
ANNOTATIONS OF THE ARTICLES

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MIXED ECONOMY BASED ON THE PUBLIC PRIVATE PARTNERSHIP IS A FOUNDATION FOR NATIONAL MODEL OF RUSSIA DEVELOPMENT

The relevance of this article is determined by the general social and economic situation which has developed in the country after the crisis of 2014. For two years the country has been in depression that is, as the analysis shows, a consequence of mistakes in the hypertrophied assessment of the market role and the raw model of development.

In the end this tendency has led to the essential lag in the technological and innovative development, to the dependence on import and export, to the budget deficit, to the essential aggravation of the investment problem and to the decrease in the indicators of the standard of living. In this regard in the article the variant of the national model of development, based on the mixed economy and the mechanism of PPP (Public Private Partnership) and capable to attract private investments and to start the reproduction process in Russia, is offered.

The aim of this article is to reveal the essence of the national model of the Russia development and to systematize the fundamental principles of the road map including the political, legal and economic problems providing the implementation of the model.

Working on this article the Keynesian position on the combination of the state regulation and market mechanism, W. Sombart's ideas about «the social pluralism», the concept of «the social and market economy» of W. Eucken, «the concept of «orders» of F. Böhme were considered.

In the article we systematized the main components of the national model of the country's development on the basis of the mixed economy and the mechanism of PPP. The specific proposals improving the Federal Law - 224 «About the public private, municipal and private partnership in the Russian Federation ...» are given, these proposals concern the application scope expansion, the development of the law on property, the regulation of the prices and tariffs system, the creation of the administrative structure in the sphere of PPP and others.

This article will be interesting to the research associates, graduate students and lecturers, «The center of strategic developments» and others.

Keywords: depression, national model, mixed economy, public private partnership, efficiency, socialization.

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FACTORS OF THE COMPETITIVENESS GROWTH OF THE KAZAKHSTAN REGIONS

The problem of the market competition is not less sharp now, than other questions of global economy. It is connected with the fact that the competition is one of the main instruments of the efficiency growth of the national economy; it remains the driving force of the society development in general. The competitiveness growth of the national economy promotes the improvement of its modernization and sustainable development, the growth of the population welfare, and, in general, safety of the country.

The competitiveness of the Kazakhstan regions becomes a basic condition of their steady functioning in modern conditions. The accelerated economic growth of regions, the population growth in prosperity, more effective and rational use of the resource potential of the territory are consequences of forming and development of competitive advantages. With respect thereto, the purpose of this article consists in the use of GRP as a factor most influencing the competitiveness of Kazakhstan regions for clusterization of fourteen regions and two cities of republican value of the Republic of Kazakhstan.

Keywords: *competitiveness, region, regional development, indicators of region competitiveness.*

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ACTIVITY MANAGEMENT IN THE SPHERE OF CULTURE IN MODERN CONDITIONS

The aim of the article is to define the tasks in the sphere of culture, both social and economic, allowing strengthening the cultural potential of Russia. The main goal is to identify the opportunities for the management of budgetary cultural institution activity for increasing extra-budgetary funding. Following methods were used by phased implementation: the creation of positive image of the institution among consumers, expanding range of services, and implementation of innovative forms of work in order to attract extra budgetary funding. We have got following results: the organization of activity of budgetary cultural institution in order to increase extra budgetary funding. The scientific novelty: the assessment of development processes of extra budgetary activity creates an additional source of financial resources, stabilizing the financial situation, including all spheres of culture, providing the qualitative capacity of its development. The practical significance: a practice oriented approach to the staff teaching contributes to the development of public-private partnerships and mechanisms for funds raising within the additional services providing by means of extra budgetary funds.

Keywords: management, sphere of culture, funding, fundraising, mechanism of raising funds.

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ASSESSMENT OF THE CONDITION AND TENDENCIES OF COMMODITY POLICY ON THE OIL PROCESSING ENTITIES

Forming of the commodity policy of the oil processing entities is caused by the available production capacities in many respects. At the same time the transformation of the commodity policy under the influence of the changing requests of consumers requires considerable investments for the existing objects upgrading with the corresponding reason. The aim of the article is to estimate the commodity policy condition of the oil processing entities and the tendencies of its development. The methodology includes the factorial and ABC analysis, the plan fact analysis, and also the correlation and regression methods of the analysis of statistical data from 2012 to 2015. Results: the prospects of oil processing development are connected: with the development of the technologies directed to the industrial construction, modernization, reconstruction and production modernization; with the increasing of conversion rate for bigger selection of light oil products; with releasing of motor fuels and residual fuels with reduction of amount of thinners according to the European regulations; with the expansion of the range of highly profitable lubricants, and also with the decrease in cost value of production; with the solution of questions of the efficiency and ecological safety. Conclusions: the analysis, carried out by authors, of production and products sales of a number of the oil processing entities allows to recommend the upgrading of production capacities for the purpose of increasing a share of light oil products together with the synergy effect achievement from the combination of the development strategies of large enterprises and regions.

