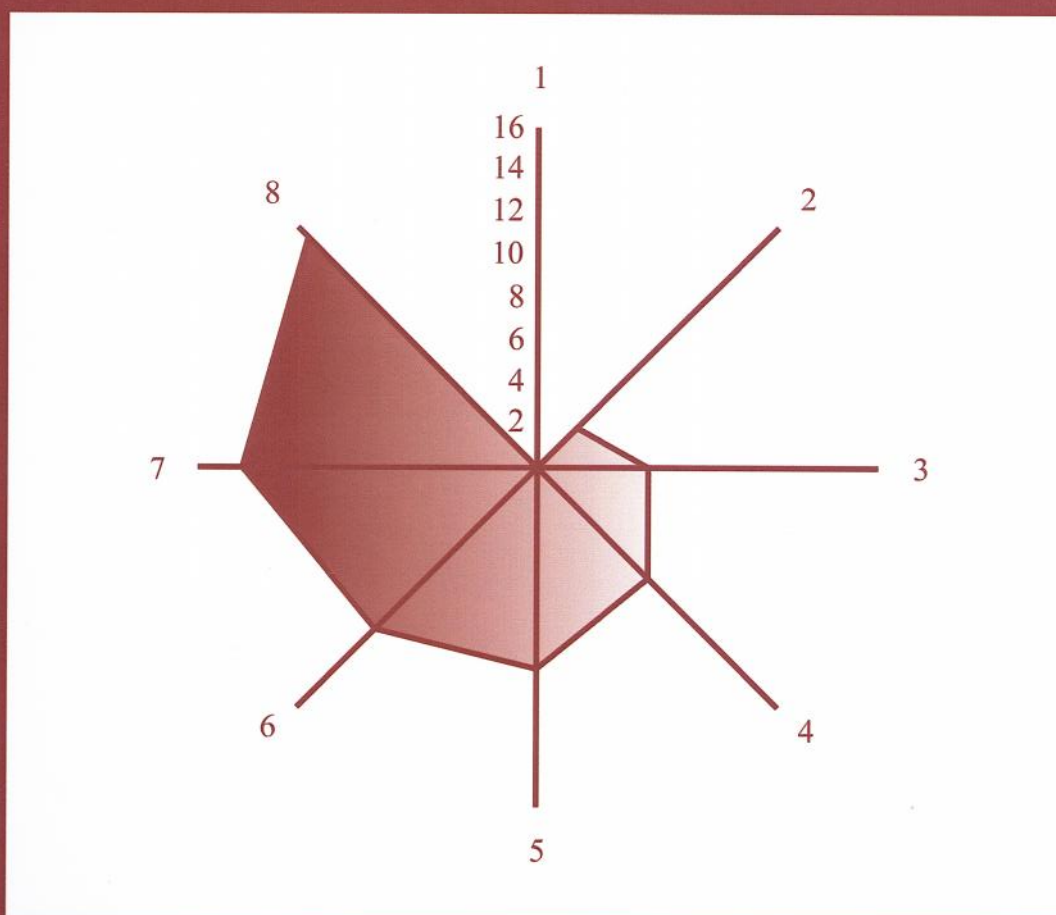


НАУЧНЫЙ ВЕСТНИК

ФИНАНСЫ, БАНКИ, ИНВЕСТИЦИИ

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2019



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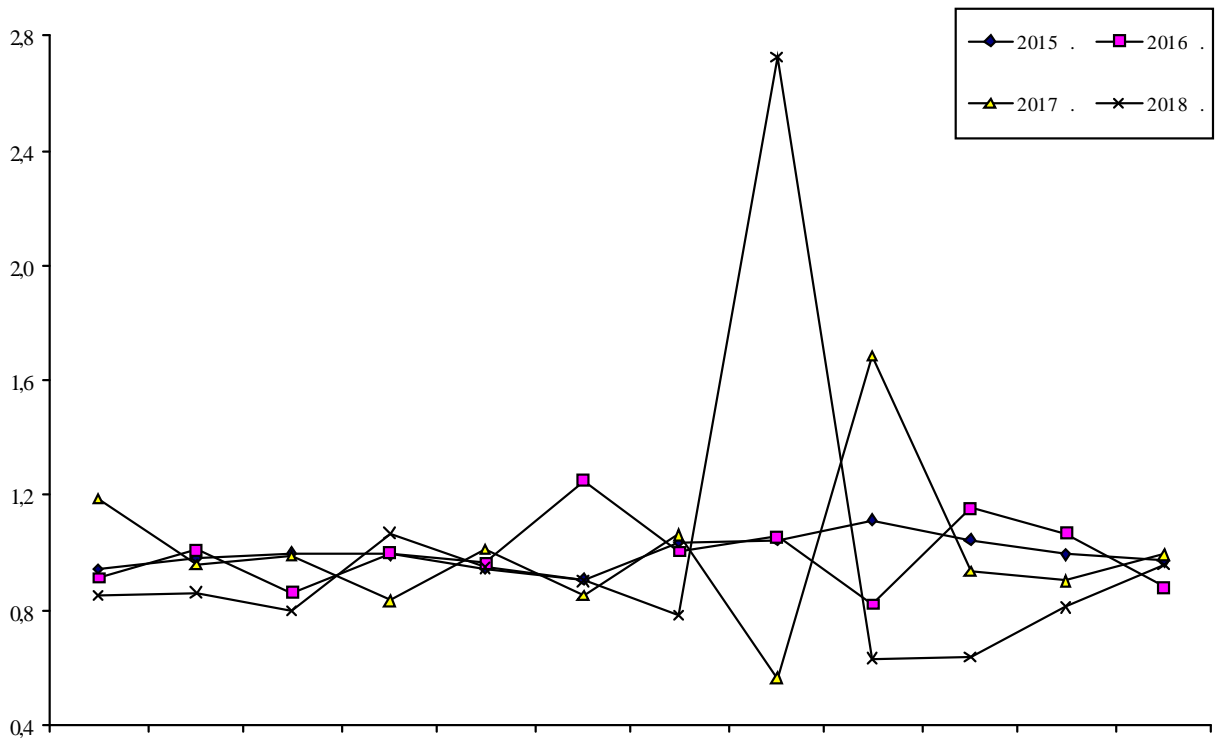
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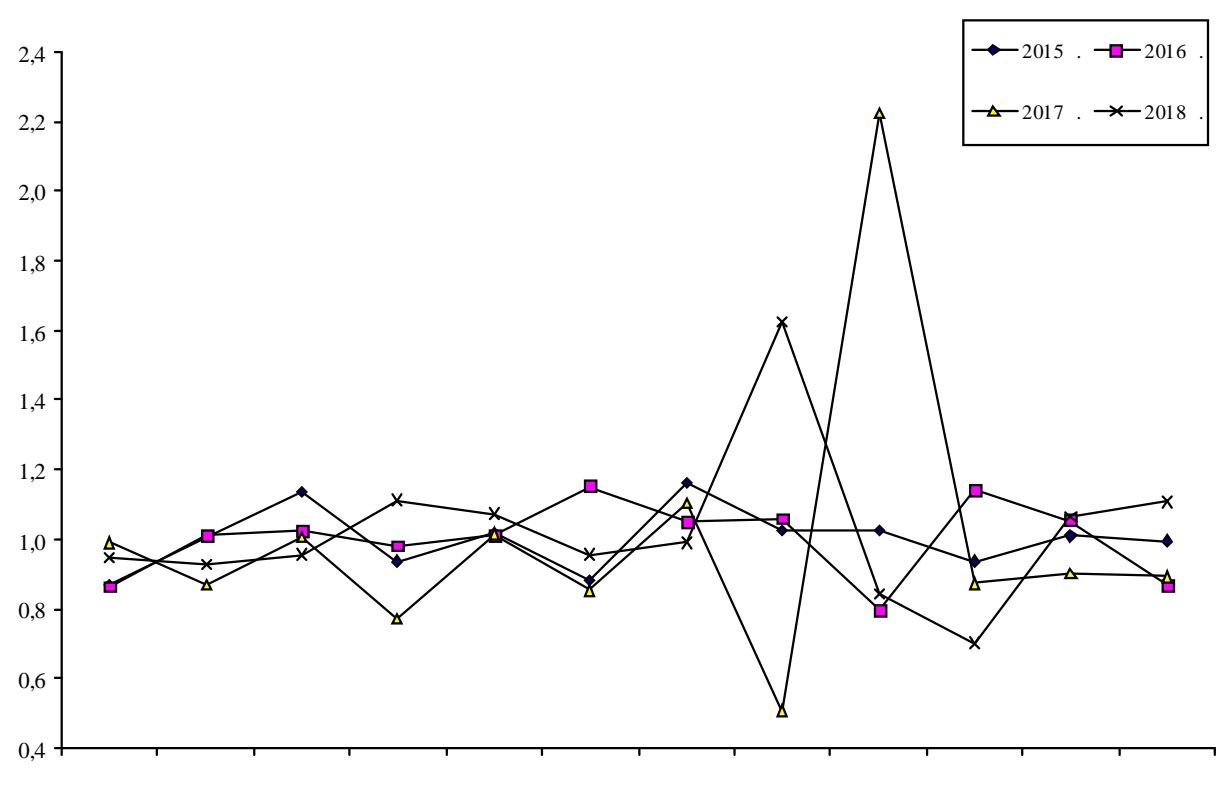
. 3.

2015–2018 ()

2015 (0,9070) (0,9413). (1,1187) 2015 (1,0501),
 2015 0,98. 2015 2015
 2016 (0,8226) (0,8631). 2016 (1,2555) (1,1545),
 2016 0,98.
 2017 (0,5658) (0,8346). 2017 (1,6914) (1,1879),
 2017 0,98.
 2017 2017

2018 (0,6335) (0,6393). 2018 (2,7237) (1,0714),
 2018 0,98. 2018
 2017 8
 — 2015, 2016 2018)
 1.
 — (— 2015, 2016 2017)
 (2015 – 2018)
 4
 2015–2018

2015 (1,1590) (1,1375), — (0,8664) (0,8807).



.4.
 2015–2018 ()

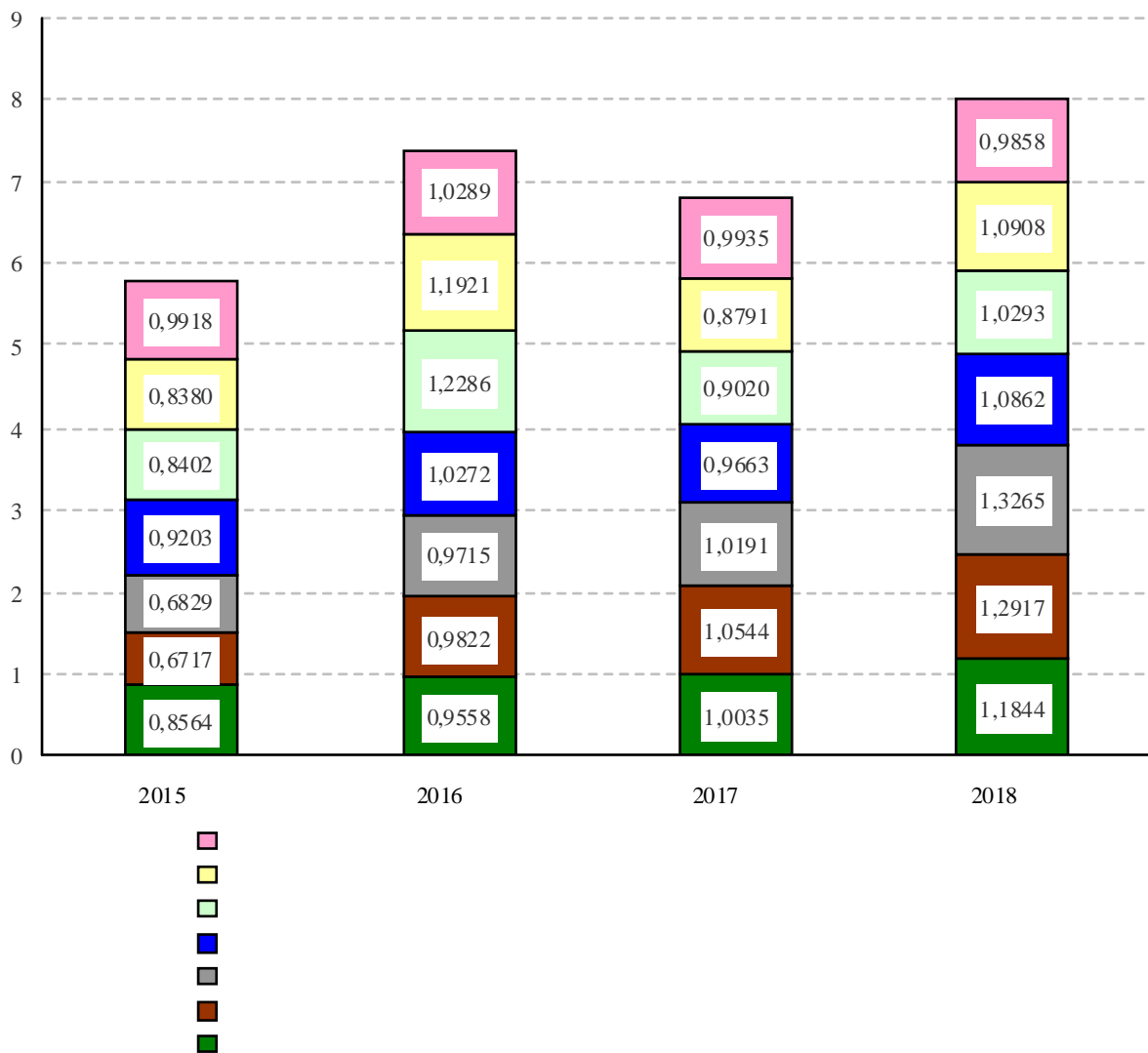
			2015	
		0,98.	2015	
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(1,1490)				
(0,8625).			2016	2016
			0,98.	
2017	2017	(1,1007),	—	(0,5096)
(2,2234)				
(0,7697).			2017	2017
		2017		
		0,98.		
2018	2018	(1,1144),	—	(0,7030).
(1,6243)				
			2018	2018
		2018		
		0,98.		
		1, . . .		
	2015 – 2017		—	2015, 2016 2018
				2015 – 2018
				1, . . .
				1.
2017 2018		—	2015 – 2017	2015,

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2015–2018 *

	2015	2016	2017	2018
	21836,6	24372,0	25588,0	30200,2
	10409,0	15221,1	16341,3	20019
	116,225	165,333	173,435	225,751
	1,0000	1,1161	1,0499	1,1802
	1,0000	1,4623	1,0736	1,2251
	1,0000	1,4225	1,0490	1,3016
	100,6	104,4	100,8	100,0

* [10–12, 14]

2018 1 30200,2
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– $_{2015} = (0,8564 + 0,6717 + 0,6829 + 0,9203 + 0,8402 + 0,8380 + 0,9918) / 7 = 0,8288.$

- $2016 = (0,9558 + 0,9822 + 0,9715 + 1,0272 + 1,2286 + 1,1921 + 1,0289) / 7 = 1,0552.$
- $2017 = (1,0035 + 1,0544 + 1,0191 + 0,9663 + 0,9020 + 0,8791 + 0,9935) / 7 = 0,9740.$
- $2018 = (1,1844 + 1,2917 + 1,3265 + 1,0862 + 1,0293 + 1,0908 + 0,9858) / 7 = 1,1421.$

2018

2016

2017 2015

2017
2015 – 2018

2015

2015

2018

2018

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2. — 2010. — 4 (9). — 28–34.
3. — 2019. — 2 (47). — 41–48.
4. — 2016. — 3 (36). — 127–133.
5. — 2013. — 4 (23). — 6–12.
6. — 2013. — 12. — 165–169.
7. « », 2015. — 239. — : kilmezfinans.ru/
wp-content/uploads/2014/09/ .pdf(: 14–18.10.2019).
8. 2030
8 2014 . 651/172:
14 2016 . 33/11 [
]. — : www.garant.ru/products/ipo/prime/doc/71224670/ (: 14–18.10.2019).
9. 2025 (. 1 2013 . -2573)
[. — : www.garant.ru/products/ipo/prime/doc/70423098/ (: 14–18.10.2019).
10. 2015: . []/
2016. — 218 . — : crimea.gks.ru/wps/wcm/connect/rosstat_ts/crimea/resources/3ef9f7004f84685593f

dd38250d62a05/ + .pdf (: 14–18.10.2019).
 11. — 2016: . []/ —
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 bbfa17e1e317/ + .pdf (: 14–18.10.2019).
 12. — 2017: . []/ —
 , 2018. — 329 . — : crimea.gks.ru/wps/wcm/connect/rosstat_ts/crimea/resources/b1c4a480488e387a
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 13. . . . /
 14. , . . . // : — 2014. — 1 (26). — . 6–10. []/ —
 : crimea.gks.ru/wps/wcm/connect/rosstat_ts/crimea/ru/statistics/stat_Crimea/enterprises/production/
 (: 14–18.10.2019).
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 , 2015. — 478 .
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11 2019

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FINANCIAL INVESTIGATIONS OF TAX CRIMES IN THE USA: EXPERIENCE, ANALYSIS

Financial investigations are the basis for identifying, disclosing, and prosecuting tax crimes. The article examines the system of US authorities that conduct financial investigations and prosecute persons engaged in financial fraud and tax evasion. As revealed by the analysis of scientific literature and official websites of US government agencies, tax crimes are investigated by a number of separate departments that are part of a single body — the us Ministry of Finance. At the same time, the functions of these departments are different, which contributes to the division of financial investigations of tax crimes into different types. In addition, the article analyzes the mechanism of interdepartmental interaction with the Ministry of Finance and the Ministry of justice in initiating criminal cases, and the mechanism for conducting financial investigations.

The analysis of financial investigations in the context of certain types of tax law violations was carried out, which showed that the volume of criminal cases initiated for certain types of tax crimes does not correspond to the volume of indictments. However, despite this, there is a tendency to increase the prison term, which characterizes a more stringent approach to making decisions on tax crimes.

Studies have shown that among all financial crimes in the United States, most of them are tax crimes, which indicates that businesses and citizens of this country are trying to evade taxation through various fraud schemes, tax evasion schemes, making false declarations, and using illegal benefits. In addition to these types of tax crimes, illegal actions to recover tax from the budget are often used, which causes irreparable harm to the state.

Keywords: financial investigations, tax crimes, taxes, tax evasion, fight against tax crimes, tax legislation.

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[2].

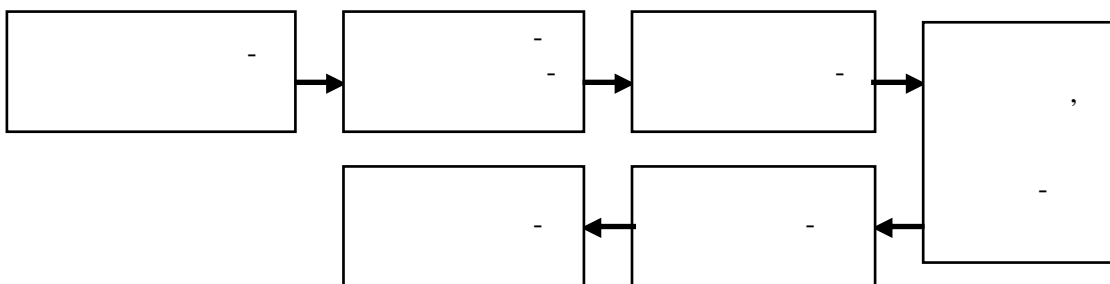
[5].

Division). (IRS Criminal Investigation

Crimes Enforcement Network). (FinCEN — Financial

[3, 4].

1.



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IRS

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» [3].

1.

2015–2018 I. *

	2015	2016	2017	2018				, %		
					2016 / 2015	2017 / 2016	2018 / 2017	2016 / 2015	2017 / 2016	2018 / 2017
-	68	56	77	80	-12	21	3	82,35	137,50	103,90
-	58	35	38	34	-23	3	-4	60,34	108,57	89,47
-	51	35	44	37	-16	9	-7	68,63	125,71	84,09
	77	47	48	36	-30	1	-12	61,04	102,13	75,00
, %	68	77	69	72	9	-8	3	113,24	89,61	104,35
-	21	25	24	28	4	-1	4	119,05	96,00	116,67

* [3]

2016

2016, 2018 3 %, 2017 37 %

2015

2018 : 2015 85 %
42 %.

