

SUMMARY

RUSSIAN SOCIETY: A YEAR IN THE CRISIS AND SANCTIONS

The report sets out the generalizations and conclusions about the current state of Russian society on the results of the latest sociological surveys. The changes in the socio-psychological mood of the population, their perception of reality in the light of holistic orientations of people. The conclusions about the relationship between the authorities and society in crisis. Ascertain shifts in population assessment of priority needs and interests.

Key words: Russian society, the crisis, social consciousness, social and psychological condition, values.

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RESTRUCTURING OF RUSSIAN ECONOMY: INCOMING TRANSFORMATION CHANGE

Author concludes that fundamental economic restructuring has no an alternative. The approaches to substantiate the main directions of future restructuring course due to continuing transformation of national economic system are defined.

Key words: recession, budget deficit, restructuring, new industrialization, system economic transformation.

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ECONOMIC VALUE AND ASESSMENT OF A BRAND OF THE INDUSTRIAL ENTERPRISE

In article qualitative and quantitative methods of an assessment of business reputation of the industrial enterprise, including a brand assessment as an important component of business reputation are investigated. The assessment of business reputation means the accounting of various factors, beginning from quality and the nomenclature of the made goods, the relations in the market, in branch or the region and finishing with a condition of management and corporate culture. Thus the contour of business reputation of the industrial enterprise which in a complex reflects results of a quality and quantitative (cost) standard is under construction. In a contour four areas of an assessment are allocated: goodwill, brand, assessment of internal and external components of business reputation of the industrial enterprise.

Key words: business reputation, brand, industrial enterprise, assessment methods.

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SUSTAINABLE GROWTH AND INVESTMENT BEHAVIOR

The author researches potential possibilities of the firm to investment within the limits of the neoclassical theory of investment. Unlike the previous researches, in article is used the sustainable growth indicator (G Higgins). By means of it, probably to identify borders of investment opportunities of the company. Besides, the author estimates influence of a monetary and credit policy of the state on investment behavior. The model (specification) is tested for a subject of adequacy of forecasting. It is estimated three kinds of specifications: pooled regression, regression with a random effect and regression with the fixed effect.

Key words: investment behavior, neoclassical theory of investment, financing, sensitivity, adverse selection.

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THE RESOURCE POTENTIAL OF ORGANIZATIONAL CULTURE

The article examines the significance of organizational culture and its resource potential. Mental, emotional and information resources of organizational culture, their influence on financial and marketing indicators of an organization are analyzed. EQ-culture of an organization and EQ-skills, contributing to the solution of challenges facing it, are considered. It is shown that the information component of culture brings an essential contribution into the structure of consumer value and add value of a product.

Key words: EQ-culture; intellectual resource; information economics; capitalization; the quality of a product; competitive ability; loyalty; mental resource; organizational culture; personnel; resource potential; values of an organization; emotional resource; efficiency.

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THE REFORM OF RUSSIAN HEALTH CARE SYSTEM

The article reviewed the implementation of the principles put forward by the health care reform in the Russian Federation. The focus is on the study of interaction of participants of system of compulsory health insurance taking into account international experience.

Key words: the principle of continuity in health care, medical insurance funds, free and paid medical care.

FORECAST OF RUSSIAN ECONOMY INDIKATORS: 2015–2018

We present a forecast of the economic situation in Russia in the coming years. Analyzed development options under the influence of internal and external factors. Estimated the expected changes in the monetary sector, fiscal policy, investment opportunities.

Key words: indicators of changes in the economic situation, scenarios for forecasting, state budget, reserve funds, investment opportunities, living standards.

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EVOLUTION OF PARADIGM SHADOW ECONOMY IN RESEARCH

The article discusses research devoted to various problems of the shadow economy, foreign and domestic scientists, the main stages of the evolution of the key concepts related to the study of the shadow economy.

Key words: shadow economy, the evolution of paradigms, scientific concept, stages of development, government regulation.

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METHODICAL APPROACHES TO ESTIMATION OF EFFICIENCY OF ACTIVITY OF SMALL INNOVATION BUSINESS

The article presents an overview of the approaches of various authors to the analysis and assessment of efficiency of activity of small innovative enterprises. Basically, this performance evaluation is represented by four approaches.

Key words: Small innovative enterprise, efficiency, methodical approaches, assessment, innovative potential, innovative activity, integrated indicator, system of indicators.