AS ONE OF ECONOMIC PROBLEMS	
Gabibova G. M.	52
THE DEVELOPMENT OF DATABASE MARKETING	
Gadenko M. Y., Stupak M. G. (senior professor)	53
PROBLEMS OF UNEMPLOYMENT IN RUSSIA	
Golubeva E. V.	55
THE KEY AGENTS OF FINANCIAL GLOBALIZATION	
Goncharyk N. S., Stupak M. G. (senior professor)	56
DEVELOPMENT OF THE COUNTRY THROUGH INTERNATIONAL ECONOMIC RELATIONS	
Grechko N. M.	58
ECONOMIC EDUCATION: CURRENT TRENDS	
Grekul D. N.	60
THE WAYS OF TOURISM INDUSTRY RECOVERY IN UKRAINE	
Horzhu L. I.	62
ECONOMIC DEVELOPMENTS IN RUSSIA THESE DAYS	
Jilina M. J.	64
SALARY AND ITS DIFFERENTIATION FACTORS	
Kalashnikova O. A.	65
EVALUATING THE EFFECTIVENESS OF TRADE ENTERPRISES	
Kamyshova D. S.	67
FOREIGN INVESTMENTS IN UKRAINE: COOPERATION WITH RUSSIA	
Kaphliyk T. I.	69
THE USE OF DEPOSITORY RECEIPTS BY BELARUSIAN ISSUERS FOR CAPITAL FORMATION	
Kardash V. V., Martinovich A. V.	71
WHAT RISKS ARE ASSOCIATED WITH PAYROLL CARD?	
Khokhlova A. V.	73
LABOUR MARKET, PROBLEMS OF EMPLOYMENT OF YOUTH	
Kizyakovskaya I. V.	74
DEVELOPMENT OF INVESTMENT PROCESSES IN RUSSIAN ECONOMY WITH CONSIDERATION OF FOREIGN EXPERIENCE	
Klimenko A. Yu.	76
THE PROBLEM OF NON-PAYMENTS IN THE RUSSIAN FEDERATION	
Klimenko P. U.	78
ECONOMICS AND FINANCE OF RUSSIA: CURRENT SITUATION	
Konova O.	79

FOREIGN EXPERIENCE MATERIALS STIMULATION	
Korober I. F.	81
THE ECONOMIC DEVELOPMENT OF RASSIA IN 2000-2008	
Kotlyarova E. O.	83
UNIVERSIADE 2019AS A WAY OF ECONOMIC DEVELOPMENT OF KRASNOYARSK REGION	
Kovalchuk K. S.	84
KETCHUP MARKET IN UKRAINE	
Kozakova I. F.	86
THE PROBLEMS OF SMALL BUSINESS	
Kozina A. A.	88
FOREIGN EXPERIENCE MATERIAL STIMULATION	
Kurakina A. Y.	89
COMPETITIVE RELATIONS IN THE RUSSIAN FEDERATION	
Kurkova A. S.	90
ECONOMIC CRISIS: MANAGEMENT ISSUES AND PROBLEMS OF ANOVATIVE DEVELOPMENT	
Kuskova A. N.	92
IMPROVEMENT OF ORGANIZATIONAL AND ECONOMIC METHODS TOOLS FOR COMPETITIVENESS OF THE ENTERPRISE	
Kuzmina T. A.	94
THE PROBLEM OF DEPENDENCE OF THE RUSSIAN ECONOMY ON OIL PRICES	
Kuznetsova K. S.	96
PROBLEMS AND DIFFICULTIES IN CHOOSING LAUREATES IN ECONOMICS	
Levitskaya V. A.	98
COMPETITIVENESS OF RUSSIAN GOODS	
Loy V. V.	100
POSSIBLE ADVANTAGES OF RUSSIA'S WTO MEMBERSHIP	
Maidaniuk N. S.	101
MODERN CONDITION OF THE MARKET OF ADVERTISING IN RUSSIA	
Makarov S.	103
SOME PROS AND CONS OF FAST FOOD CONSUMPTION	
Makukh A. V.	105
THE ROLE OF SECURITY MARKET	
Malachyova E.	107
PAYMENTS BY BILL	
Maleyeva I. Ju.	108
YOUTH UNEMPLOYMENT AS ONE OF CONTEMPORARY SOCIAL AND ECONOMIC BURNING ISSUES	
Maltseva M. S.	110
USEFUL MARKETING IDEAS FOR SMALL BUSINESSES	
Marchuk O. I.	111
FEATURES OF ACCOUNTING POL	
Melnichuk R. A.	113
THE BENEFITS OF EMPLOYEE LEASING	
Mel'nyk V. I., Stupak M. G. (senior professor)	115
COMPETITIVENESS OF GOODS AS A BASIS FOR THE EFFICIENT FUNCTIONING OF THE ENTERPRISE	
Miskevich E. V.	116