2015 2017
46 %.

2018

2. 2015–2018 .*

	2015	2016	2017	2018				, %		
					2016/2015	2017/2016	2018/2017	2016/2015	2017/2016	2018/2017
-	102	137	162	207	35	25	45	134,3	118,2	127,7
-	80	77	59	81	-3	-18	22	96,2	76,6	137,2
	87	71	60	64	-16	-11	4	81,6	84,5	106,6
	62	87	77	48	25	-10	-29	140,3	88,5	62,3
, %	77	70	78	77	-7	8	-1	90,9	111,4	98,7
-	24	14	21	41	-10	7	20	58,3	150	195,2

* [3, 6]

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2015
78 %, 2017

39 %.

2015 2017

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2016 2017

2018 3 5

3.

2016 34 %.

— 20 % 2016 2014.

3.

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	2014	2015	2016			, %	
				2015 /2014	2016/ 2015	2015 /2014	2016/ 2015
	120	102	137	-18	35	85,00	134,31
	92	80	77	-12	-3	86,96	96,25
/	78	87	71	9	-16	111,54	81,61
	88	62	87	-26	25	70,45	140,32
, %	73,9	77,4	70,1	3,5	-7,3	104,74	90,57

*

[3]

«skimming»), 2

(RPP). (QRP)

QRP

RPP

4.

4.

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	2014	2015	2016			, %	
				2015 /2014	2016/ 2015	2015 /2014	2016/ 2015
	1358	1202	1177	-156	-25	88,51	97,92
	923	863	863	-60	0	93,50	100,00
/	873	850	794	-23	-56	97,37	93,41
	1022	895	771	-127	-124	87,57	86,15
, %	75,4	78,4	76	3	-2,4	103,98	96,94
,	33	30	34	-3	4	90,91	113,33

*

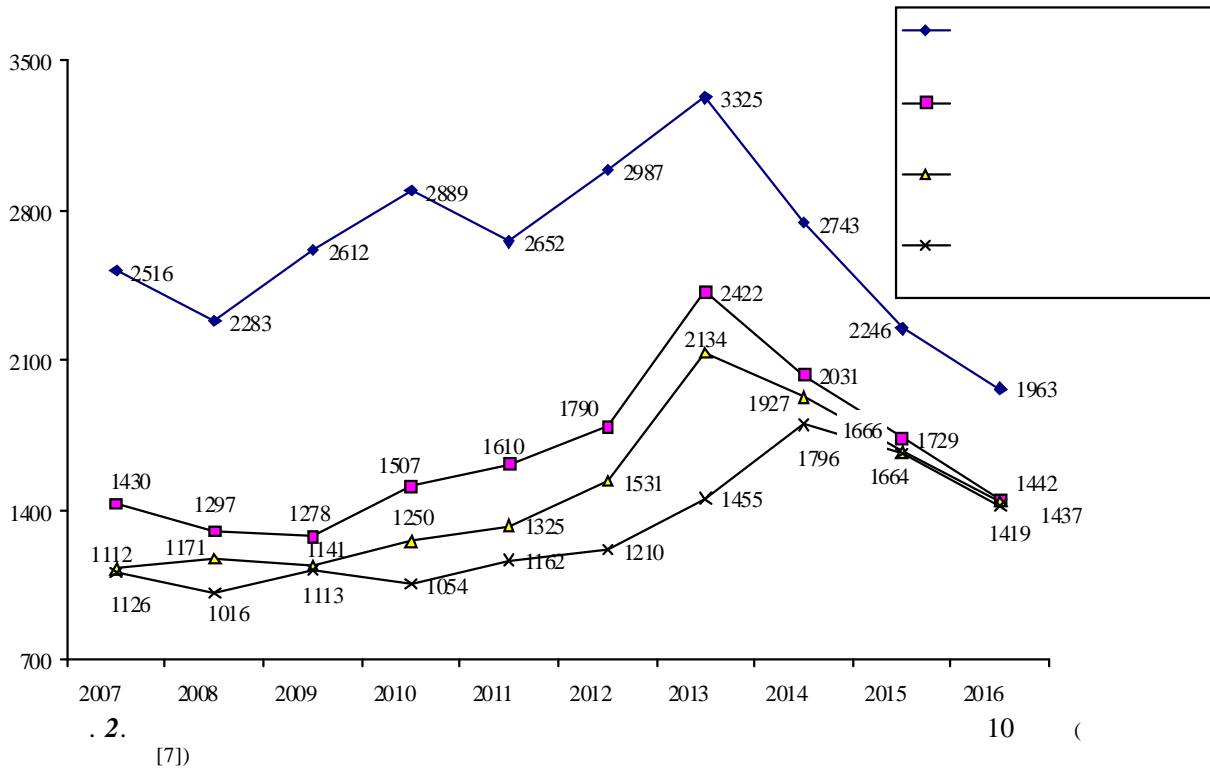
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70 %.

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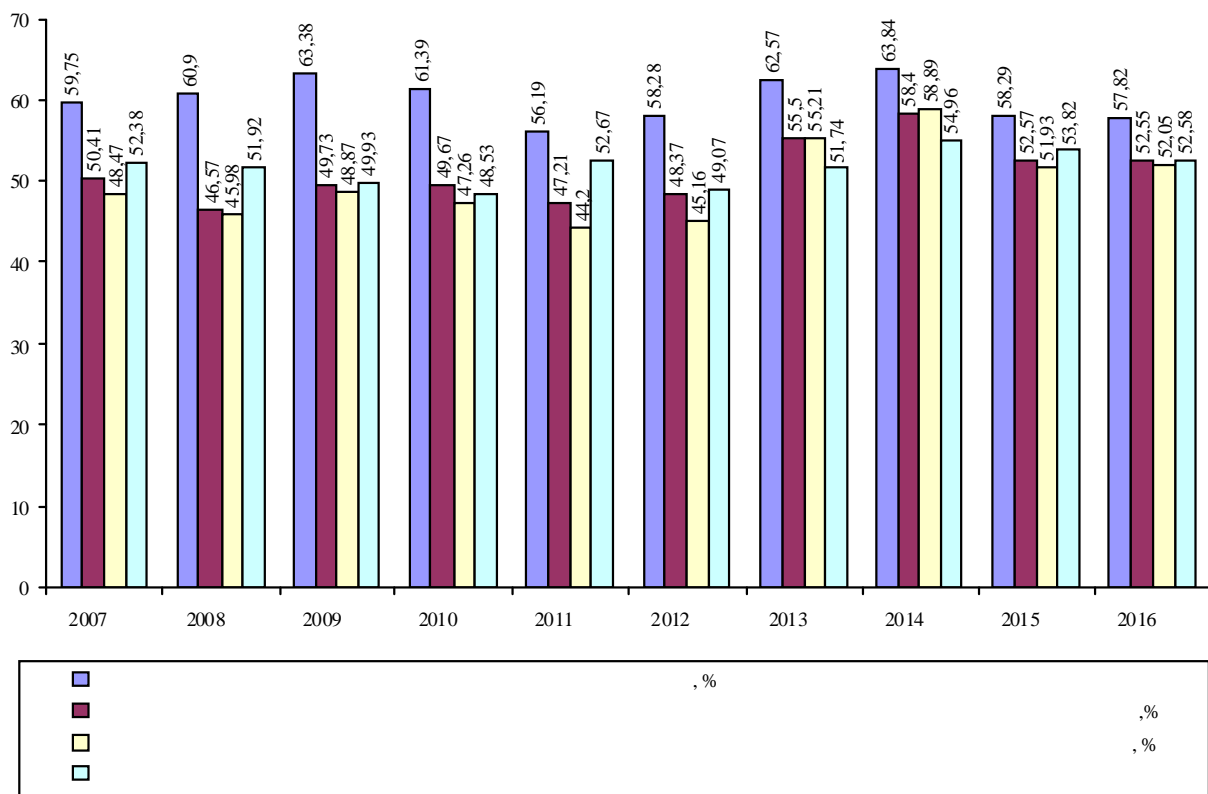
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2 %.

2016 2017 48 % 55 %.

:1)
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2016 ;2)

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70 %

1. 2012. — 3 (78). — . 161–164.

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28 2019

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PROBLEMS OF THEORY AND PRACTICE OF EVALUATION EXPORT OF CAPITAL FROM RUSSIA FROM FINANCIAL SAFETY POSITIONS

The export of capital from Russia has a serious impact on the economy of the state. The outflow in a certain amount is considered necessary and contributes to the economic growth of the country. At the same time, the so-called «fleeing» capital reflects the degree of criminalization of the domestic economy and is a threat to financial security. The article is devoted to the study of problems of a theoretical and applied nature that affect the adequacy of the assessment of capital outflow from Russia and the influence of this process on the financial security of the state. The study was conducted on the basis of theoretical and methodological provisions for estimating the capital of domestic and foreign scientists, special attention was paid to the methodology of the Central Bank of Russia. It has been established that the assessment of the scale and effect of the export of capital exerted on the economy requires consideration of the terminological interpretation, the specifics of the statistical base used, the structure and quality of cross-border capital movements. It was concluded that bringing to a general interpretation will allow delineating the «boundaries» of the phenomenon being studied and the corresponding assessment methods, which will ensure its reliability. The analysis of capital outflow assessment methods proposed in the economic literature showed that the use of each of them faces difficulties in accessing statistical information that forms the basis of calculations, which greatly reduces the reliability of the results of such an assessment. It justifies the need to ensure a qualitative assessment of the scale and effects of capital outflow on the allocation of components of this process, the application of certain principles depending on the purpose of the assessment, analysis of the movement of funds by asset classes, currencies, countries, economic agents, industries, investment process stages and other significant impact on results.

Keywords: capital outflow, capital flight, illegal capital withdrawal schemes, capital outflow assessment, valuation methods, balance of payments, Bank of Russia.

. . . [3], . . . [4], . . . [5], [2], . . . [1], . . . [6], . . . [7]. [8],
 . . . [9], . . . [10]. . . [11],
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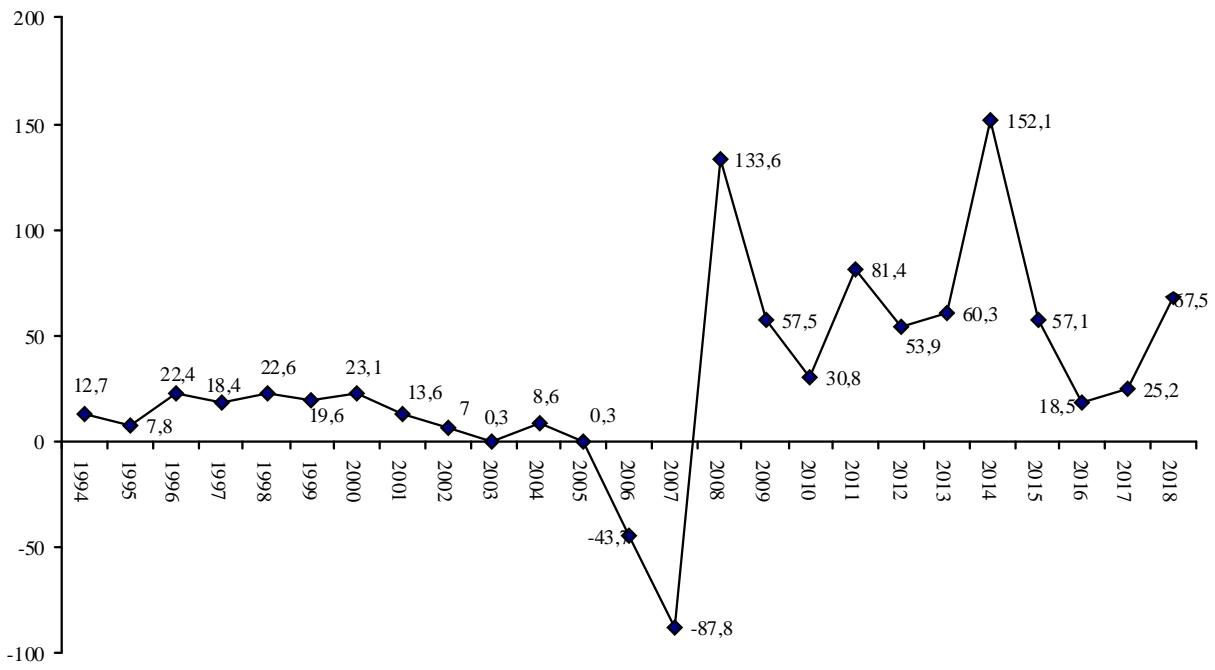
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2.
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	/	,	, %	,		, %
1994	12,7	-1,0	—	13,7	0,3	—
1995	7,8	-5,5	—	13,3	-10,3	—
1996	22,4	-2,8	—	25,1	-7,6	—
1997	18,4	-7,6	—	26	-9,0	—
1998	22,6	6,4	28,3	16,2	-9,9	71,7
1999	19,6	4,4	22,4	15,1	-7,1	77,6
2000	23,1	1,7	7,4	21,4	-8,1	92,6
2001	13,6	4,0	29,4	9,6	-8,1	70,6
2002	7,0	3,0	42,9	4,0	-4,9	57,4
2003	0,3	-12,8	—	13,1	-7,4	—
2004	8,6	0,7	8,1	7,9	-5,5	91,9
2005	0,3	3,7	—	-3,4	-5,0	—
2006	-43,7	-27,9	—	-15,8	11,2	—
2007	-87,8	-50,5	—	-37,3	-9,7	—
2008	133,6	84,5	63,2	49,1	-3,1	36,8
2009	57,5	32,4	56,3	25,1	-6,4	43,7
2010	30,8	-22,8	—	53,6	-9,1	—
2011	81,4	27,5	33,8	53,8	-8,7	66,2
2012	53,9	-7,9	—	61,8	-10,4	—
2013	60,3	17,3	28,7	43	-8,9	71,3
2014	152,1	86	56,5	66,1	8,0	43,5
2015	57,1	34,2	59,9	22,9	3,2	40,1
2016	18,5	-1,1	—	19,7	-5,0	—
2017	25,2	24,9	98,8	0,3	3,8	1,2
2018	67,5	30,9	45,8	36,6	0,7	54,2

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$$\zeta + \zeta = + \zeta . \tag{2}$$

$$= \zeta + \zeta - \zeta \quad \text{« } \text{»} \quad : \quad (3)$$

$$1) = + + , \quad ; \quad - \quad (4)$$

$$2) = + + + + + + + + , \quad ; \quad - \quad (5)$$

, ; 2005 « » , « ».

(TEMP) (EXP),

« » (EXP), (Inv),

$$\text{TEMP} = \text{EXP} + \text{EXP} - \text{Inv}, \quad (6)$$

$$\text{EXP} = X \frac{d_i}{\text{TR}_i} \quad (7)$$

[3], « » « » () : () : = + . (8)

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2. « » (2018 .— / () ,) (,), - (). - « » , , . - , , , , , - 3. , , , , , - , - « - » , - , : , , , , - , « ».
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4 2019

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336.71; 330.3

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»
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BANK LENDING TO ECONOMIC SECTORS

In modern economic conditions, an important factor of economic development is the improvement and further development of Bank lending to economic entities of the economy. The banking sector plays a vital role in the direction of available funds in the economy in the material production and non-production sectors, in the modernization and technological renewal of production, which affects the results of the economic development of the country. Demand from economic entities for cheap long-term credit resources exceeds supply.

The article deals with the development trends of Bank lending to economic entities of various sectors of the economy in the Republic of Kazakhstan.

The study used and analyzed statistical data on the total corporate portfolio of commercial banks of the Republic of Kazakhstan in the context of sectors of the economy for a ten-year period. The methods of comparative and system analysis, calculation and constructive, economic and statistical methods of scientific research were used in the work. The research is based on the data published in domestic and foreign literature, official data of the National Bank of Kazakhstan and the statistics Committee of the Ministry of national economy of the Republic of Kazakhstan.

The study of Bank lending to sectors of the economy showed the presence of problems that impede the activation of long-term lending, in particular: a high level of overdue loans in the loan portfolio, insufficient resource base, low creditworthiness of borrowers and a high level of risk, etc. In conclusion, the proposed measures to improve the effectiveness of development lending businesses.

Keywords: bank crediting, branches of economy, banking sector, economic entities, credit activity.

[1].

[2].

[3].

[4].

(. 1) [5-15].

2013

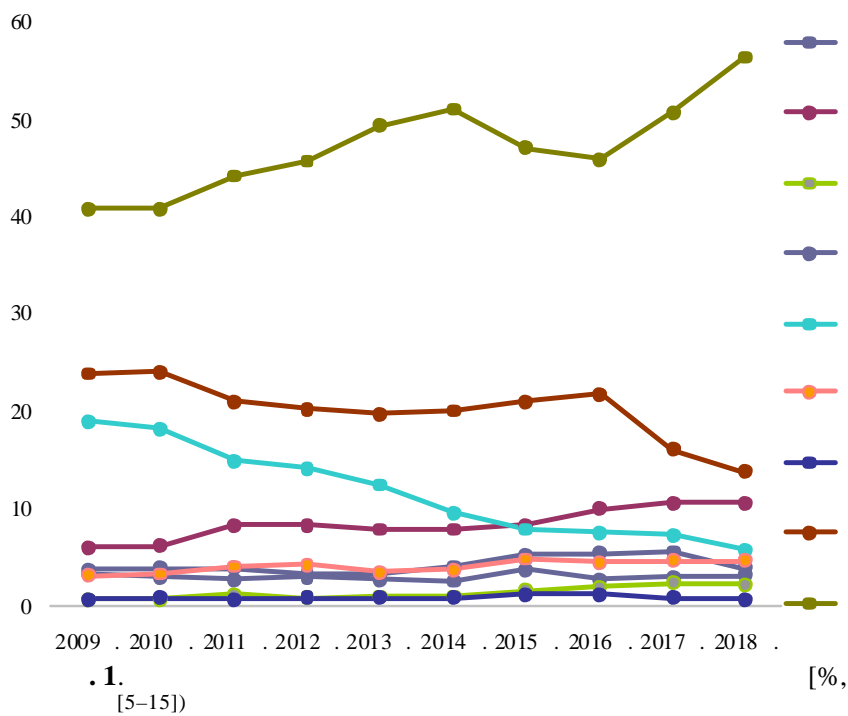
(7,76 % 10,38 %, 0,86 % 2,13 %).

2018 13,76 % 56,2 % (. 1) [5-15].
70 %

I. (,)*

	2009 .	2010 .	2011 .	2012 .	2013 .	2014 .	2015 .	2016 .	2017 .	2018 .
-	7644,0	7596,5	87813,7	9958,0	11291,5	12106,1	12674,2	12859,1	12705,4	13091,8
-	245,5	221,6	236,9	291,0	309,3	298,6	456,3	343,8	373,1	387,3
-	449,5	455,2	720,7	820,8	876,4	948,3	1037,8	1265,5	1323,2	1358,9
-	38,0	39,5	95,7	81,9	96,9	121,7	204,6	233,8	285,2	278,3
-	281,8	289,8	336,4	322,0	375,4	484,1	653,6	681,8	695,2	489,7
	1433,4	1376,7	1305,9	1397,0	1383,3	1143,6	991,7	956,2	915,1	753,2
-	231,5	252,3	354,1	423,8	395,6	434,4	609,2	562,2	572,7	593,3
	48,4	51,0	43,7	78,4	89,9	96,9	136,7	147,6	98,7	71,9
;	1811,5	1823,8	1827,5	1998,7	2207,3	2419,9	2645,7	2780,9	2019,6	1801,2
(,)	3104,4	3086,6	3860,3	4544,4	5557,3	6158,6	5938,7	5887,4	6422,4	7358,0

* [5-15]



1. [5-15])

[%,](

[16, 17].

80 %.

8,6

— 2,9 , 239,1 2018 , — 2,7
 0,43 % 2,15 %, 5,31 % 2009 8,87 % 2018
 44,3 % 62,87 %. 2,98 % 4,74 %, (19,58 % 2009 5,37 % 2018).

2017 — 97,61 %, 2018 — 92,81 %)

2015 (2015 112,84 %, (.3)[18].

1 2019 — 105,42 %.