Keywords: oil-processing industry, assortment strategy, commodity policy, product assortment.

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ECONOMIC AND MATHEMATICAL MODEL OF FORECASTING FOR MARKET CONJUNCTURE OF VEGETABLE PRODUCTS

The purpose of the research is to study the current state of vegetable market situation in the Saratov region and to work out the model of the food market situation forecasting. Objectives of the research: to analyze the dynamics of important indicators of vegetables market, to define the links between these indicators, to build the economic and mathematical model, based on the identified links, of vegetables market situation forecasting in the Saratov region. Used methods of research: statistical and economic, monographic, abstract and logic, calculated and constructive, mathematical modeling. Market research allows to forecast the market situation development and to devise measures of adequate exposure to the current market situation for obtaining the maximum effect from production and sales activity of economic entities. The main link in the mechanism of market conjuncture formation is the price, because it provides the interaction of all the other factors, and supports their dynamics. The dynamics of important indicators of vegetables market conjuncture was analyzed, the links between these indicators were identified, the economic and mathematical model, based on the identified links, of market forecasting of vegetable production in the Saratov region was built.

Keywords: *agro industrial complex, market conjuncture, model, horticulture, forecast, competitiveness, efficiency*

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THE BASIC PROPERTIES OF LOCAL MARKETS

In the article the analysis of approaches of foreign and Russian economists to the determination of the local markets is carried out; the reasons for markets structuring on exchange object, territorial coverage, spatial organization of market agents are outlined; the reasons for the formation of local markets: the spatial aspect of competition, spatial differentiation of supply and demand, the level of transport costs, unequal exchange, are regarded.

The characteristics of local markets are pointed: the interaction of market local participants; common

space set by geographical boundaries; the zone of price influence; social environment; dependence on natural conditions and physical and geographical factors; general logistics; psychological identification of local economic agents; network nature of economic relations. The main criteria of the formation of the local market are defined: competition, level of the transport system development, institutional, network and administrative barriers, the level of prices, inter-regional barriers. The authors' definition of «local market», considering the different characteristics and properties of this economic phenomenon, is given. The local market is an economic space characterized by the peculiarities of the territory, geographical boundaries, competition, infrastructure, pricing, institutional regulations, information resources, intensity and interaction of market local participants, social environment status, logistics, and psychological identification of local economic agents in the market.

Keywords: market, local market, supply and demand, characteristics of markets, the principles and criteria of formation of local markets.

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STIMULATION OF INNOVATIVE ACTIVITY IN THE AGRARIAN AND INDUSTRIAL COMPLEX OF THE SAMARA REGION

The relevance of the studied problem is caused by the fact that the sustainable development of domestic agrarian and industrial complex can't be provided without creating the conditions for mass use of innovations considering regional specifics. The purpose of this article is the study of the state support system of the innovative activity of the agrarian and industrial complex in the region and the formulation of proposals on its enhancement. The structural and logical approach is applied to the studying of interrelations between the amounts of budgeted expenses and the directions of innovative activity in the agrarian and industrial complex in the Samara region. The main result of the research is the complex studying of interrelations between the level of the state support and the scale and effectiveness of innovative processes in the agrarian and industrial complex, that allowed revealing the perspective directions of increase in efficiency of budgeted expenses on creating and implementing of agrarian innovations. This article can be useful in the federal and regional programs and actions forming aimed at providing the innovative development of the regional agrarian and industrial complex and also for refining of the methodology of scientific research of innovative activity.

Keywords: *innovations, agrarian cluster, state support, technical upgrade, subsidizing of expenses.*

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THE IMPACT OF THE SYSTEMIC CUSTOMS FUNCTIONS ON THE IMPROVEMENT OF CUSTOMS ADMINISTRATION IN INTEGRATION CONDITIONS

The article discusses the theoretical and practical aspects of the implementation of the systemic customs functions in the conditions of the Eurasian Economic Union functioning.

The author used such methods of research as observation and system approach. The author outlines the systemic customs functions, the implementation of which contributes to the improvement of customs administration.