PROBLEMS OF THE DEVELOPMENT OF SMALL ENTERPRISE IN RUSSIA	
Morozova E. V.	118
NATURAL MONOPOLIES REFORMING	
Nabieva A. V.	118
THE CONCEPT OF ADVERTISING, ITS TYPES AND ROLE IN MARKETING	
Nastiuk A. I.	119
PROBLEMS OF SOCIAL POLICY	
Neborsky A. I.	122
THE PROCESS OF PRIVATE EQUITY AND VENTURE CAPITAL INVESTING IN MODERN EUROPEAN BUSINESS	
Novoshinsky R. N.	123
TOURISM INDUSTRY IN UKRAINE: PROBLEMS AND PERSPECTIVES	
Ostafiychuk O. V., Vasilishina N. D. (senior professor)	125
PROBLEMS OF ECONOMIC EDUCATION IN RUSSIA	
Ovsepian A. K.	127
INTERNAL CONTROL SYSTEM IN ORGANIZATIONS	
Pavlyuk O. V.	128
SUPPLY AND DEMAND INTERACTION	
Pechtereva J.	130
FORMATION OF STRATEGY OF THE STATE IN SMALL-SCALE BUSINESS SPHERE	
Pendyur A.	131
PERFECTIVE AND UNPERFECTIVE COMPETITION	
Petrishcheva N.	132
PROBLEMS OF SHADOW ECONOMY IN RUSSIA	
Petrova T. A.	133
CREATIVE INDUSTRIES IN KRASNOYARSK	
Royanova D. T.	134
INFLATION: ESSENCE AND REASONS	
Ryzhkov A. V.	136
CHANGE MANAGEMENT AS THE BASIS FOR INNOVATIONS	
Sakovich V. V.	137
THE FACTORS THAT ARE INFLUENCING THE FORMATION OF THE COMPETITIVE ENVIRONMENT OF THE ENTERPRISE (BY THE MATERIALS TRADE HOUSE "KIPRINO")	
Samanchuk T. I.	139
PROBLEMS OF PUBLIC DEBT	
Sayfullina A. D.	141
MONETARY POLICY OF THE COUNTRY	
Sazonova Y. A.	143
PROJECT OF TOTAL EVALUATOR INNOVATION DEVELOPMENT METHODS OF BUSINESS ENTITY	
Semina A. N.	144
HUMAN CAPITAL AND ITS INFLUENCE ON THE SOCIAL AND ECONOMIC DEVELOPMENT OF THE REPUBLIC OF BELARUS	
Sergienya I. A., Shkil A. A.	146
TRENDS IN THE MODERN WORLD ECONOMY	
Shachova A. A., Shevchenko V. S.	148
THE MAIN PROBLEMS OF ECONOMIC GROWTH IN RUSSIA	
Shoshina K. E.	149

INTERNATIONAL FRANCHISING	
Shtablava I. D.	151
THE PROBLEM OF WAGES IN MODERN CONDITIONS	
Shumenkov R. N.	153
EFFECTS OF STATE MONOPOLIES IN THE DEVELOPMENT OF COMPETITION	
Solilyak M. I., Vasilishina N. D. (senior professor)	154
ON THE THEORY OF LABOUR COMPETITION BY F.M. SCHERER AND D. ROSS	
Spryzhkova A. S.	156
EVERYTHING ABOUT FOREX	
Starodub V. A.	159
FINANCIAL MECHANISM OF COMPANIES	
Stolyarova V. Yu.	161
COMPETITIVE ADVANTAGE OF UKRAINE: PROBLEMS AND PERSPECTIVES	
Struk M. I., Vasilishina N. D. (senior professor)	162
FROM THE HISTORY OF SHADOW ECONOMY	
Sugak K.	164
THE RUSSIAN LABOUR MARKET DURING THE ECONOMIC CRISIS	
Sultanbekova A. A.	166
PROBLEMS OF FORMATION MODERN INNOVATIVE INFRASTRUCTURE IN RUSSIA	
Sukhikh O. V.	168
STATE CREDIT AS AN ECONOMIC CATEGORY	
Trapeznikova T.	170
METHODICAL APPROACH TO PLANNING OF AUDIT OF CALCULATIONS OF THE ORGANIZATION	
Tsukanova Yu.	171
EMPLOYMENT PROBLEM IN RUSSIA	
Underberg I. V.	173
MONETARY INTEGRATION IN THE ECONOMIC SPACE OF THE CIS	
Vasilyeva Y. A.	174
UNEMPLOYMENT IN RUSSIA	
Voloshina E.	175
INFLUENCE OF THE EXTERNAL DEBT ON NATIONAL ECONOMY	
Vorobyova K. A.	176
PROBLEMS OF FINANCIAL LITERACY	
Voytovich A. M.	178
QUESTIONS OF FREE TRADE IN SOVIET RUSSIA (1917 – 1921)	
Yurlov P. V.	179
SOVIET ADVERTISING IN THE 1920S	
Yurlov P. V.	181
BANK MANAGEMENT FUNDS – PARTICIPANTS' ADVANTAGES	
Yurush Y. V.	184
THE PROBLEMS OF THE INCREASE OF THE PRODUCTIVITY OF THE LABOUR IN COMMERCIAL ORGANIZATIONS	
Zaitseva A.	185
RUSSIA'S ACCESSION TO THE WORLD TRADE ORGANIZATION. HOW WILL IT AFFECT THE ECONOMY OF RUSSIA?	
Zaizaler V. A.	187
RUSSIA ON THE WORLD OIL MARKET	
Zavyalova N.	188