2015 19,5

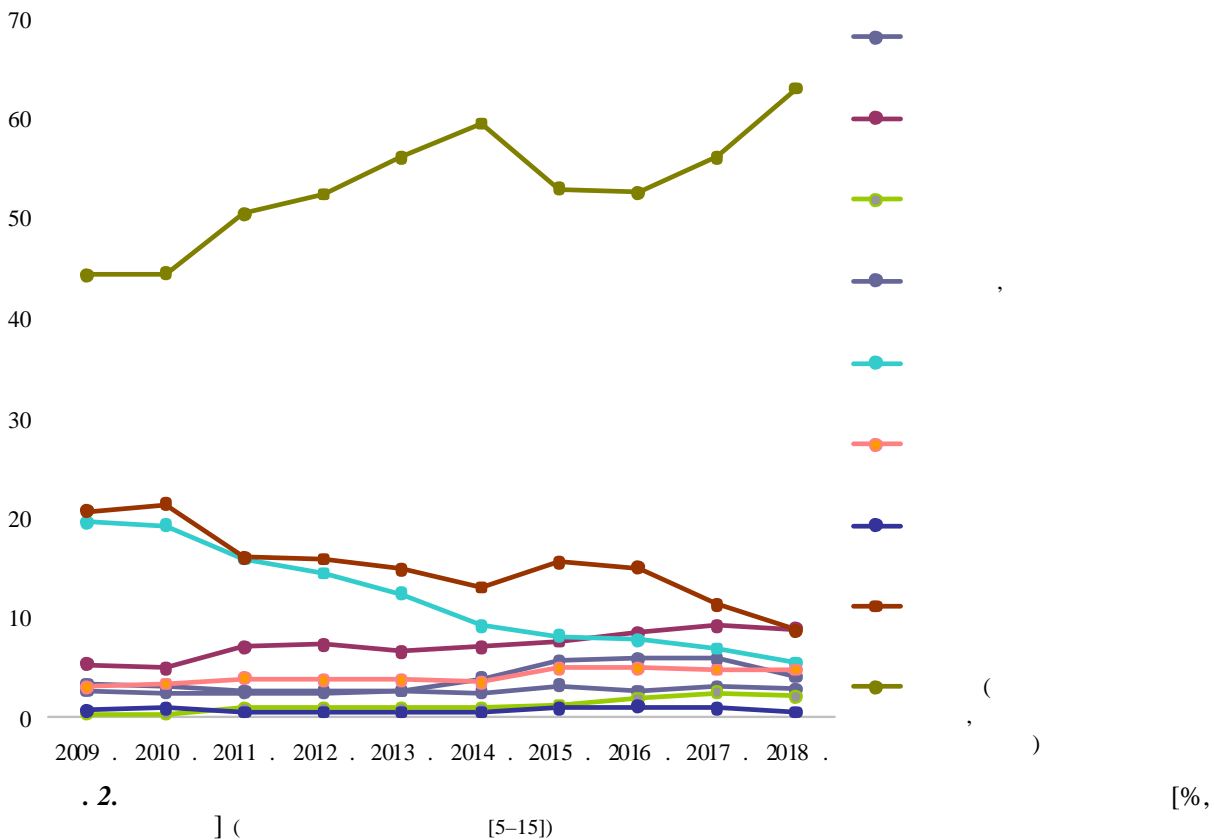
(.3) [20].

2.
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(,

	2009 .	2010 .	2011 .	2012 .	2013 .	2014 .	2015 .	2016 .	2017 .	2018 .
	219,0	188,1	187,1	217,9	233,8	239,5	340,5	287,5	324,5	319,9
	341,2	318,7	506,5	574,3	603,4	681,4	783,8	889,4	986,0	984,4
-	27,9	26,7	65,0	61,6	76,2	82,1	129,9	203,9	257,6	239,1
,	165,0	158,4	171,1	189,6	237,4	366,6	604,3	613,1	632,7	451,7
	1259,0	1216,8	1127,2	1152,3	1124,9	880,5	851,6	805,6	739,4	596,0
-	191,7	213,9	278,6	297,8	334,7	339,5	519,6	523,1	518,5	526,0
	44,3	48,8	40,4	46,6	58,2	47,8	85,7	104,1	90,5	55,6
;	1333,5	1358,8	1136,4	1265,5	1352,8	1250,3	1636,4	1568,4	1207,8	949,7
(, -)	2849,0	2819,6	3574,5	4196,8	5140,0	5720,9	5566,3	5530,5	6044,0	6981,7

* [5-15]



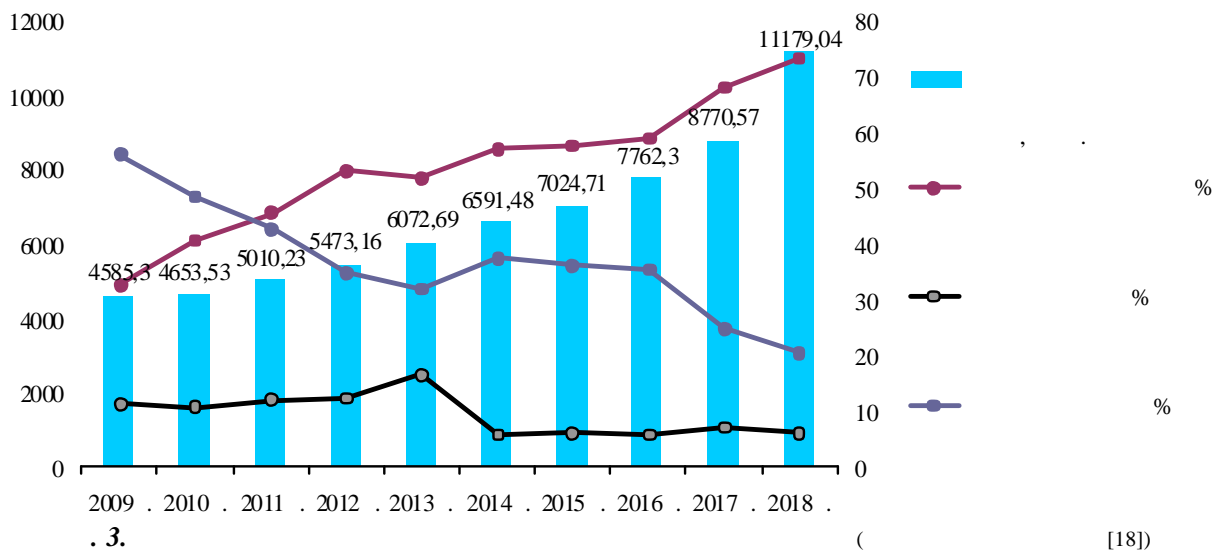
.2.

] ([5-15])

[%,

[21].

40



3. (%) *

	2009 .	2010 .	2011 .	2012 .	2013 .	2014 .	2015 .	2016 .	2017 .
-	55,8	55,04	57,81	61,5	59,5	66,38	54,11	52,48	62,58
-	47,1	45,85	48,14	49,19	48,78	37,76	26,1	30,82	35,09
-	56,61	57,37	58,35	40,97	59,39	64,29	54,86	54,83	53,32
,	29,98	25	29,58	26,79	20,05	23,42	20,76	17,22	23,32
	7,31	10,14	7,07	7,49	13,31	16,67	1,19	17,95	12,51
;	9,89	7,83	23,86	14,5	3,82	23,86	15,09	42,86	38,18
-	38,37	38,29	41,93	39,85	41,19	36,36	17,89	20,57	31,23
	58,39	55,23	51,5	53,45	54,43	55,52	45,63	49,28	50,91
	7,83	9,97	23,06	16,95	19,44	22,09	23,82	16,98	25,09

* [20]

(50–70 %). , 2017
 (53,32 %) (62,58 %),
 (12,51 %). (50,91 %),
 [22].

(.4) [5–15].

4.
*

	2009 .	2010 .	2011 .	2012 .	2013 .	2014 .	2015 .	2016 .	2017 .	2018 .
-	25,8	66,1	90,0	81,8	88,3	45,7	46,2	45,8	22,6	8,6
- %	10,5	29,9	38,0	28,1	28,6	15,3	10,1	13,3	6,0	2,2
-	60,2	66,5	117,9	152,6	180,5	128,1	74,8	83,1	64,0	68,0
- %	13,4	14,6	16,4	18,6	20,6	13,5	7,2	6,6	4,8	5,0
-	0,9	0,7	10,1	5,5	7,8	6,4	10,4	9,7	1,5	3,9
- %	2,4	1,9	10,5	6,7	8,0	5,2	5,1	4,1	0,5	1,4
-	60,3	25,4	30,3	20,4	35,1	31,6	31,9	86,5	75,8	81,2
- %	21,4	8,8	9,0	6,3	9,4	6,5	4,9	12,7	10,9	16,6
-	273,2	313,1	420,6	480,5	542,2	306,8	74,6	104,7	188,7	102,2
- %	19,1	22,7	32,2	34,4	39,2	26,8	7,5	11,0	20,6	13,6
-	21,1	17,6	66,2	75,0	65,1	44,3	23,5	21,7	24,9	34,9
- %	9,1	7,0	18,7	17,7	16,4	10,2	3,9	3,9	4,4	5,9
-	2,1	2,0	9,4	21,0	24,5	9,9	1,8	5,0	4,1	3,9
- %	4,4	4,0	21,6	26,8	27,3	10,2	1,4	3,4	4,2	5,4
-	257,5	325,5	410,0	440,1	536,3	356,8	209,0	211,3	185,9	134,8
- %	14,2	17,8	22,4	22,0	24,3	14,7	7,9	7,6	9,2	7,5
-	303,9	392,3	508,6	626,5	785,1	563,1	447,8	395,6	433,8	438,8
- %	9,8	12,7	13,2	13,8	14,1	9,1	7,5	6,7	6,8	6,0
-	13,1	15,9	18,9	19,1	20,1	12,3	7,3	7,5	7,9	6,7

* [5-15]

(16,6 % 13,6 %), 2018 — 6 %.

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, 2018 104,1 % 117,5 %

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 3. / . . . // -
 . — 2016. — 2. — .100–105.
 4. /
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 2018. — 6-2. — .15–18.
 5. .2009. — 1 (170).
 6. .2010. — 1 (182).
 7. .2011. — 1 (194).
 8. .2012. — 1 (206).
 9. .2013. — 1 (218).
 10. .2014. — 1 (230).
 11. .2015. — 1 (242).
 12. .2016. — 1 (254).
 13. .2017. — 1 (266).
 14. .2018. — 1 (278).
 15. .2019. — 1 (290).
 16. [. . .]. — :
www.government.kz/ru/programmy.html

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Simferopol, Russian Federation.

**ENTERPRISE INNOVATION:
THEORETICAL AND METHODOLOGICAL ASPECT**

The article reveals the actual scientific and practical problem of investment and innovation (as a process) in order to increase competitiveness and efficient use of financial resources. The purpose of this study is to formulate a methodology for determining effective projects in the process of investing in innovation and modernization of production in the regions. To achieve the goal, the methodology of investment decisions efficiency under uncertainty was used, a tree of probabilistic possibilities was built in the context of investing in innovations for the modernization of enterprises in the Republic of Crimea. Given the author's understanding of the investment process as an economic category; built a model to ensure investment activity; identified possible sources of investment resources; an analysis of the effectiveness of investment decisions in conditions of uncertainty; a tree of probabilistic possibilities was built, which helps to understand the difficulties and make suggestions to the investment project evaluation model. The value of the discount rate, the effective probability is determined, the influence of the time factor on the cost of investment resources is determined, the author's approach to assessing the economic efficiency of investment projects using an integrated approach using various tools for moving enterprises to a new technological level is proposed.

Economic and mathematical methods were used for making management decisions, time value methods, the Fibonacci method for obtaining intermediate indicators of a number series. The scientific novelty of the research lies in the methodological formation of priority development in the context of the modernization of enterprises in the Republic of Crimea in an evolutionary or

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<p>1. -</p> <p>2. -</p> <p>3. .</p> <p>4. -</p> <p>(,)</p>	<p>1. -</p> <p>2. ().</p> <p>3. -</p>	<p>1. .</p> <p>2. .</p> <p>3. -</p> <p>4. -</p> <p>5. .</p> <p>6. -</p>

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(.2).

2 : 2015 — 28,24 %, 2016 — 71 %, 2017 — 35,77 %.

2016

: 2015 — 71,77 %, 2016 — 29 %, 2017 — 64,23 %.

I.
2015–2017 .. *

	2015	2016	2017			, %	
				2016 – 2015	2017 – 2016	(2016 – 2015) / 2015	(2017 – 2016) / 2016
—	26,3	45,9	109,3	19,6	63,4	74,686	138,178
:							
	11,6	15,3	15,5	3,8	0,2	32,727	1,174
	14,7	30,6	93,8	15,8	63,2	107,609	206,904
:							
	0,7	0,8	0,3	0,2	-0,5	23,529	-61,905
	0,9	0,4	0,9	-0,5	0,5	-54,023	125,000
	11,4	26,4	90,2	15,0	63,8	131,634	242,147
:							
	4,6	16,3	81,6	11,7	65,3	253,030	400,245
	5,9	8,1	7,0	2,2	-1,0	37,075	-12,903
	0,9	2,0	1,6	1,1	-0,4	126,136	-20,101
	0,4	0,8	0,3	0,4	-0,5	102,703	-58,667
, -	0,6	1,3	1,1	0,7	-0,2	107,813	-16,541
	0,8	0,9	1,0	0,1	0,1	10,127	10,345

* [16; 17]

2.
2015–2017 .. *

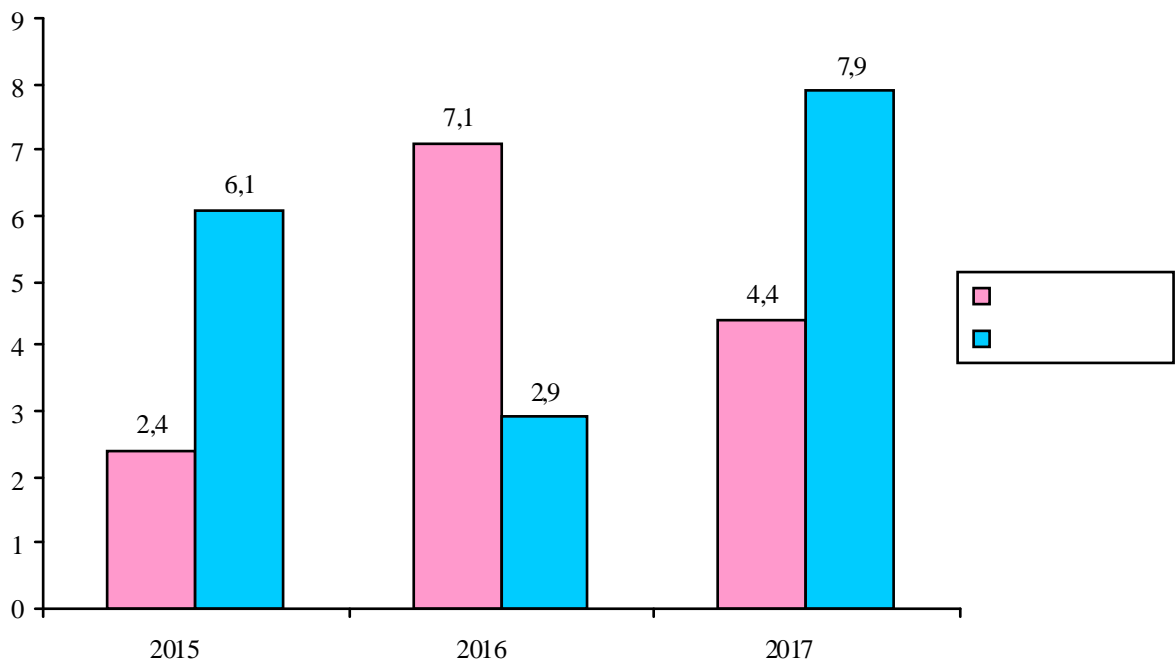
	2015,	%	2016,	%	2017,	%
—	26,3	100,00	45,9	100,00	109,3	100,00
:						
	11,6	43,967	15,3	33,406	15,5	14,190
	14,7	56,033	30,6	66,594	93,8	85,810
:						
	0,7	2,589	0,8	1,830	0,3	0,293
	0,9	3,312	0,4	0,872	0,9	0,823
	11,4	43,319	26,4	57,442	90,2	82,516
:						
	4,6	17,587	16,3	35,542	81,6	74,648
	5,9	22,383	8,1	17,564	7,0	6,423
	0,9	3,350	2,0	4,336	1,6	1,455
	0,4	1,408	0,8	1,634	0,3	0,284
, -	0,6	2,436	1,3	2,898	1,1	1,016
	0,8	3,007	0,9	1,896	1,0	0,878

* [16; 17]

3.
2015-2017 .. *

	2015	2016	2017	-		,%	
				2016 - 2015	2017 - 2016	(2016 - 2015) / 2015	(2017 - 2016) / 2016
	8,5	10,0	12,3	1,5	2,3	17,647	23,000
:							
	2,4	7,1	4,4	4,7	-2,7	195,833	-38,028
	6,1	2,9	7,9	-3,2	5	-52,459	172,414

* [16; 17]



2.
2015-2017 .. ([16; 17])

(.3).

4.

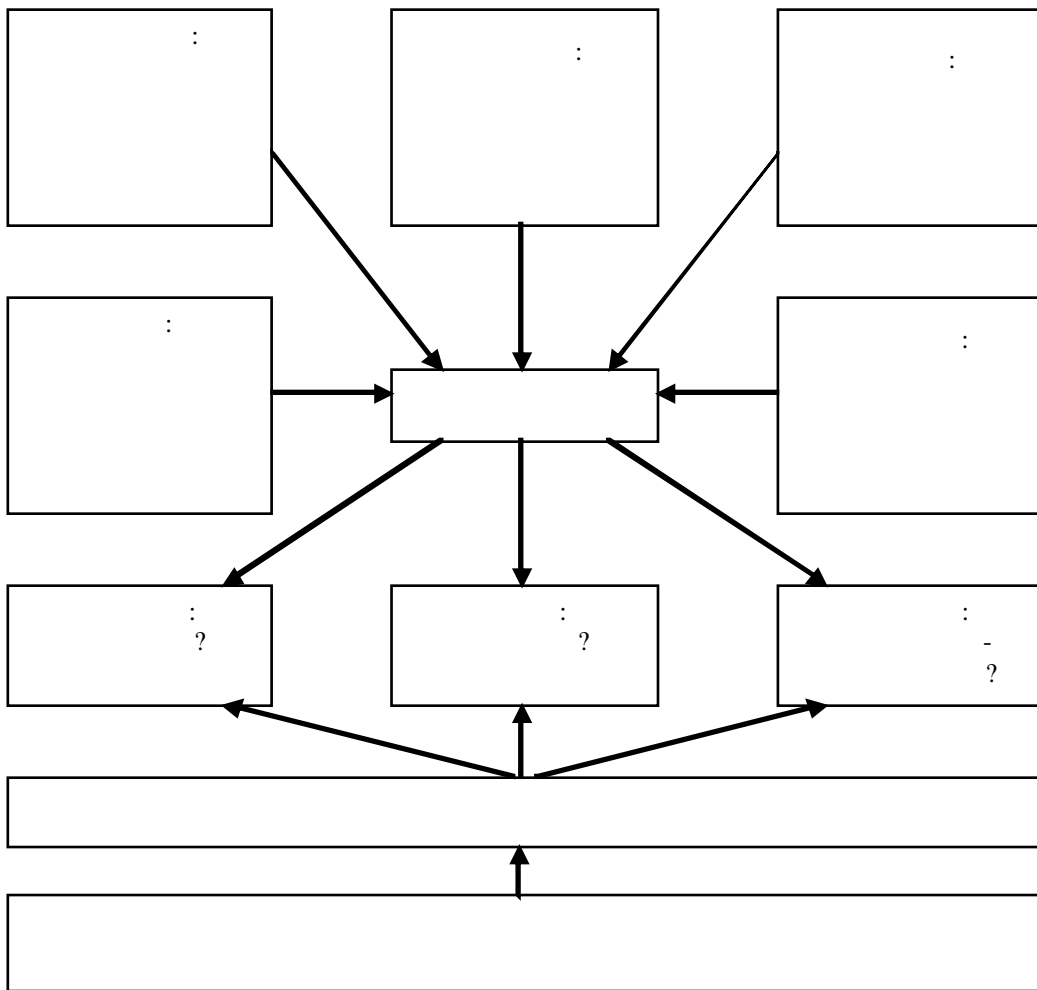
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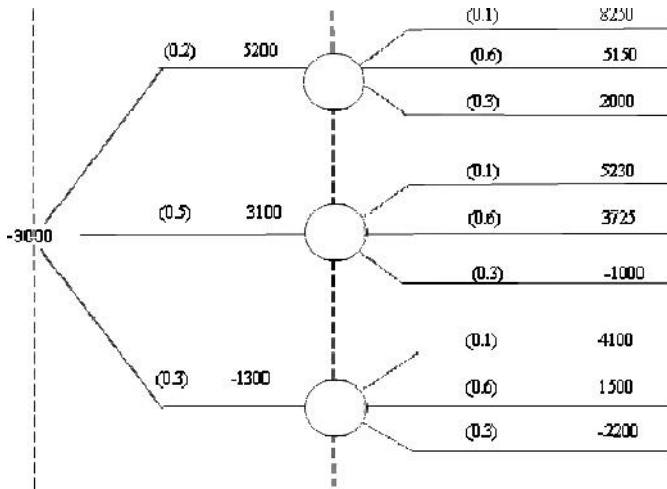
[10].