In detail the author examines the information system of the customs function. The use of electronic declaring, the use of remote release technology and the risk management system allow to reduce the time of customs formalities passing, to reduce the application of the subjective factor by the officials of the customs authorities in relation to the participant of foreign economic activity.

According to the results of the study we revealed following problems, arising in implementing the information system of the customs function: the lack of full information exchange between customs and other state bodies issuing the permits in all the member countries of the Eurasian Economic Union; the electronic formats of documents confirming the information about the goods declared in the goods Declaration are not formalized within the Eurasian Economic Union.

The directions improving the implementation of the information system of the customs functions in the conditions of the Eurasian Economic Union functioning are proposed. They are the unification and harmonization of the structure and formats of all participating members in the information exchange of documents; the unification of the legal and regulatory framework in the field of information exchange of member countries of the Eurasian Economic Union.

Keywords: *system approach, information system, customs function, customs administration, electronic declaring, preliminary informing, the Eurasian Economic Union.*

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LOGISTIC ASPECTS IN THE ACTIVITIES OF THE TRADE ENTERPRISES IN THE ORENBURG REGION

The article is devoted to the peculiarities of the development of the logistics activities at the trade enterprises in the Orenburg region on the modern stage; its condition assessment is also given. The aim of the study is to determine the factors of the logistics activities development in the Orenburg region, as well as the prospects of its development in the future. As the main research methods were used statistical methods, based on the qualitative and quantitative indicators. The results of the study showed that logistic activities at the trade enterprises in the Orenburg region are in a satisfactory condition and its development requires the investment in the transport and warehousing infrastructure, the use of new innovative ideas in the logistic projects realization. The direction of further research is a search for solutions to eliminate

problems interfering with the development of logistics activities at the trade enterprises in the Orenburg region.

Keywords: *logistic activities, logistics, trade enterprises, economy, potential, investment.*

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RISKS IN THE CONSUMER CREDITING SYSTEM AND WAYS OF THEIR MANAGEMENT

The aim of this article is to develop measures for the timely prevention of credit risks in the Consumer Crediting System and to define the concrete measures of their decrease. Methods: on the basis of studying the methodology of credit risk in the Consumer Crediting System, collecting and data processing of the Bank of Russia about natural persons crediting risks from 2009 to 2017, the research of credit risks sources and its assessment was conducted, the probability of defaults by the credits was also determined. The overdue debt of consumer loans grows with the advancing rates. In this regard the relevance of theoretical research of the essence of risks increases in the Consumer Crediting System together with the development of concrete measures for their decrease.

The consumer crediting has significant influence on the development of the national economy. On the one hand, the banks activation on the retail market contributes to the banking system development, to the increase of the level of consumer demands, and also to the stimulation of goods production and offer of services. On the other hand, the dynamic growth of consumer loan leads to the growth of credit risks. In the article we presented the ways of credit risks management, directed to the risks minimization, in the consumer crediting system and ensuring the financial stability.

Keywords: *consumer credit, credit risk, factors of credit risk, assessment, risk management.*

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COMPARATIVE ANALYSIS OF MICROFINANCE AND BANKING INSTITUTIONS IN THE SHORT TERM LENDING MARKET IN RUSSIA

This article is devoted to the comparison of the loan portfolios of the microfinance and banking organizations. The purpose of this comparison is to show the significance of the microfinance activity in Russia with respect to banking activity, as well as to consider the possibility of interaction between microfinance institutions and banks in order to reduce the risks of microfinance activity and to expand the provision of financial services to population. Achieving this goal, the statistical data of the dynamics of the existing microfinance and banking institutions quantity, of the dynamics of the credit portfolios volume and issued and repaid loans, of the level of interest rates on loans and the terms of lending and borrower type, as well as the data on the capital dynamics of microfinance and banking institutions, and market concentration of loan portfolios were collected and analyzed. For more adequate comparison the data has been cleared of loans with terms longer than 1 year and of loans to legal entities. As the result of this work, the significant weight of microcredit portfolio in Russia has been confirmed. In its turn, it points to the need to regulate this sector. The article also illustrates the possibility of using the bank capital for accelerating the integration of microfinance into the crediting sector in Russia.

Keywords: microfinance, banking activity, lending, loan portfolio, comparison, interaction.