MARKETING IN THE REGIONAL FOOD SUPPLY SYSTEM. PROBLEMS AND PROSPECTS

Zeinog L. V.	189
INFLATION IN RUSSIA DURING 2010-2012	
Zhabko M.	192
THE MOST IMPORTANT ISSUES OF CRISIS MANAGEMENT IN RUSSIA	
Zhigunov I. M.	193
PROJECT FINANCE PROVIDED BY FOREIGN FINANCIAL INSTITUTIONS IN THE REPUBLIC OF BELARUS	
Zhuk A. M.	195
PROBLEMS OF A BUDGETARY POLICY OF RUSSIA	
Zhurba A.	197
TOURISM INDUSTRY POTENTIAL	
Zubova O. S., Vasilishina N. D. (senior professor)	198
DIE BESONDERHEITEN UND INSTRUMENTE VON MARKETING IM HANDEL	
Andrijtschuk A. I.	200
ENTWICKLUNG DER TRANSPORTLOGISTIK IN BELARUS	
Andyk P. V.	202
BESONDERHEITEN DER PRODUKTZERTIFIZIERUNG IN DER UKRAINE	
Blashuk S. W.	204
DIE EBWE UND BELARUS	
But-Gusaim E. W.	205
MASSNAHMEN FÜR DIE ÜBERWINDUNG DER FINANZKRISE IN DER EU	
Hajdamasjuk I. S.	208
FOLGEN DER WIRTSCHAFTSKRISE IN EUROPA	
Melnik Y. V.	210
DIE RATIONALISIERUNG DER VERWALTUNGSMÄßIGEN MANAGERSARBEIT IN EINEM MODERNEN UNTERNEHMEN	
Rurak I. I.	212
INTERNATIONALE UND NATIONALE ENTWICKLUNG DES EINZELHANDELS	
Volosuk O. G., Gul N. G.	214

COMPETITIVENESS OF GOODS AS A BASIS FOR THE EFFICIENT FUNCTIONING OF THE ENTERPRISE

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In an era of globalization and internationalization of production the sole criterion of efficiency and demand of products is competitive. At present there is no single definition of "competitiveness." The main factors that determine the possibility of multiple interpretations of this concept are the different starting positions of economists, as well as the fact that a manufacturer is considered a separate enterprise, industry or the economy as a whole.

Competitiveness is a relative term, since the successful competitor in the markets of some products will be completely uncompetitive in the other. This creates a need to distinguish between competitiveness on domestic and foreign markets.

The study of the competitiveness necessitates the development of effective, easy-to-use tools, techniques, allowing the company to the maximum degree of

objectivity to assess the competitiveness of their products on the market. The analysis estimates the level of competitiveness is the basis for the differentiation of the proposal and creates a unique set of related competitive advantages that are attractive from the standpoint of consumers in the target segment. In addition, the company is able to more effectively manage the processes of improving the commercial series, based on the results of the study.

The most competitive sectors of the economy of the Republic of Belarus are the chemical and petrochemical industry, ferrous metallurgy, automobile, tractor and agricultural machinery.

The competitiveness of Belarusian products is provided in the first place, the creation of high technology products with the use of new materials advanced resource-saving technologies and equipment.

At the present time it is relevant to introduce to the Belarusian enterprises integrated quality systems based on a set of international standards.

Belarusian products are competitive not only on the outside, but on the domestic market. In recent years, competitive in domestic and foreign markets, Belarusian Steel Services in the first place - transport tourism, construction, and telecommunications services.

However, it should be noted and that the companies of Belarus have larger reserves of production capacities, which are not produced a sufficient number of competitive products. Reduced demand for the products of poor quality leads to a shortage of funds for the purchase of new equipment, purchase of material resources, paying decent wages. Low wages reduces the interest of workers to the results of his labor, which is reflected in product design deficiencies, ineffective marketing and lack of quality advertising, reduction of labor discipline, etc.

Issue a set of technically sophisticated products, consumer goods that can compete abroad, efficient organization and effective management are way out of economic crisis and depend only on the people themselves. Therefore, the Belarusian enterprises to improve competitiveness of products, it is advisable to conduct professionally organized marketing campaign that will not only increase sales but also the competitiveness of products.

The competitiveness of Belarusian companies - this is an idea that can unite people, regardless of their political preferences and social status.

Therefore, the problem of quality and competitiveness is the key to the Belarusian enterprises, contributing to the apparent increased interest in the strategic business issues and the issue of quality as well as approaches and methods to solve them, to put it in different forms:

- focusing efforts on a wide range of companies establishing production competitive in their characteristics;

- studying the experience of Western companies that supply products to the world market, superior to their domestic settings, for possible use in his company;

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- enhance the development and implementation of quality management system conforming to international standards.