[12].

[7].

EXCEL, (. 4).

« »;



6.

$M(\text{NPV}) = 819356$
 $\Xi(\text{NPV}) = 36346$
 $\text{Var} = 44,3 \%$

[15].

4.

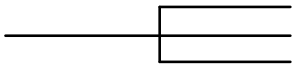
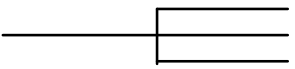
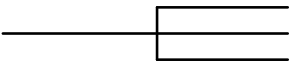
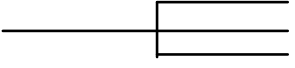
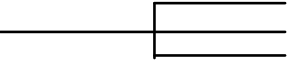
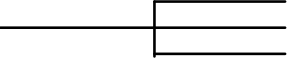
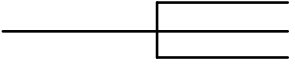
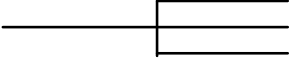
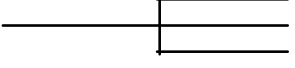
()*

I	II	NPV,	, NPV,
		1121970	821970
		874840	574840
		623724	3237245
		693718	393718
		573740	273740
		202934	-102934
		210778	-89221
		350	-29649
		-29145	-59145

*

5

5.

I		II			-
	-			-	-
0,2	520000		0,1	825000	0,2
			0,6	515000	0,1
			0,3	200000	0,01
0,5	310000		0,1	523000	0,15
			0,6	372500	0,11
			0,3	-100000	-0,2
0,3	-130000		0,1	410000	0,3
			0,6	150000	0,2
			0,3	-220000	-0,09

*

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(. 6).

1, — 1 0,6

6.

*

	0,199
	0,248
	0,238
	0,117
	0,145
	0,053
	1,000

*

(.7).

1

7.

*

	1	2	3	4	6	1
6	0,144	0,077	0,305	0,221	0,253	1
5	0,250	0,375	0,125	0,250	—	1
4	0,250	0,375	0,125	0,250	—	1
3	0,400	0,022	—	0,200	—	—
2	0,500	—	—	0,033	—	—

*

(.8).

8.

*

	0,4
	0,1
	0,2
	0,3
	0,62
	1,00
	1,00
	0,6
	0,3
	0,2
	0,3
	0,6
	1,00
	1,00
	0,6
	0,3
	0,6
	1,00
	0,3

*

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9.

9.

*

	NPV	Ip	T	R	Eo
NPV	1	Y21	Y31	Y41	Y51
Ip	Y12	1	Y32	Y42	Y52
T	Y13	Y23	1	Y43	Y53
R	Y14	Y24	Y34	1	Y54
Eo	Y15	Y25	Y35	Y45	1

*

Yij—

i

10.

*

NPV	0.324
Ip	0.155
T	0.145
R	0.137
Eo	0.046

*

(.10).

$$\begin{aligned}
 1 &= 0,324 \mid 0,078 + 0,155 \mid 0,098 + 0,114 \mid 0,137 + 0,601 \mid 0,045 = 0,195. \\
 2 &= 0,227 \mid 0,078 + 0,695 \mid 0,155 + 0,227 \mid 0,145 + 0,505 \mid 0,137 + 0,103 \mid 0,045 = 0,292. \\
 3 &= 0,695 \mid 0,078 + 0,167 \mid 0,155 + 0,695 \mid 0,145 + 0,137 \mid 0,23 + 0,236 \mid 0,046 = 0,287.
 \end{aligned}$$

1, NPV,

2,

3,

3,

2

(.11).

11.

*

	NPV	Ip	T	R	Eo
1	0,078	0,167	0,098	0,114	0,601
2	0,227	0,667	0,227	0,575	0,10
3	0,695	0,167	0,595	0,411	0,23

*

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THE ROLE OF INSTITUTIONAL FACTORS IN THE DEVELOPMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES: FINANCIAL SECURITY INFRASTRUCTURE

Small and medium-sized enterprises occupy a significant part in the development of entrepreneurship throughout the country, of course, is directly related to the investment process. The aim of the work is to determine the infrastructure of the institutional support of the financial security of small and medium enterprises. The article considers the ordering of the functioning

mechanisms of institutions, identifies institutional factors that influence economic growth; new institutions related to the mechanism of distribution of goods are highlighted; is defined; it has been determined that they relate to the means of implementing state policy in the field of institutional and legal support for the financial security of small and medium enterprises; prospects for strengthening the economic security of small and medium-sized enterprises in the financial sphere are considered.

Keywords: institutional factors, small and medium enterprises, economic security, financial security, institutional infrastructure, government regulation, investment.

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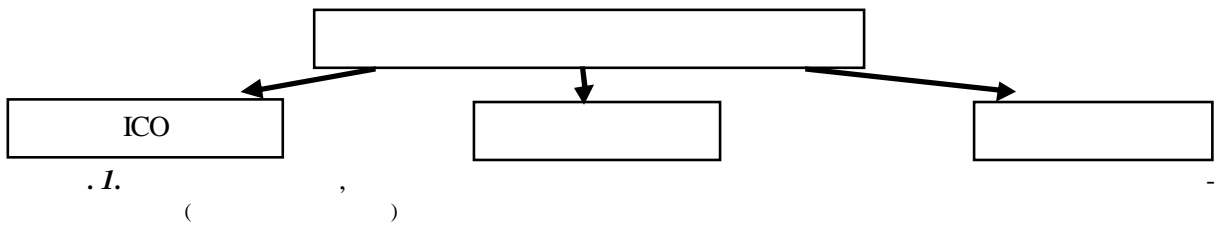
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	Collected, USD million	Number of ICOs	Average collected funds, USD million
January	3,7	7	0,5
February	35,3	11	3,2
March	7,3	4	1,8
Q1, 2017	46,3	22	2,1
April	115,2	18	6,4
May	264,2	21	12,6
June	649,5	33	19,7
Q2, 2017	1 028,9	72	14,3
July	719,1	36	20
August	511,2	48	10,7
September	914,2	68	13,4
Q3, 2017	2 144,5	152	14,1
October	949,6	91	10,4
November	1 109	91	12,2
December	1 611,9	87	18,7
Q4, 2017	3 670,5	269	13,7
2017	6 890,1	515	13,4
January	1 665,3	96	17,3
February	2 731,6	100	27,3
March	3 004,2	89	33,8
Q1, 2018	7 401,1	285	26,0

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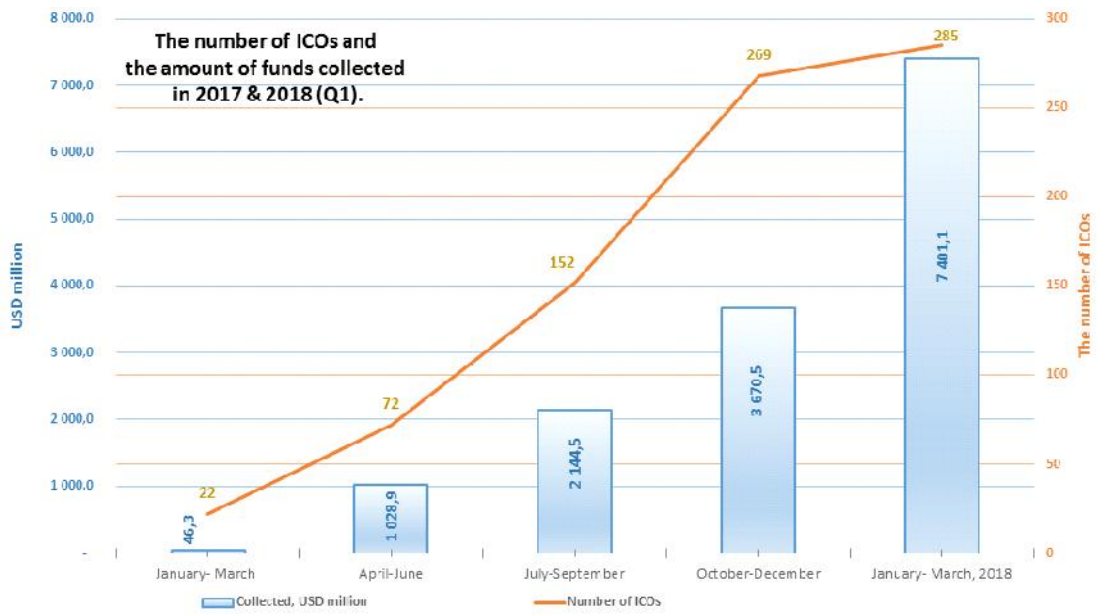
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**FORMATION OF INVESTMENT SUPPORT FOR THE AGRICULTURAL SECTOR
USING BLOCKCHAIN**

Investment projects in the agricultural sector are not developing at a sufficient pace due to weak financial support from the state. The main source of financing for most agricultural producers in Russia remains profit and loans. As opportunities for local financing and access to foreign capital are limited, financing for both large and small agricultural producers can be a problem.

Blockchain technology will help create a system for stakeholders that organizes and digitizes the value chain, as well as providing potential investors with access to a centralized database. The informal financial sector can effectively complement formal banking by providing financial services in underserved areas.

Innovations in access to finance for farmers are an important starting point; technological solutions in this area have great potential for improving the quality of deliveries of agricultural products to various markets. Various technologies, products and activities in agriculture can be provided with all types of crowdfunding.

Social networks are currently considered as interactive multi-user portals that not only allow users to communicate, but also unite them in accordance with their interests and needs, thus becoming a stream of potential sponsors.

Crowdfunding can be an effective tool for implementing various projects in rural areas (innovative, environmental, social, etc.). However, like any other financing method, it has its drawbacks and difficult points. Therefore, this requires careful planning and development of all its stages.

Keywords: agricultural sector financing, blockchain technology, crowdfunding, types of crowdfunding in the agricultural sector, stages of a crowdfunding company.

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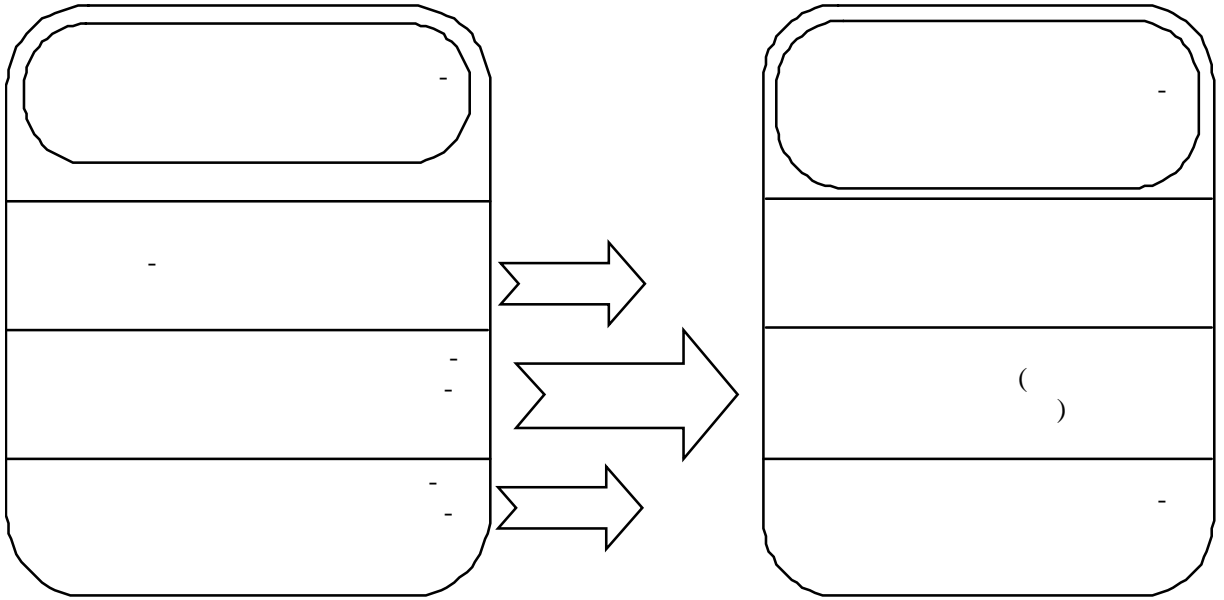
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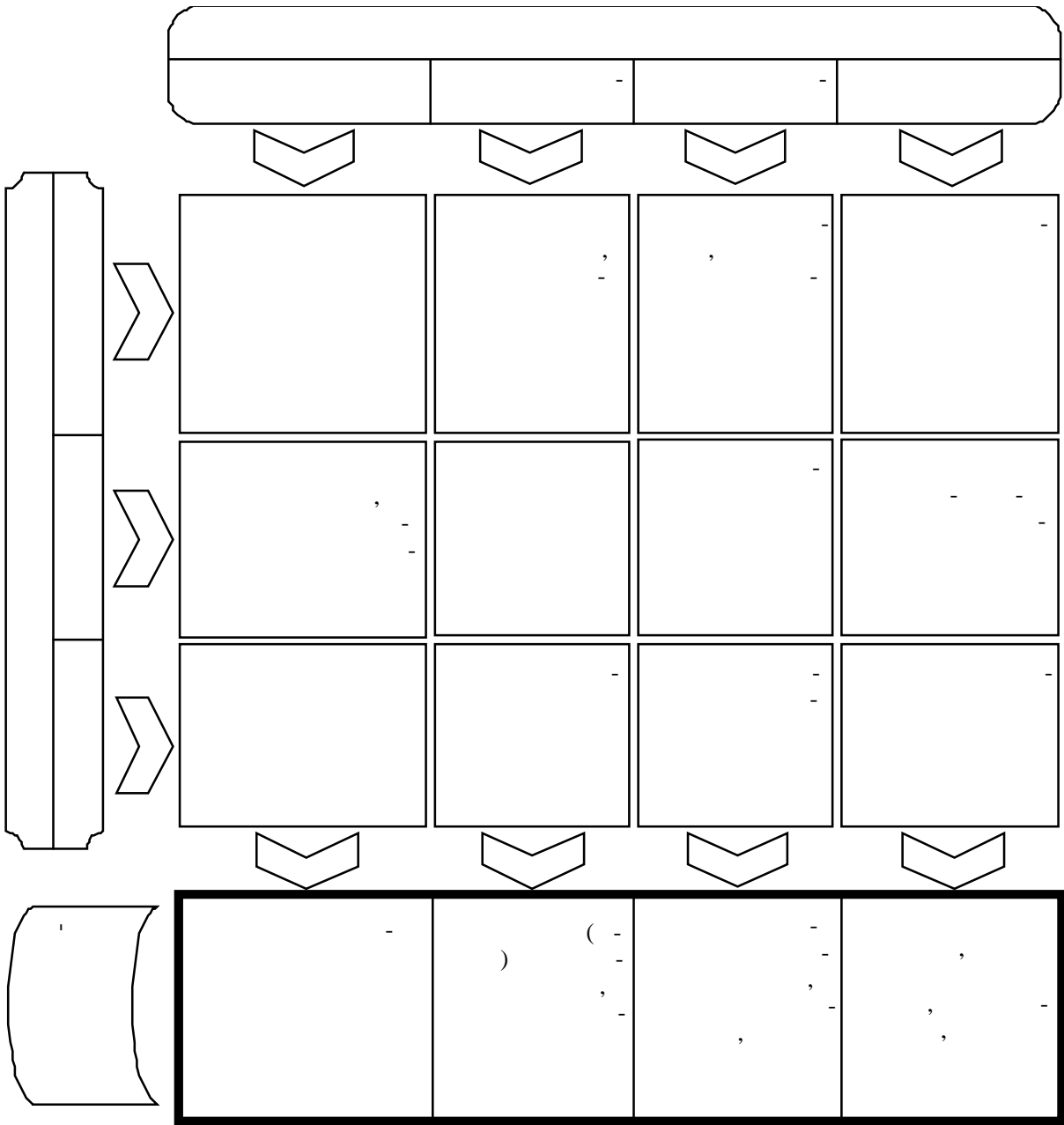


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335.647/648

, (), , « »

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FINANCE RESOURCES OF LEASING BUSINESS

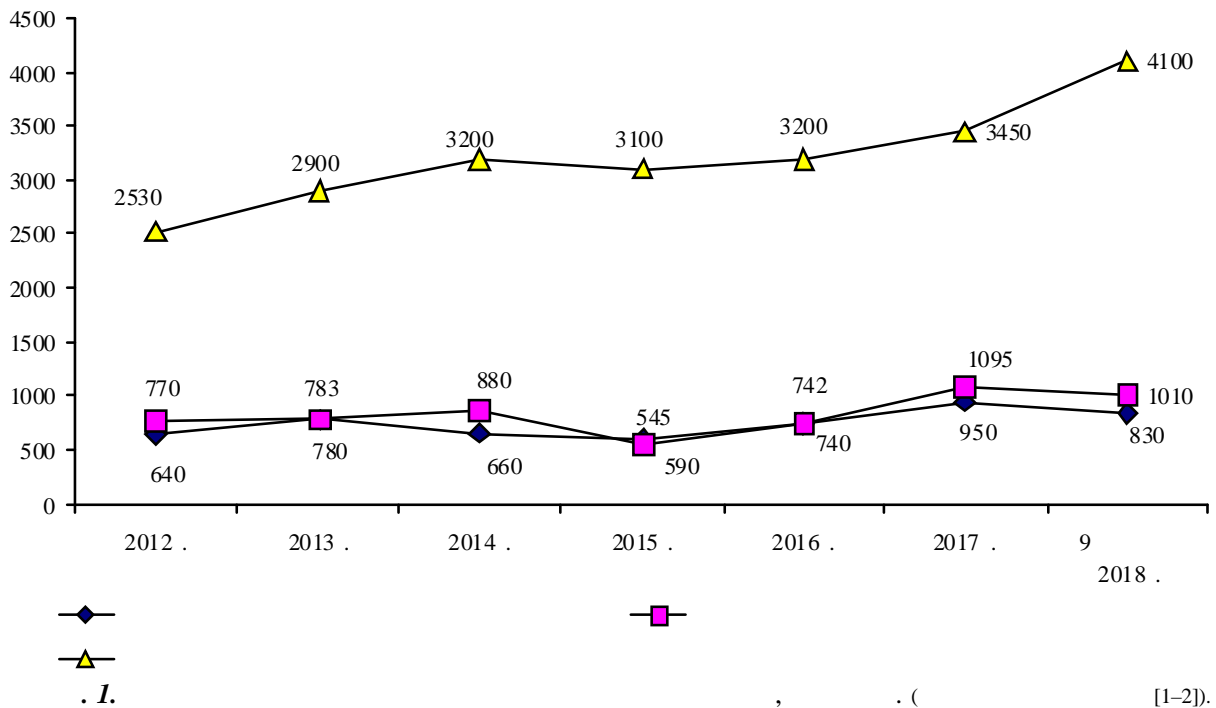
2018 . 2012–

The article deals with the analysis of the development of financed resources amount of the leasing companies during 2012–2018 in comparison with the other leasing market indicators, the finance resources structure of the company and factors that had an impact on its organization, possible structure changes in the leasing company equity development under the influence of the future macroeconomic and foreign policy factors. The funding was increase accompanied by the loans in the domestic market, mainly in the form of banking credits, against the background of stable macroeconomic situation, relative and cost of bank resources. The share of the other borrowed resources, first of all advances, bonds commercial credits, promissory note, varied depending on many economic forces. We can underline the cost and credit resources affordability among all the finance market segment tax credits, the volume of preferential leasing, the share of companies which refer to the different in size and origin groups of leasing companies. The share of the own resources during the whole period was decreasing. The external loans are restricted by international sanctions. The structure of the finance leasing resources may be influenced by the following factors the strengthening of the international sanctions, the reforming of the domestic leasing market, the hold in of the market by the large state and bank companies, the level of budget financing of leasing and state preferential leasing programs.