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SYSTEM OF FORMAL AND INFORMAL FINANCING OF CHINA

In this article are discussed the theoretical aspects of forming of financing in China; revealed problems of economy of China; and analyzed the economic relations of Russia and China. China's financial system is characterized by state-dominated banking sector. State-owned banks are inefficient in extending credit to the private sector, and all types of banks prefer lending to state-owned enterprises and large private firms. Finance is an important driver of economic growth. China is one of the largest and fastest growing economies in the world. Both informal and formal finance have their strengths. Informal finance plays a significant role in sustaining China's high economic growth. Moreover, informal finance may support the growth of the private sector in countries with less developed legal and financial systems. Formal financing is borrowing from financial institutions such as banks and credit unions, and other non-bank financial institutions. There are several advantages of the Chinese-Russian economic and trade cooperation: between the two countries has created favorable political relations and perfect cooperation mechanism; there is a complementarity in the industrial structure; there is established an effective legislative framework of the two countries.

Keywords: formal financing, Chinese-Russian relations, banks, currency, debt, interest rate.

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MERCY PHENOMENON: HISTORICAL AND PSYCHOLOGICAL ASPECT

Currently the problem of mercy institutionalizing deserves its own theoretical concept and further consideration in the future sociological researches. It is necessary the scientific community to pay attention to the problem of the charity institute formation, denoting subjects and factors of charity institutionalizing.

The purpose of the article is to define and identify the processes of institutionalization of mercy. The general theoretical research methods were applied: institutional and historical methods. The method of historical analysis allowed carrying out the retrospective analysis of the relation to the processes of social solidarity, social justice and charity, relying on the western and Russian social psychologists and sociologists. A special role is played by the institutional approach, in which we define the concept of institutional regulation of mercy processes in different historical epochs.

Several varieties of empathy were pointed: emotional, cognitive and expanded. Socio-psychological definition of charity includes important social structures in two ways. Firstly, the social identity plays a key role in our understanding of mercy. Secondly, groups and institutions are important translators of values, beliefs and norms that define and facilitate acts of charity. It is necessary to learn how pro-social actions can affect the causes and consequences of human relations.

Currently, there is a need to define the concept of mercy, which can serve as the basis and a starting point for the systematic and all-embracing understanding. Compassion can be regarded as a feeling that arises at the sight of someone's suffering and motivates for giving help. Thus, the compassion includes kindness, cordiality, sympathy, tenderness. The existence of numerous interpretations of mercy due to the fact, that the development of this phenomenon understanding, the development of its definition and the essential characteristics acquisition lasted for many centuries.

Keywords: mercy, empathy, emotions, institutionalization, socialization.

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CREATIVITY: PROBLEM OF DEFINITION

Based on the analysis of philosophical, cultural, historical, scientific, psychological sources the results of the study of creativity, as a form of human activity on the creation of a qualitatively new object in accordance with the current ideal, are presented. Such definition is regarded as a concretization of the Platonic concept of creativity

as the ascent of the lower to the higher - the ideas-models and, ultimately, to the highest idea - Goodness. In the article the Platonic concept of the Cosmos formation is considered as a common paradigm for the analysis of the human activity. It provides a basis for a new way to look at a number of modern philosophical ideas. First of all, we are talking about the theories of the objective existence of generating structures that shape the reality like Plato's ideas. It makes possible to consider the method of structural analogy as a heuristic paradigm. Attention is drawn to the importance of the concept of fractals, which has great potential in the development of new technologies in various fields

Keywords: *creativity, development, archetype, fractal, structural analogy.*

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APPLICATION OF NATURAL GAS IN PUBLIC BUS TRANSPORT IN OMSK ON CONDITION OF RATIONAL DISTRIBUTION OF GAS FILLING STATIONS

According to the federal documents in 2020 in the cities with a population of over one million people 50% of the public transport and road transport of municipal services must use the gas motor fuel, mainly the compressed natural gas.

Despite the active development of the infrastructure of using the compressed natural gas in various regions of the Russian Federation, at the moment there are no functioning natural gas filling stations in Omsk. The lack of functioning stations of natural gas in Omsk and the Omsk region, the importance and the need of the infrastructure development of the application of natural gas confirm the relevance of this work.

The aim of this article is to define the possible options for the use of natural gas by public bus transport in Omsk on condition of rational distribution of gas filling stations, namely by minimizing the costs of transportation to refueling place. To achieve the goal the following tasks were solved:

- *the government documents on the development of natural gas use by the motor transport, especially by the passenger transport, were reviewed;*
- *the mathematical model calculating the costs of transportation to the gas refueling place for public bus transport in Omsk has been developed and presented.*

For using the mathematical model necessary variables were defined. According to calculations on the proposed mathematical model, the average costs of the buses transportation to the fueling place for each of the passenger transport companies in Omsk at the boundary ranges of variables were obtained.

Keywords: *compressed natural gas, public bus transport, auto gas filling compressor stations, mathematical model, transportation to the refueling point, gas distribution stations.*

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