Keywords: sources of financing, own funds, bank loans, bonds, promissory notes, prepayments, leasing business, leasing companies, factors.

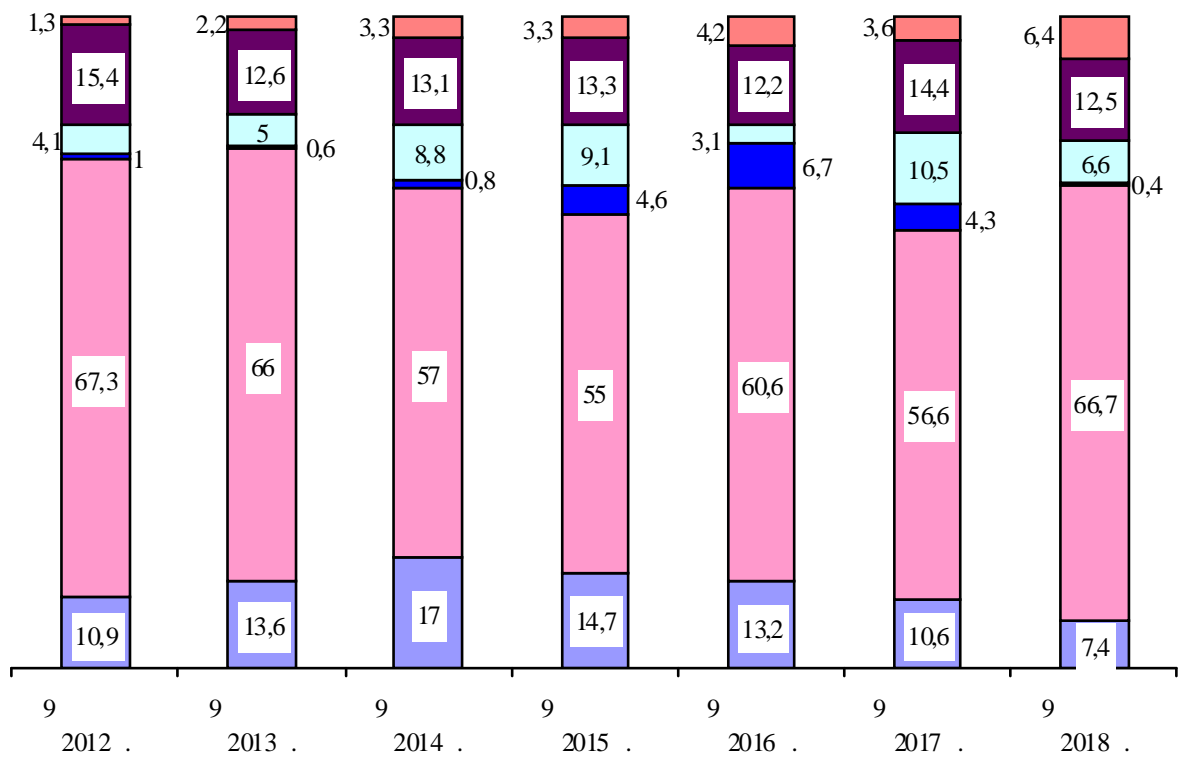
, , , -

2016–2018 . 2014–2015 .
(. 1).



. I. ([1-2]).
2016–2017 . 25,4 % 28,4 %
2018 . 2017 . 30,7 %.

55 %
(. 2).
17 %,



9 2012 . 9 2013 . 9 2014 . 9 2015 . 9 2016 . 9 2017 . 9 2018 .

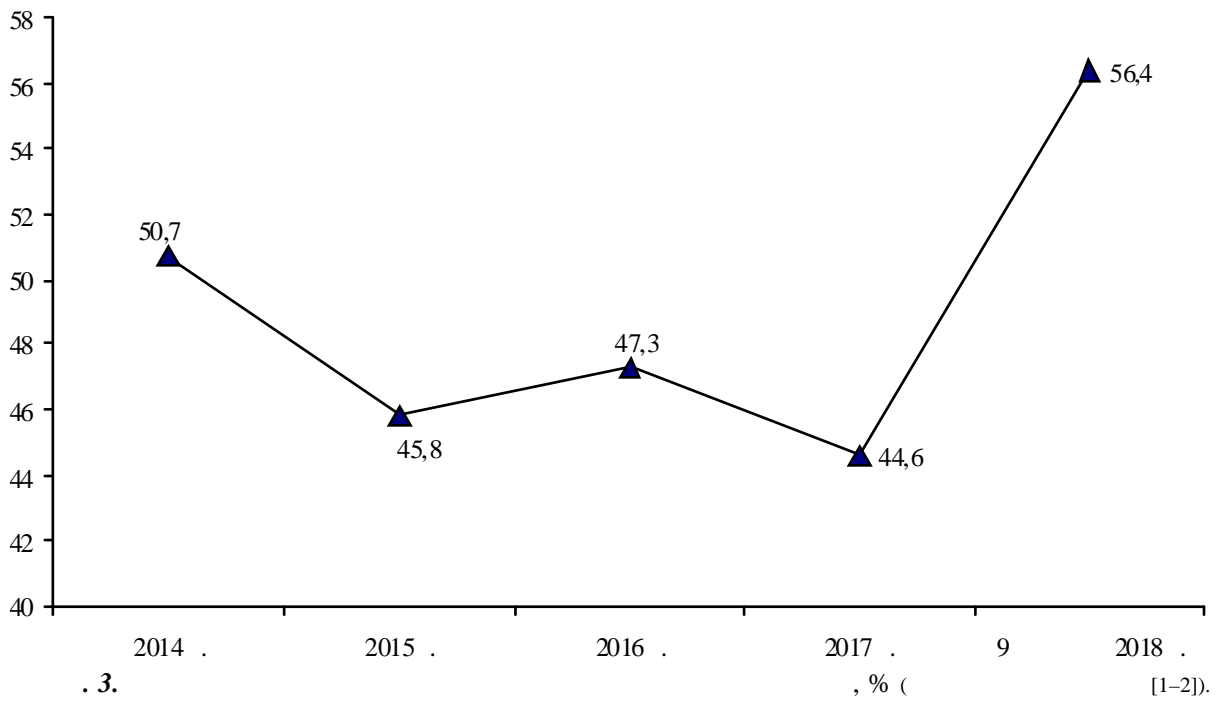
■ ■ ■ ■ ■ ■

. 2. , % ([2-3]).

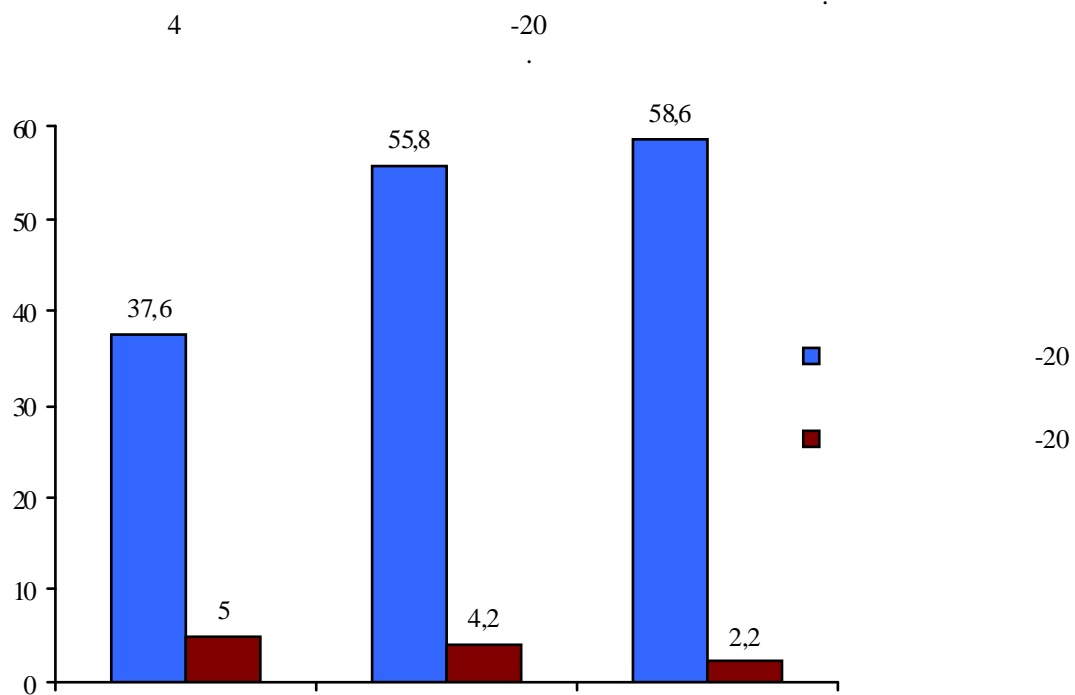
2017 . 4 %, 2018 . 7,4 %, 66,7 %, 10,5 %, 17,8 %, 6,6 %, 3,9 %.

2018 . 01.10.2018 . 47,2 % (37 % [4].

2- 3- 2018 .



[5].



.4. -20 9 2018 . [2])

2018 . 2017 . 3,9 %, 0,4 % 2016 . — 6,3 %.

12,5 %, 1,9 %.

2014 . 17 %.

2018 . 7 % — 79

2016 . — 5,8 % . 2017 . 3,2 %

1,4 , 2018 . 2017 .

2018 . 67 % .
3 % 10,5 %
2017 . 2018 .
4 % .

12 15 %

1. -2017: []// . — : www.banki.ru/news/daytheme/?id=10409270 (: 22–26.04.2019).
2. 9 2018 : []// . — : raexpert.ru/researches/leasing/9m2018/part1 (: 22–26.04.2019).
3. 9 2016 []// . — : static1.banki.ru/ugc/85/85/85/85/Rynok_lizinga_po_itogam_9_mes_cev_2016_goda.pdf (: 22–26.04.2019).
4. / . . []// . — : raexpert.ru/researches/leasing/9m2018/part1 (: 22–26.04.2019).
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65.011

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Kamynin Dmitry Alexandrovich,

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MANAGEMENT OF INNOVATIONS IN ENERGY FACILITIES OF ENTERPRISES

The energy efficiency of Russian products is inferior to world analogues. The level and dynamics of the consumption of fuel and energy resources per worker by type of economic activity is analyzed. A negative relationship between the volume of investments in fixed assets of enterprises and the dynamics of energy efficiency was revealed. Thus, in Russia, the decisive effect on reducing energy efficiency is provided by comprehensive measures in the field of organization management, and not by the total volume of investments in fixed assets.

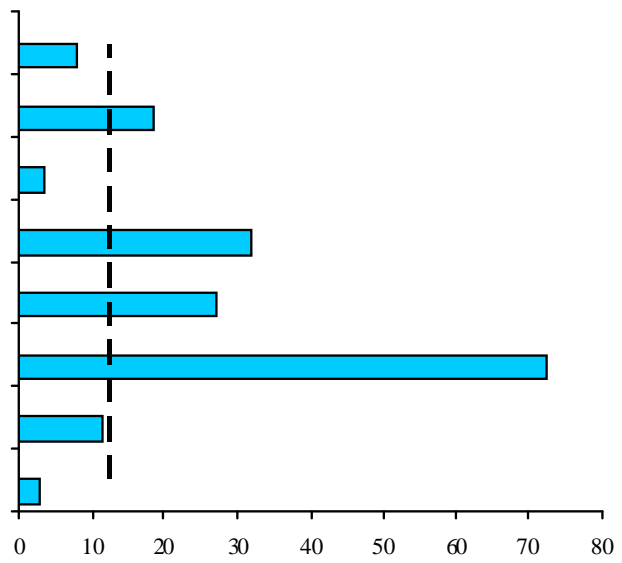
The proposed innovative energy-saving strategy of the enterprise includes three main blocks: technological, organizational, economic and analytical. The technological block includes measures to introduce innovative generating and energy-saving equipment, intelligent technical systems for managing the energy economy, and reducing heat losses. Organizational and economic activities include the adoption of strategic decisions in the field of energy processes, the development and implementation of a plan for the

development of the energy sector, the introduction of energy management, increasing staff motivation, developing the information infrastructure of the energy sector, and effectively attracting and using financial resources. The analytical unit includes conducting an energy audit, assessing energy and economic risks, developing standards for the consumption of fuel and energy resources, planning energy consumption and drawing up energy balances.

The main direct results of management activities to improve energy efficiency are the reduction in the total cost of purchased energy resources, energy losses, reduction of peak loads, the risk of equipment breakdowns, minimization of downtime and production defects. Non-energy effects include increased competitiveness and product quality, labor productivity, saving labor costs and the cost of equipment maintenance, improving the image of the enterprise, environmental and other effects.

Keywords: energy efficiency, innovative management model, fuel and energy resources, effect.

[8, . 290;
17, . 58; 18, . 27].
[6, . 110; 13,
. 86].
[14, . 118].
2016);
(27).
[11] (. 1).
2013–2016 99,02 %.
98,32 %.
2017 47,3% (. 3).
(. 4),
(336 363 . .
[3,
. 425; 5, . 54].



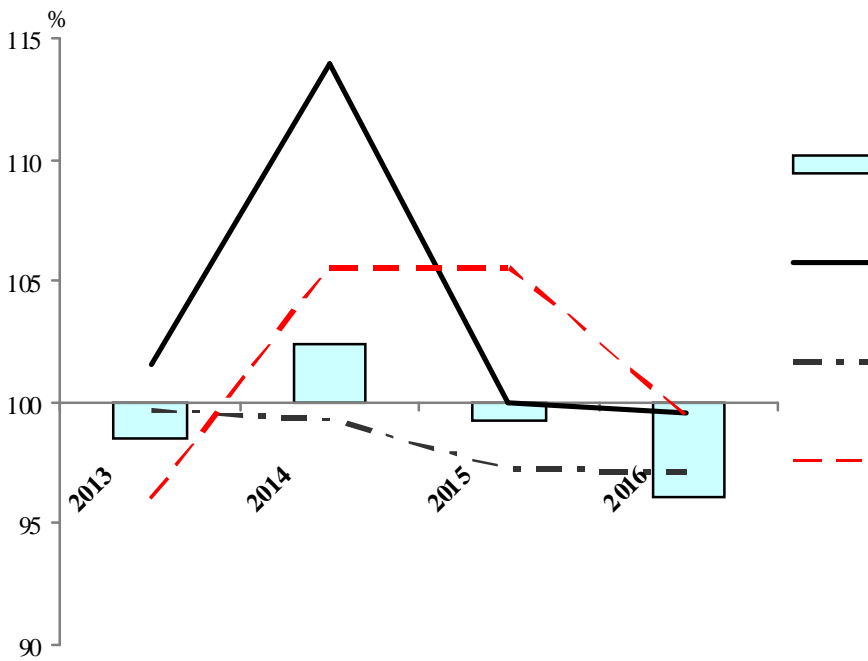
.1.

(...) [11]

2016 .,

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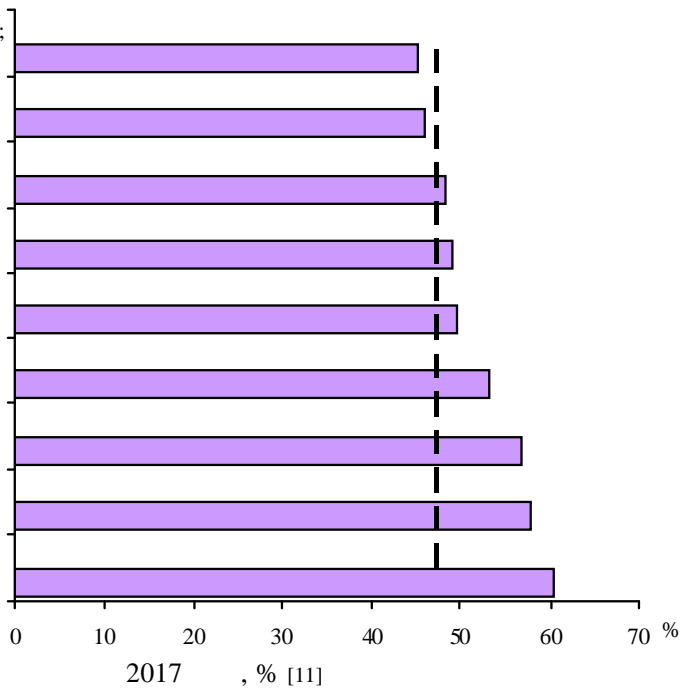
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.2.

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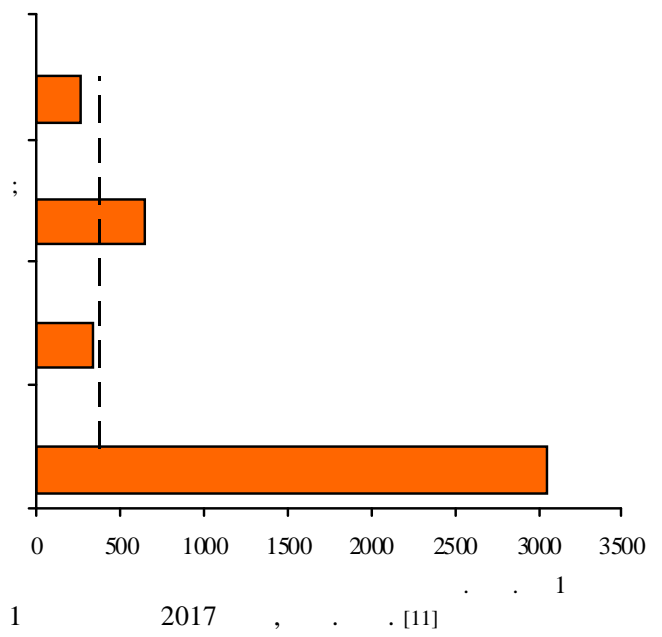


. 3.

50% [1].

10 (30 3%) [15].

(59%)
[12].



. 4.

1 2017, . [11]

[15, .73].

- 1.
- 2.
- 3.

[14, .117].

[9, .335].

[2; 10, .269].

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}
}

[4. . 18; 7. . 65].

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2. : , 2012. — 157 .
3. 2020 »: « 27.12.2010 2446- (. 16.02.2013). []/ . . //
4. , . . . []/ . . . // . — 2014. —
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5. , . . . : — 2014. — 2. — . 53–57. []/ . . //
6. . . . / . . . // : 2 ,
1. — , 2019. — . 108–111.
7. , . . . // . — 2012. — 2. — . 65–66. []/ . . // . —
8. , . . . []/ . . // . —
2011. — 1. — . 290–292.
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13. , . . . : , 2008. — 240 . []/ . . //
14. , . . . []/ . . // . — 2012. — 11 (169). — . 116–120.
15. , . . . []: / . . . — : , 2014. — 128 .
16. , . . . []/ . . . // . — 2014. — 15. — . 495–499.
17. : []/ . . . []// . — 2010. — 4. — . 56–65.
18. , . . . // . — 2012. — 6. — . 25–30.

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01 2019

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METHODOLOGY FOR ESTIMATING THE ADAPTATION LEVEL OF THE ENTERPRISE TO CHANGING EXTERNAL ENVIRONMENTAL CONDITIONS

The main characteristics of a modern enterprise are its flexibility and ability to adapt to changing environmental conditions. The process of adaptation of the enterprise becomes ineffective without diagnosis, analysis of weaknesses and clarification of the reasons for the inefficiency of the measures taken. The search, analysis and identification of such causes cannot be started without assessing the level of adaptation of the enterprise at the moment. It is the actual level of adaptation of the enterprise that is the prerequisite for making management decisions to develop a set of measures aimed at maintaining or increasing the level of adaptation, establishing adaptation criteria and forming a system of assessment indicators. Therefore, questions of methodological approaches to assessing the level of adaptation of the enterprise are becoming especially relevant in modern conditions.

The aim of the study is to develop a methodology for assessing the level of adaptation of an enterprise to changing environmental conditions.

The article substantiates the need to assess the level of adaptation of the enterprise to changing environmental conditions. The analysis of factors of the external and internal environment that affect the level of adaptation of the enterprise (production, technological, organizational, financial, social, market and marketing), they determined the main directions of adaptation. To assess the level of adaptation of activity, a system of indicators has been formed, and assessment tools have been proposed. A methodology has been developed for assessing the level of adaptation of the enterprise to changing environmental conditions. The levels of adaptation and procedures for identifying indicators of the results of the assessment and the corresponding management decisions are presented.

Keywords: adaptation, adaptive management, adaptation of the enterprise, environmental factors, criteria, scorecard, methodology, sequence, identification.

80-

[1],

[2],

[3],

[4],

[6]

[8]

« »

[1; 2;

4; 8].

[2, . 70–71].

[4, . 13–14]:

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» [1, .255].

[8, .89].

()

()

[3, .144]:

[4, .15]: ; ; ;

[6, .348].

[9, .127] , :

);

(W_i).
[7, . 36]:

$$Z_i X \sqrt[n]{\prod_{j \in I} a_j}, \quad (1)$$

$Z_i - i$; $a_j - j$; $n -$

$$W_i X \frac{Z_i}{n}, \quad (2)$$

$W_i -$; $i -$

« »

(\leftarrow_{\max}):

$$\leftarrow_{\max} X \prod_{j \in I} S_j | W_i, \quad (3)$$

$S_j - i$; $j -$; $j = i$.

$$X \frac{\leftarrow_{\max} Z_n}{n Z_1}, \quad (4)$$

$$= / , \quad (5)$$

1.

2.

3.

4.

5.

[6],

6.

7.

1

$$\frac{XV_1}{\Gamma V_2} \Gamma V_3 \Gamma V_4 \Gamma V_5 \Gamma V_6 \Gamma V_7, \quad (6)$$

1.

$$K_j X \sqrt{V_1 (1 Z z_{ij})^2 \Gamma V_2 (1 Z z_{ij})^2 \Gamma \dots \Gamma V_n (1 Z z_{ij})^2}, \quad (7)$$

$$= X_{\min} / X_{ij}, \quad X_{\max} \quad X_{\min} \quad (z_{ij} = X_{ij} / X_{\max}, \quad z_{ij} = X_{ij} / X_{\min}).$$

5

2

3:

$$\leftarrow_{max} = 1,033 + 1,192 + 0,968 + 1,017 + 1,166 + 1,073 + 1,137 = 7,587.$$

$$= 0,1 / 1,32 = 0,074, \quad = (7,587 - 7) / (7 - 1) = 0,098,$$

$$X0,267 \quad \Gamma 0,093 \quad \Gamma 0,046 \quad \Gamma 0,122 \quad \Gamma 0,143 \quad \Gamma 0,174 \quad \Gamma 0,155, \quad (8)$$

I.

*

()	(Y ₁)) (X ₁);	-
	(Y ₂)) (X ₂);	
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	(Y ₁₅)) (X ₁₅);	
) (X ₁₆);	
) (X ₁₇);	
) (X ₁₈);	
) (X ₁₉);	
) (X ₂₀);	
) Customer Retention Rate (-
) (X ₂₁);	
) (X ₂₂);	
) (X ₂₃);	
) (X ₂₄);	

*

2.

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								Z	W
	1	3	5	1	2	2	3	2,100	0,267
	1/3	1	3	2	1/3	1/3	1/2	0,731	0,093
	1/5	1/3	1	1/3	1/3	1/3	1/3	0,363	0,046
	1	3	3	1	1/2	1	1	0,960	0,122
	1/2	3	3	2	1	1/2	1/2	1,123	0,143
	1/2	3	3	1	2	1	1	1,369	0,174
	1/3	3	3	1	2	1	1	1,219	0,155
S	3,867	12,833	21,000	8,333	8,167	6,167	7,333	—	—
S W	1,033	1,192	0,968	1,017	1,166	1,073	1,137	—	—

*

$$K \sqrt{0,288(1 Z z_1)^2 \Gamma 0,500(1 Z z_2)^2 \Gamma 0,147(1 Z z_3)^2 \Gamma 0,066(1 Z z_4)^2} . \quad (9)$$

$$K \sqrt{0,785(1 Z z_5)^2 \Gamma 0,149(1 Z z_6)^2 \Gamma 0,066(1 Z z_7)^2} . \quad (10)$$

$$K \sqrt{0,081(1 Z z_8)^2 \Gamma 0,188(1 Z z_9)^2 \Gamma 0,731(1 Z z_{10})^2} . \quad (11)$$

$$K \sqrt{0,414(1 Z z_{11})^2 \Gamma 0,414(1 Z z_{12})^2 \Gamma 0,063(1 Z z_{13})^2 \Gamma 0,109(1 Z z_{14})^2} . \quad (12)$$

$$K \sqrt{0,181(1 Z z_{15})^2 \Gamma 0,128(1 Z z_{16})^2 \Gamma 0,061(1 Z z_{17})^2 \Gamma 0,629(1 Z z_{18})^2} . \quad (13)$$

$$K \sqrt{0,258(1 Z z_{19})^2 \Gamma 0,105(1 Z z_{20})^2 \Gamma 0,637(1 Z z_{21})^2} . \quad (14)$$

$$K \sqrt{0,333(1 Z z_{22})^2 \Gamma 0,140(1 Z z_{23})^2 \Gamma 0,528(1 Z z_{24})^2} . \quad (15)$$

$$z_{ij} = \frac{x_{ij}}{x_{\max}} \quad , \quad z_{ij} = \frac{z}{x_{\min}} / x_{ij} .$$

$$z = 0,01 \text{ — } 1 \quad , \quad z = 1 \text{ — } \dots \quad (z_{ij} = 1),$$

0, 0, 1, 0, 0,5, 3, 3, *

0,0 K_A $0,2$	
0,2 <math>< K_A</math> $0,4$	
0,4 <math>< K_A</math> $0,6$	
0,6 <math>< K_A</math> $0,8$	
0,8 <math>< K_A</math> <math>< 1,0</math>	

*

4.

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	()	-
-	()	1.
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-	() -	1.
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24 2019

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ASSESSMENT OF THE EFFECTIVENESS OF THE USE OF ECONOMIC POTENTIAL OF THE ENTERPRISE

Modern enterprises are in a harsh market, the competitiveness of which ensures the effectiveness of the economic potential of the enterprise. Economic potential is a multifaceted concept, which is also discussed in the existing society. The activity of the enterprise of any industry is aimed at optimizing the use of its economic potential, so research in this area is of great importance. Today, it is necessary to think more seriously about the content of methodologies for assessing economic potential, taking into account both the sectoral identity of the research object, its current situation, market positions and many other factors. Today, a rather good foundation has been created in terms of theoretical justification of economic potential. But the results of practical use of this economic category are not sufficiently studied and presented, industry peculiarities of enterprises are not sufficiently taken into account in its assessment. Any business entity today must demonstrate its potential to the external environment. This, in turn, can only be done by assessing the comprehensive economic potential of the enterprise, through which it is possible to reveal the real financial capabilities of the enterprise. Nor should we forget that the high level of dynamic development of the external environment dictates us to find new approaches to assessing economic potential, to find new forms of its expression.

Keywords: economic potential, assortment, efficiency, effectiveness, market, competitiveness.

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	2016	2017	2018	±, .	%
	674853	732224	733 421	58568	108,68
	580153	635923	646006	65853	111,35
	94700	96301	87 415	-7285	92,31
	5620	3862	2 122	-3498	37,76
()	9030	9218	452	-8578	5,01
()	8545	5820	1 865	-6680	21,83
	141319	22214	26 293	-11 5026	18,61
	141879	25657	24 803	-11 7086	17,48
	3805	3144	3315	-490	87,12
	266793	291926	300350	33557	112,58
	243 80,73	36760,80	36692,85	12312	150,50
	65	93	81	16	124,62
	10382,35	7873,376	9054,58	-1 328	87,21

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				2018 .	2016 .
	2016	2017	2018	±, .	%
	3805	3144	3315	-490	87,12
:	1769	1108	1369	-400	77,39
,	1867	1823	1 475	-392	79,00
,	169	213	471	302	278,70
	266792	291925	300350	33558	112,58
:	156462	172430	183 291	26829	117,15
	99664	115972	113 062	13398	113,44
	4036	476	0	-4036	0,00
,	6630	3047	3 997	-2633	60,29

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				2018 .	2016 .
	2016	2017	2018	±, .	%
:	271404	295070	303665	32261	111,89
, . .	19314	23176	25298	5984	130,98
:	10000	10000	10000	0	100,00
, . .	2638	2638	2 638	0	100,00
, . .	6676	10538	12 660	5984	189,63
, . .	92003	85273	85178	-6825	92,58
:	92003	85273	85178	-6825	92,58
, . .	160087	186621	193 189	33102	120,68
:	15000	4900	9 673	-5327	64,49
, . .	144211	180637	182 093	37882	126,27
, . .	876	1084	1 423	547	162,44

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				2018 .	2016 .
	2016	2017	2018	±, .	%
, . .	589823	651260	722473	132650	122,49
:	531869	589564	665783	133914	125,18
:	325256	369283	422785	97529	129,99
	78125	86346	111375	33250	142,56
	136456	144892	171254	34798	125,50
	110675	138045	140156	29481	126,64
	63936	68328	77223	13287	120,78
	87457	91124	99964	12507	114,30
	40125	43156	46385	6260	115,60
	12349	10672	9967	-2382	80,71
	2746	7001	9459	6713	344,46
, . .	57954	61696	56690	-1264	97,82

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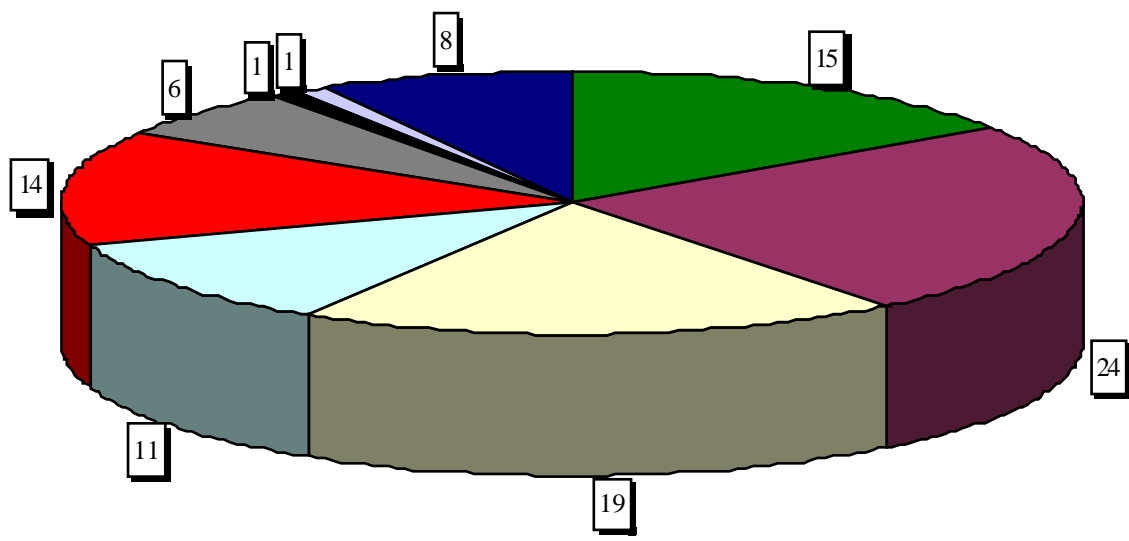
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92 %, 58,52 %

—33,15%.

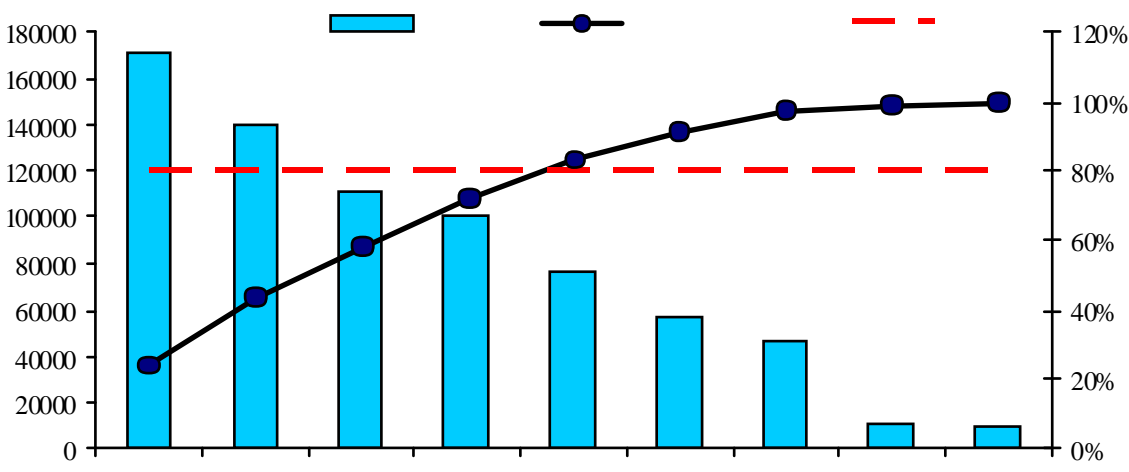
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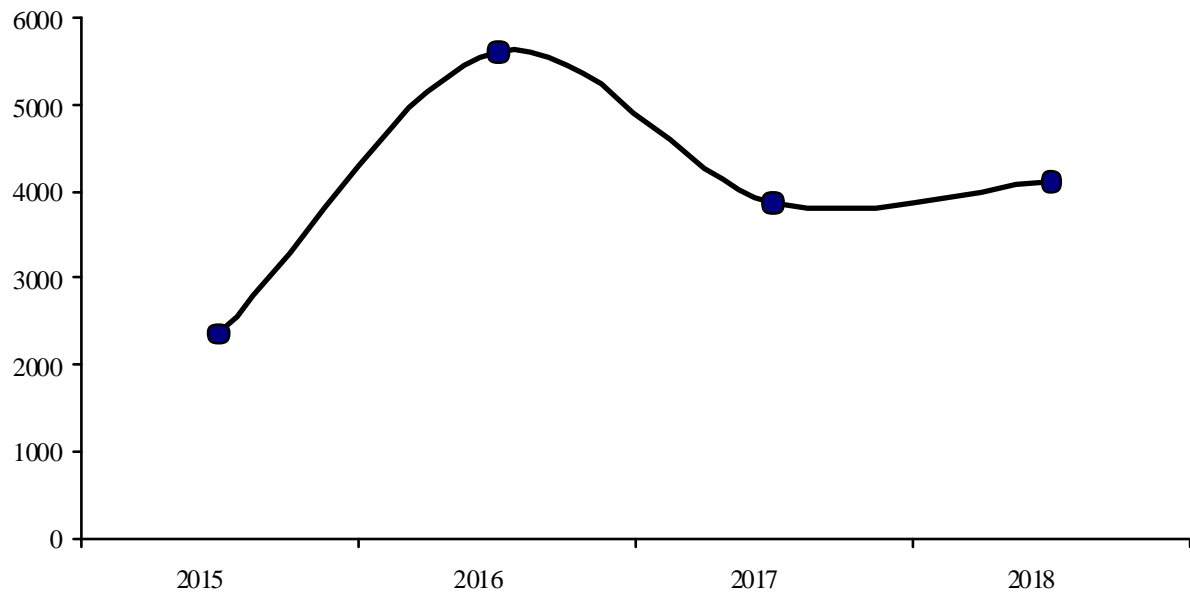
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« »	674 853	732 224	37	109
« »	21 862	32 512	2	149
« »	114 360	520 042	26	455
« »	227 790	231 355	12	102

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07 2019

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DIRECTIONS OF INNOVATIVE DEVELOPMENT IN THE MANAGEMENT OF COMPETITIVENESS

CRM-

The article considers the main directions of development of competitiveness in the management of efficient transport flows. It is proposed to improve the management system of its internal transport flows to improve the competitiveness of industrial enterprises. The competitiveness of effective systems is built in a coordinated manner within the automation of all business processes at all stages of the economic chain. Algorithms of incoming streams are presented. The stages of managerial decision-making are highlighted. The client's trustworthiness assessment and financial solvency check is shown as a standardized accounting register and is presented in a guide form at the stage of conclusion of the contract. The formation of intra-company logistics is imposed on the restrictions associated with the introduction of a new system of tax administration and current judicial practice. In relation to the existing practice, a guiding form of client passing is proposed, which contributes to increasing efficiency and is adapted to implementation through CRM-systems. The rules of passage are standardized.

Innovative mechanisms used in the practice of cargo transportation management are considered from the angle of probabilistic approach. Complexes of adaptive-simulation models for making competitive management decisions are considered. The economic interpretation is proposed taking into account the production specifics of small enterprises. The use of neural connections contributes to the development of an innovative approach to ensure competitive advantages. The proposed model adapts to changing internal and external indicators. The formation of the logistics chain is built taking into account the internal planning and is consistent with the key performance indicators of the organization.

Keywords: innovations, competitiveness, cargo transportation, small enterprises.

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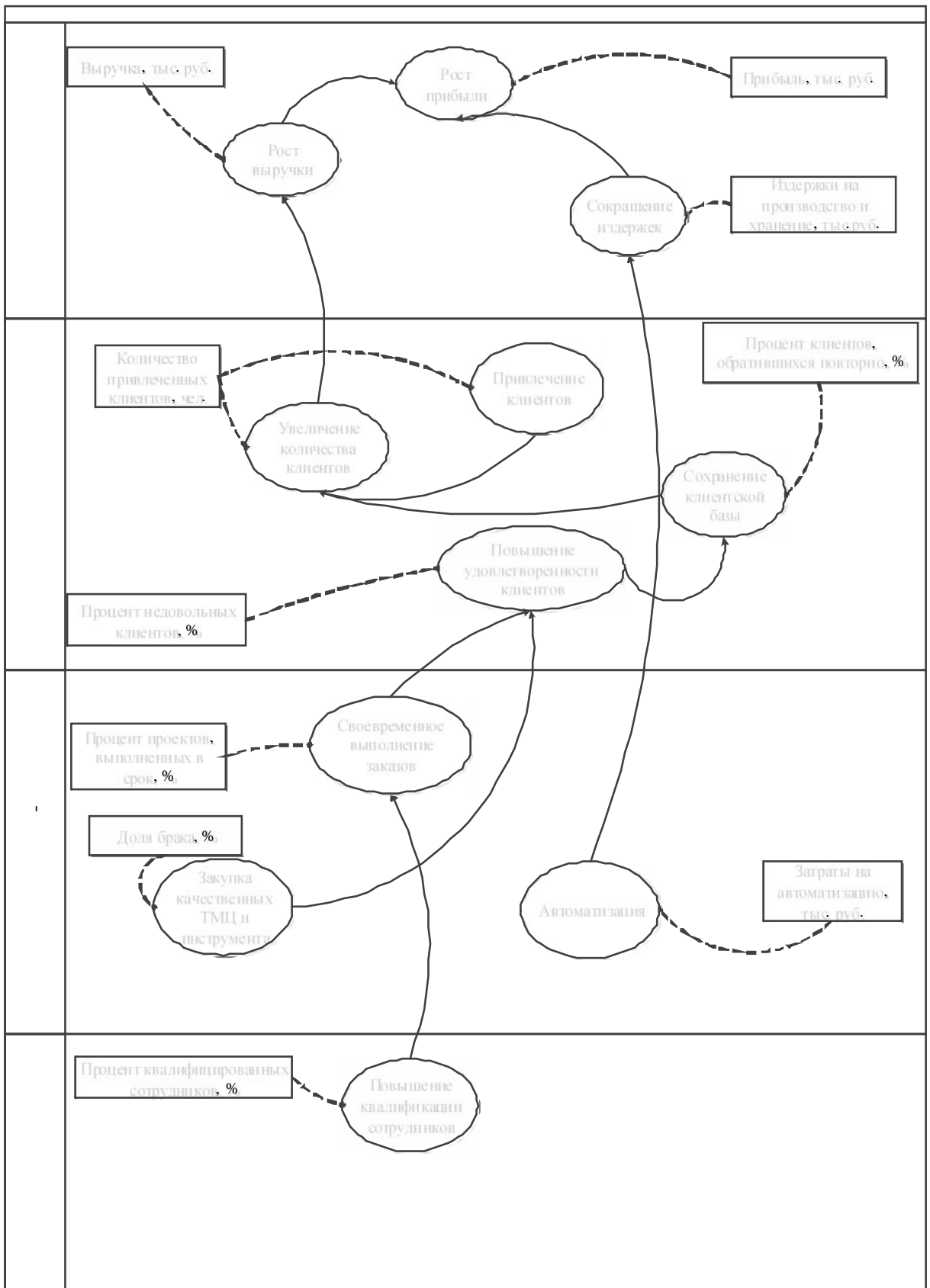
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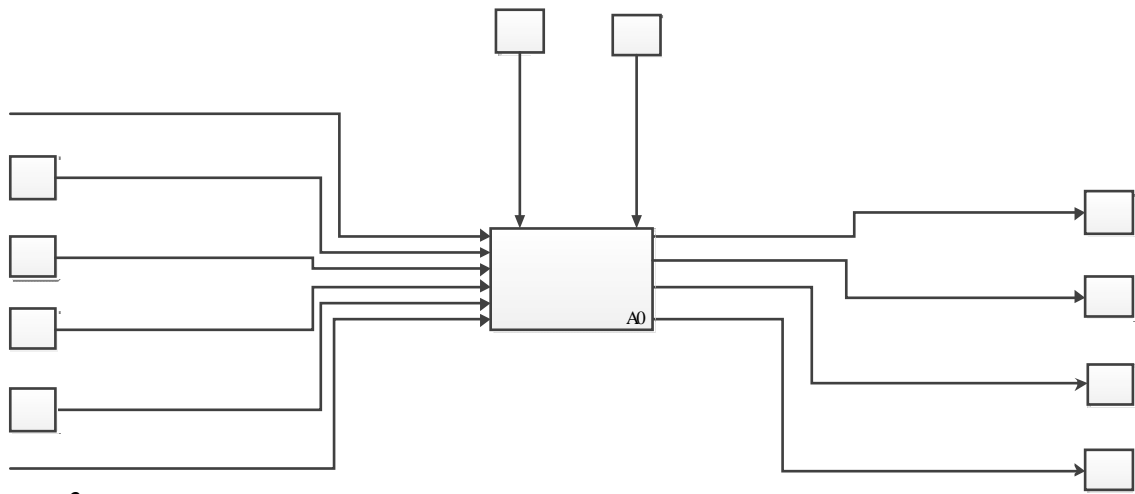
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11 2019

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THE TECHNIQUE OF FORMATION OF SYSTEM OF PERSONNEL MOTIVATION RETAILERS

(KPI).

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The driving force of modern economic development is the person who provides the economy with innovative and intensive character. The need to study the problems of formation of personnel motivation systems of domestic enterprises is explained by the unresolved number of tasks. Among which the issues of evaluation and consideration of motivational expectations of personnel in the formation of motivation systems, as well as the issues of introduction of remuneration systems based on the achievement of goals and the formation of intangible incentives. The article analyzes the negative trends characteristic of the modern stage of development of the trade sphere of the Republic of Crimea, revealed their impact on the motivation of trade workers. The article presents the results of a survey of personnel of retail enterprises of the Crimea, according to which it is established that all motivating factors can be combined into three main groups: a fair remuneration system; a favorable psychological climate in the team; satisfaction with working conditions. The method of formation of motivation system of the personnel of the enterprise of retail trade is offered. It includes five main stages, the characteristics of which are presented in the work. Within the framework of the methodology, the material part of the system of motivation of the personnel of the trading enterprise is proposed to form on the basis of the Commission payment scheme for key performance indicators (KPI). The paper presents a list of proposed KPI for assessing the activities of employees of various positions of retail enterprises.

Keywords: motivation, motivation of the personnel of the trade enterprise, KPI, key indicators of efficiency of the personnel, a technique of formation of system of motivation.

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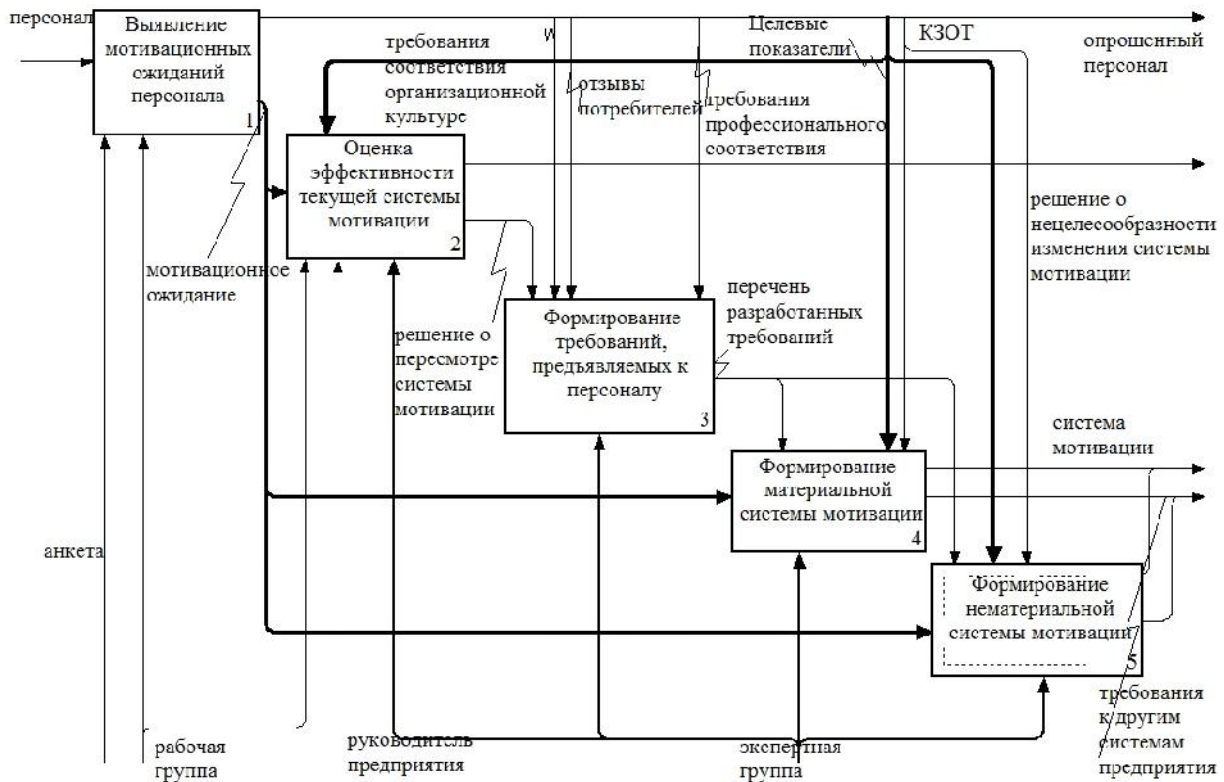
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26 2019

11 2019

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STRATEGIC DEVELOPMENT OF THE INNOVATIVE POTENTIAL OF A FLAGSHIP UNIVERSITY IN THE REGION: THEORETICAL ASPECTS, INSTRUMENTS AND MODEL DEVELOPMENT

The article presents a model of strategic development of innovative potential in the region, based on a strategic approach to the innovation potential management system. The implementation of models allows you to connect the system of the whole region and the regional innovation system.

Keywords: flagship university, innovative potential, strategic approach, transformation of russian universities, organizational and managerial mechanisms.

46 Global Innovation Index.

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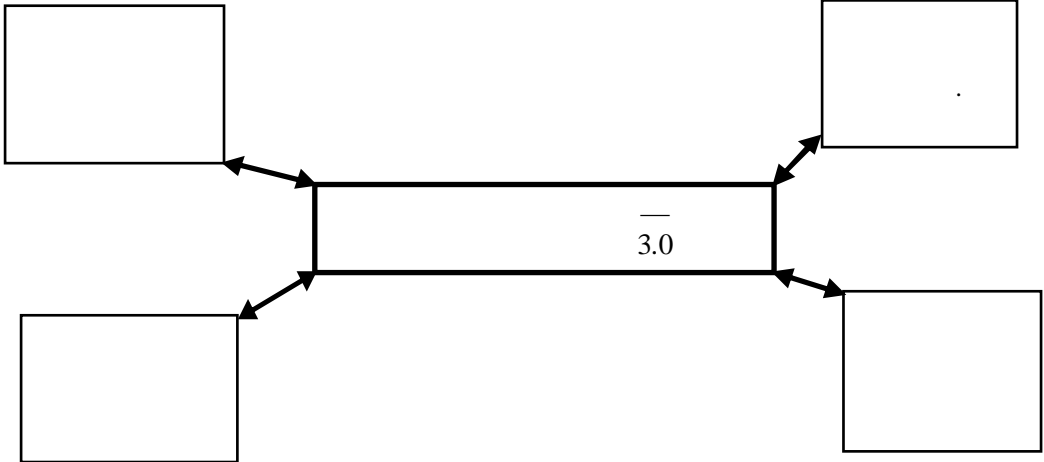
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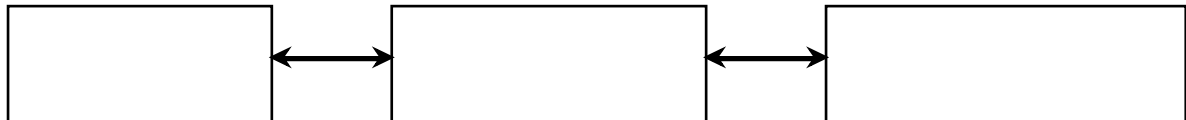
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**MANAGEMENT OF PROCESSES OF FINANCIAL SUPPORT OF THE PROGRAMS
 OF SOCIO-ECONOMIC DEVELOPMENT OF RUSSIA AND ITS REGIONS**

The socio-economic development of Russia and its regions is more dependent on its financial support. Financial support for the development of the economy of Russia and its regions is difficult due to a number of reasons, including the economic downturn caused by the impact of the global economic crisis. Instability of the economy, increased economic risks and, as a result, increased pressure on regional budgets, reduced availability of funds attracted to the economy, made the study of this issue particularly relevant. In this regard, there is a need to study the possibilities of financial support for the sustainable development of Russia and the regional socio-economic system. The article discusses the financial support of national projects, the formation of an income base and the spending of federal budget funds. The article discusses management priorities of socio-economic development of the regions of Russia in accordance with the Concept «Strategy of socio-economic development of the regions of the Russian Federation». The conclusion is made about the importance of the choice of effective management priorities of socio-economic development of the country regions in implementing the strategy of socio-economic development of its regions. The practical significance of the article lies in the fact that its provisions, conclusions and recommendations are focused on widespread use in the regions of the Russian Federation. The proposed practical recommendations for improving the mechanisms of economic development in the region include the use of various methods and schemes for modernizing public administration systems that increase the reliability of financing the regional socio-economic system.

Keywords: federal budget, national projects, strategic objectives, macro-region, sources of financing, taxes, mandatory pension insurance, public debt, reserves, securities.

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NATIONAL PROJECTS OF THE RUSSIAN FEDERATION: PRIORITIES AND FINANCIAL CONTROL OVER THEIR IMPLEMENTATION

To ensure economic growth in the country and improve the quality of life of the population, national goals and a development strategy of the Russian Federation are defined. However, national projects in which the main directions for solving the tasks have been developed are not being implemented effectively enough. In the process of doing research, various general scientific and special methods and techniques were used, in particular comparative analysis, systematization and generalization, economic and statistical methods.

As a result of the studies, it was found that the funds allocated for the successful implementation of projects in the state are sufficient, which is confirmed by a significant surplus of the federal budget and an excess of funds in the National Welfare Fund (NWF) (more than 8 % of GDP).

Based on the studies, the main problems of implementing the development strategy of the Russian Federation were identified. They consist in the irrational use of financial resources, as well as in the insufficient determination of priorities in the implementation of national projects. In addition, the implementation of tasks requires financial control over the expenditure of allocated funds and a clear consolidation of responsible persons at each stage of the strategy.

The study showed that all national projects are interconnected and can only be implemented with an integrated approach. Given the importance of each project, the author paid special attention to demography, healthcare, education, labor productivity and support for employment, science and culture.

Keywords: national projects, financial control, development strategy.

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	35787,9	2243,543
	39320,4	2464,996
	40952,3	2567,3
	42110,7	2639,92
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	46228,1	2898,04
	47470,3	2975,913
	48588,8	3046,032
	49175,1	3082,787
	51320,9	3217,307
	51838,0	3249,724
	52506,4	3291,626
	56493,3	3541,565
	59626,5	3737,985
	60278,3	3778,847
	62134,7	3895,224
	62678,2	3929,296
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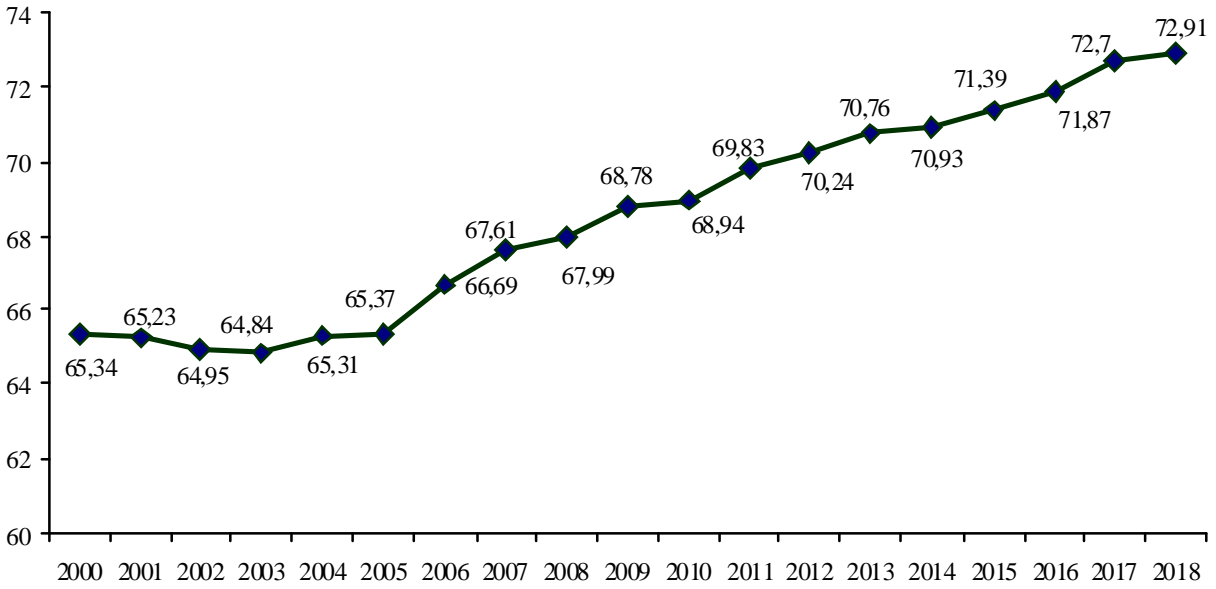
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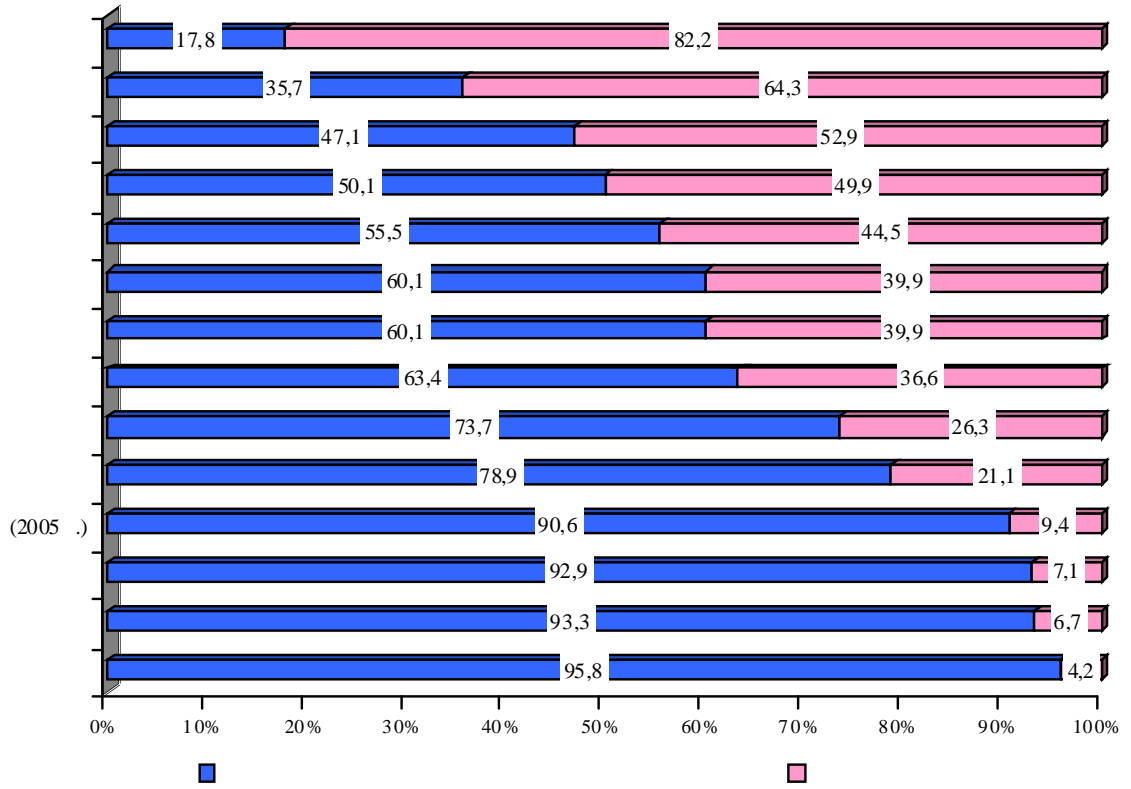
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09 2019

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THEORETICAL FOUNDATIONS OF FOOD SECURITY

At the present stage of development of society, ensuring the food security of the territory is becoming increasingly important, becoming one of the key problems of a global nature. The solution to this problem is an important condition for creating an atmosphere of stability and prosperity in the country. It is possible to achieve food safety at the country level by shaping its system taking into account the specifics of the regions.

A country's food security is an integral part of its national security. Improving the provision of food to the population is an important socio-economic task, the solution of which is of great importance for Russia. The relevance of the topic is that ensuring food security is a priority area of state policy, as it covers a wide range of national, economic, social, demographic and environmental factors.

On the basis of the analysis and evaluation of the agri-food market of the Eurasian Economic Union (EEU) in terms of integration, identified problems in the industry and strategic directions of the Common Agricultural Policy, such as import substitution due to the development of domestic production, the yield increase of agricultural producers and the use of the principles of co-operation, ensuring stable prices of agricultural products, thus the development of common agricultural policy and the achievement of food security in the collective for Russia.

Keywords: national security, food security, strategy, agri-food market, the competitiveness.

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IMPORT SUBSTITUTION AS A STRATEGIC DIRECTION OF DEVELOPMENT OF ENGINEERING

The article is devoted to the analysis of strategic directions in the development of mechanical engineering in Russia as one of the key industries. The necessity of import substitution in mechanical engineering in the conditions of instability of macroeconomic and geopolitical conditions, sanction pressure is characterized. The advantages of domestic production of equipment, such as low costs and flexible prices, the availability of after-sales service and repair, the improvement of basic technical characteristics, taking into account operation in regional markets, are justified. Research methods: systemic, formal-logical, statistical analysis, modeling. Research objectives: 1) substantiation of the relevance of the import substitution strategy in mechanical engineering; 2) an assessment of the main indicators of import substitution in mechanical engineering, problems and limitations; 3) identification

of promising areas for increasing the efficiency of import substitution in the regions of the country and measures for their implementation.

The systemic limitations and the limits of the implementation of the import substitution strategy in mechanical engineering are identified. A number of measures to reduce the negative factors affecting the success of the strategy in the regions of the country are proposed.

Keywords: mechanical engineering, import substitution, competitiveness, strategies.

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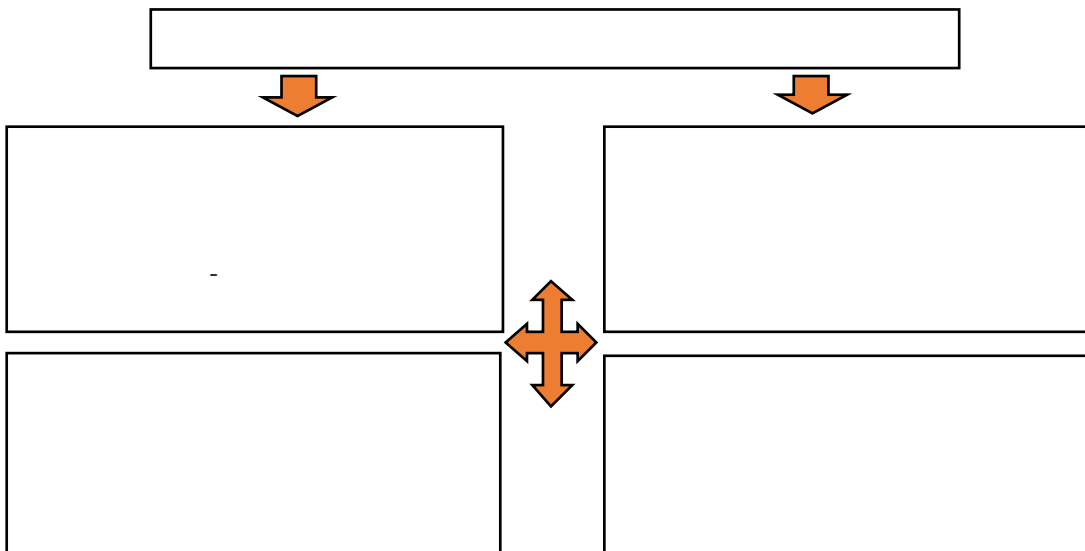
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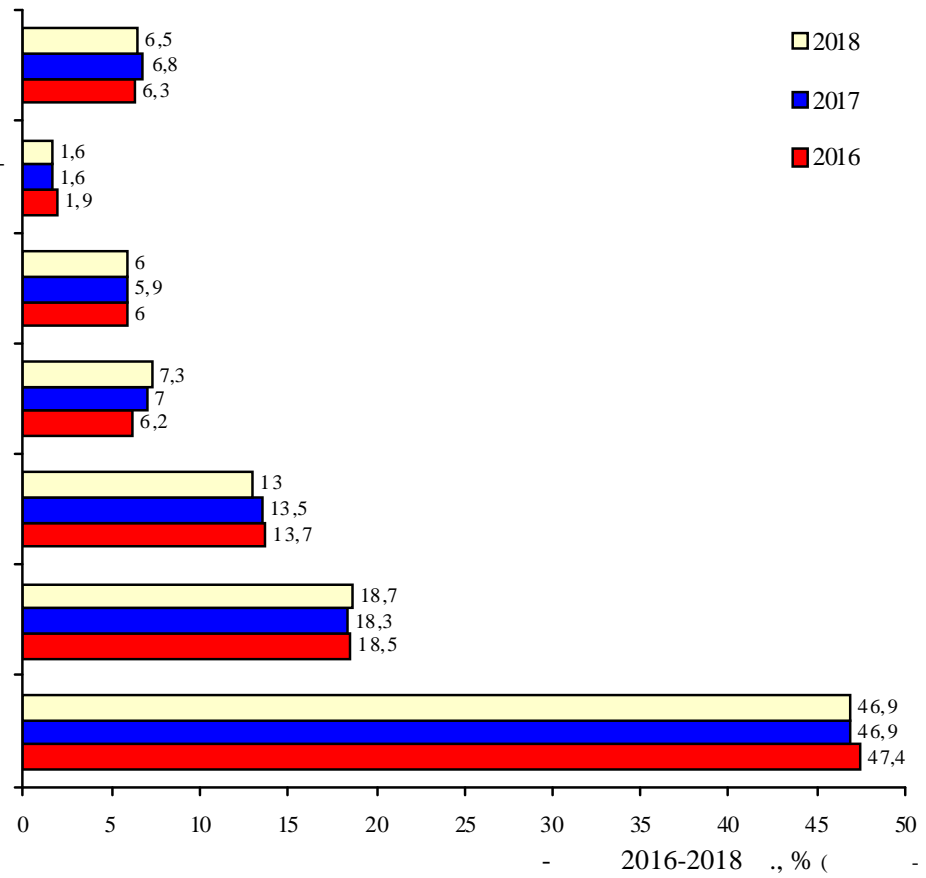
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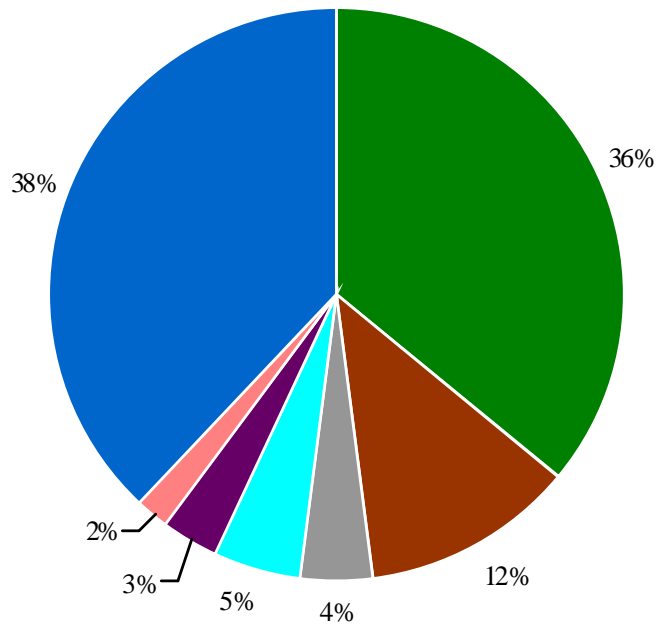
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SUBSTANTIATION OF THE STRUCTURE OF THE ORGANIZATIONAL AND TECHNOLOGICAL PLATFORM OF THE INDUSTRIAL ECOSYSTEM OF DIGITAL ECONOMY

The article determines the relevance of the study, which is determined by the list of instructions of the President of the Russian Federation, as well as the Strategy of scientific and technological development of the Russian Federation. The necessity of research in the conditions of a lack of resources, crisis phenomena in all areas of the economy is substantiated. The analysis of the scientific literature on the problem showed that despite the high scientific and practical value of the research, most of the

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available information sources highlight individual problems. At the same time, issues related to the formation of the structure of the organizational and technological platform of the industrial ecosystem of the digital economy require attention. Examples are considered and the analysis of the applied models, platforms, entry thresholds is carried out. The essence and possibilities of digital transformation are indicated in such an aspect as the transition from document-centricity to data-centricity, when the main orientation is transferred from financial documents to the main archive of a digital organization, which is its data. One of the options for solving this problem is the reengineering of the organizational structure in the direction of its design not according to the traditional principle of forming structural units, but according to the principle of forming project or cross-teams that can combine business, IT sector, and marketing, which will allow forming effective chains formation and delivery of digital product value to the consumer. The creation of their own self-sufficient space for the design and deployment of organizational and technological platforms of industrial ecosystems, the free ecosystem of the digital economy of the Russian Federation, is substantiated.

Keywords: industry ecosystem, digital economy, organizational and technological platform.

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Industry 4.0,

Cyber-Physical Systems (CPS), Internet of Things (IoT), Internet of Services (IoS)

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RESEARCH OF THE EXPORT POTENTIAL OF THE REGIONAL ECONOMY

1-24 « 2002–2017 .. » 2002–2017 .. 2,69–
8,12, ..

10 « ».

The article presents a study evaluating the possibility of increasing exports of agricultural products and food products. The economy of the Samara region is comparable with the all-Russian indicators in most indicators of world trade, therefore, the study translates an expert assessment of the export potential of typical regional goods to the export potential of the country as a whole.

Because At the present stage, trade and economic cooperation between the Russian regions and China is characterized by positive dynamics, and the calculations of the export potential of agricultural products and food products are presented for the

Chinese market. To determine the comparative advantages of the country in export trade in agricultural products and food products for the period 2002–2017, the Balassi Index was calculated. The Balassi index for a group of goods according to the EAEU 1-24 foreign trade activity «Agricultural products and food products» showed that Russia has a comparative advantage in trade for this group of goods. So, in the analyzed period of 2002–2017, the Balassa index changed in the range of 2.69–8.12, therefore, the solution to the problem of increasing the export of agricultural products to China was recognized as expedient.

An expert assessment of the choice of a group of goods for export was based on the method of hierarchy analysis. As assessment criteria, for each product from the group agricultural products and food products were expertly identified: export duty, price, demand for goods in the world market, transportation costs, shelf life.

As a result of the study, a ranked list of agricultural products and food products by level of export potential was obtained. According to expert estimates, product group 10 «Cereals» has the greatest export potential. For regions, information on the level of export potential of manufactured goods may become an instrument for promoting regional interests on a global trade scale.

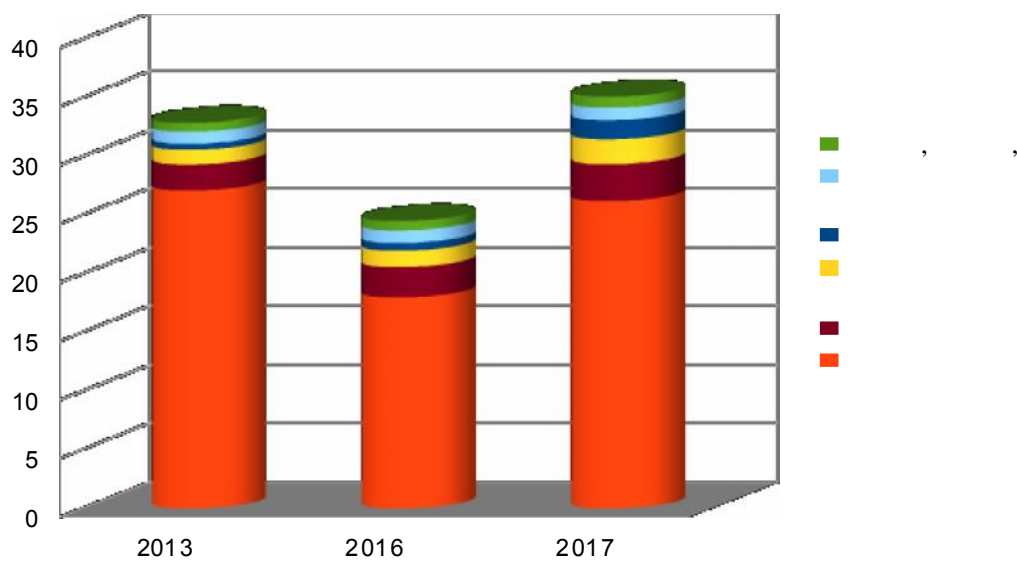
Keywords: export, agricultural products and food products, region, method of hierarchy analysis, Balassa Index.

2013
2001
«
».
2018
100 [5].
2018
\$2,52 (1-
) 2015
2018
«
»
(Balassa, 1965).
1-24 «
»
(Analytical Hierarchy Process).
2001
«
».
2013
2018
100 [5].
1.
(.1).
2017 (45,6%).
(.2).

I. 2016–2018 . *

	2016,	2017,	2017 / 2016, %		2017 ..	2018 ..	2018 / 2017, %
	467360,8	585231,1	25,2	—	524253,2	625050,6	19,2
	66123,3	86974,6	31,5	1	77595,1	98746,6	27,3
	40709,9	49965,7	22,7	2	44984,3	55176,2	22,7
	32281,9	39499,8	22,4	3	36460,1	42740,5	17,2
	23457,0	30618,2	30,5	4	27569,0	31218,6	13,2
	19813,0	23939,5	20,8	5	21428,0	24356,7	13,7
	15742,8	22085,8	40,3	6	19708,0	23227,6	17,9
	19972,0	23197,9	16,2	7	20718,1	22664,5	9,4
	15118,9	19245,0	27,3	8	17947,6	22635,4	26,1
	13099,1	16553,2	26,4	9	14629,2	19753,4	35,0
	16036,7	18182,8	13,4	10	16658,6	19599,6	17,7

*



I. [5]

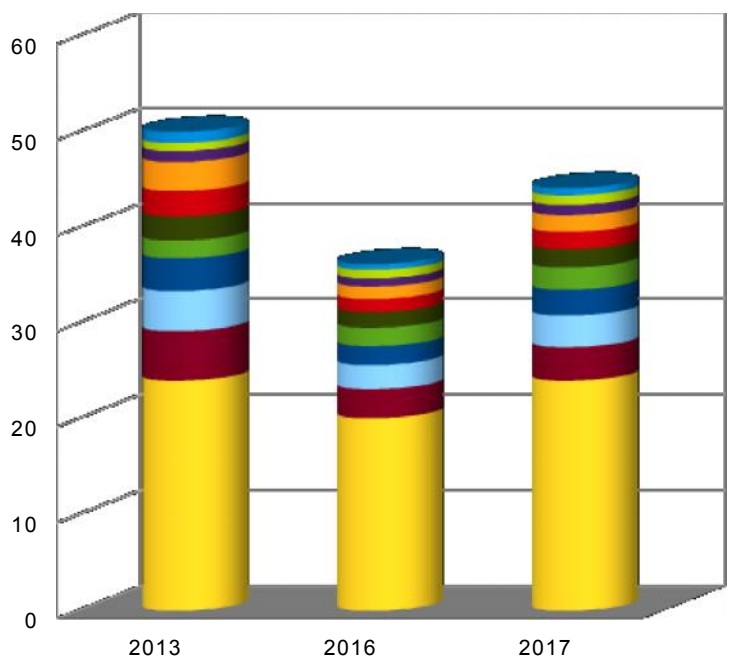
2017
[2].

(1):

$$BI_{i,c,t} = \frac{X_{i,c,t}}{X_{i,c,t}^c} \left[\frac{X_{i,c,t}}{X_{i,c,t}^c} \right] \frac{X_{i,c,t}}{X_{i,c,t}^c}, (1)$$

$X_{i,c,t}$ — (Balassa, 1965)

[1].



. 2. [5]

27), (.2, 3) / ((72). (2002–2017 .) 1. , BI, 1-24 « » 2002–2017 ., 2,69–8,12, (() , ... 1-24 (Analytical Hierarchy Process). 1-24 — 18,94% (.3). (20%), (.4, 5). 1-24 « » ():

10
03
12

10 « ».

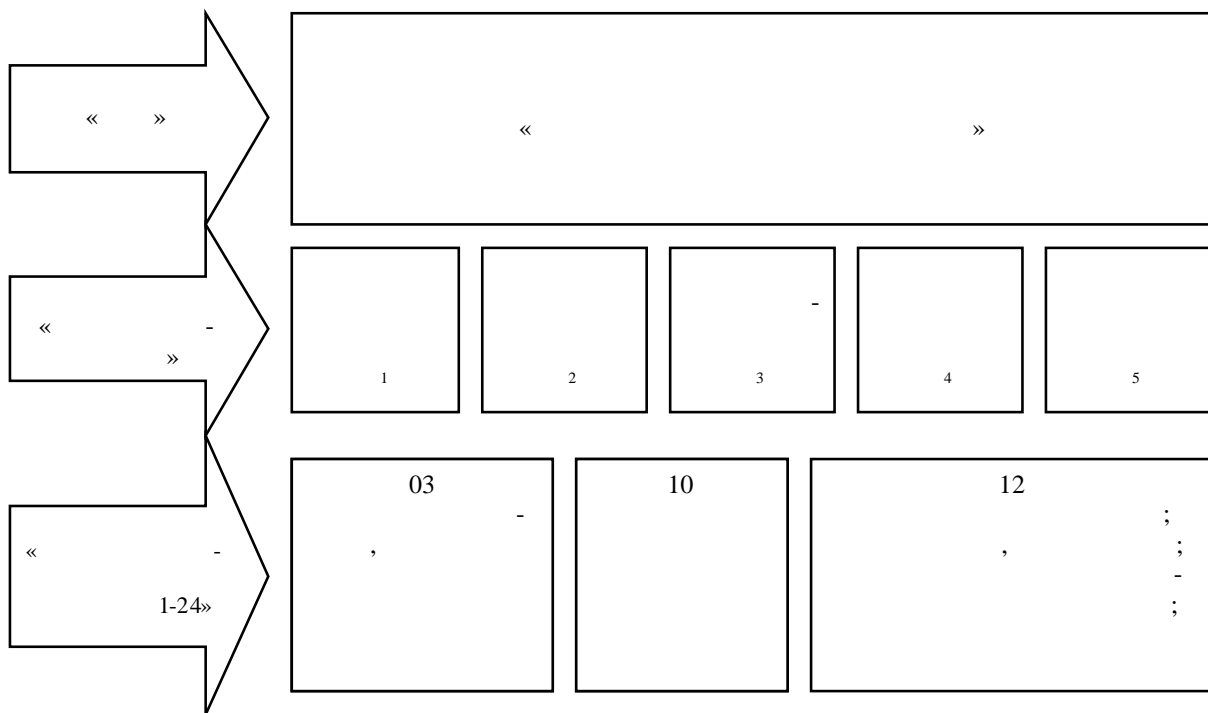
2. (, 2002–2017 .) *

Группа товаров по ТН ВЭД ЕАЭС	Индекс Балассы, В1															
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1-24 Сельхозпродукция и продукты питания	2,69	2,7	1,9	2,2	2,68	4,25	7,8	3,5	3,07	3,78	4,62	4,55	5,04	5,3	8	8,12
27 Минеральное топливо, нефть/нефтепродукты	9,38	6,94	5,9	5,35	4,64	4,87	3,56	4,87	4,4	3,9	4,14	4,22	5,2	6,2	5,35	5,4
29 Органические химические соединения	0,47	0,47	0,46	0,43	0,45	0,43	0,44	0,44	0,34	0,35	0,37	0,38	6,2	0,4	0,4	0,42
48 Бумага, картон и изделия из них	0,63	0,63	0,46	0,42	0,41	0,38	0,3	0,3	0,33	0,32	0,39	0,4	0,49	0,6	0,66	0,67
72 Черные металлы	3,8	3,8	2,7	2,7	2,2	2,01	1,6	2,18	1,87	1,64	1,83	1,8	1,9	2,2	2,4	2,3
73 Изделия из черных металлов	5,6	5,6	0,49	0,47	0,41	0,38	0,3	0,57	0,22	0,25	0,35	0,4	0,36	0,39	0,46	0,58
76 Алюминий и изделия из него	4,17	4,17	2,7	3,28	2,01	1,93	1,54	2,14	1,78	1,63	1,56	1,58	1,36	2,04	2,1	1,72
84 Энергетическое, технологическое и другое оборудование, станки, насосы, пр.	0,21	0,21	0,14	0,12	0,12	1,12	0,16	0,15	0,11	0,09	0,13	0,15	0,16	0,21	0,2	0,2
85 Электрические машины и оборудование, аппаратура для записи	0,09	0,09	0,65	0,56	0,58	0,58	0,05	0,07	0,05	0,05	0,07	0,08	0,08	0,07	0,97	0,08
90 Приборы оптические, медицинские	0,21	0,21	0,11	0,89	0,08	0,92	0,08	0,1	0,86	0,08	0,09	0,1	0,09	0,1	0,14	0,14

190

3. (, 2002–2017 .) *

Группа товаров по ТН ВЭД ЕАЭС	Индекс Балассы, В1															
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1-24 Сельхозпродукция и продукты питания	0,32	0,22	0,57	0,47	0,47	1,27	0,34	0,57	0,53	0,48	0,5	0,48	0,48	0,79	0,97	0,64
27 Минеральное топливо, нефть/нефтепродукты	0,46	0,32	0,86	0,63	0,43	0,47	0,37	0,52	0,45	0,36	0,35	0,38	0,52	0,8	10,07	10,07
29 Органические химические соединения	0,73	0,57	1,9	1,95	2,28	2,4	3,3	3,36	3,37	3,22	3,28	3,45	4,07	5,73	10,86	6,37
48 Бумага, картон и изделия из них	0,4	0,35	1,1	1,24	0,7	1,68	1,28	2,07	2,17	2,42	2,83	3,26	3,77	5,6	6,28	5,11
72 Черные металлы	0,45	0,37	2,3	2,28	3,09	3,8	2,97	1,99	2,88	2,98	3,01	3,46	5,04	7,13	7,23	5,28
73 Изделия из черных металлов	1,76	1,43	4,67	4,53	5,04	5,6	4,6	6,16	6,12	6,07	6,4	6,58	7	10,25	10,61	9,51
76 Алюминий и изделия из него	0,85	0,77	0,28	3,65	2,66	2,74	2,53	3,51	3,87	3,92	4,09	4,45	4,85	6,86	7,44	5,86
84 Энергетическое, технологическое и другое оборудование, станки, насосы, пр.	1,22	1,28	4,5	4,35	4,64	5,2	6,7	6,69	6,55	6,1	6,33	6,58	7,09	9,08	10,1	8,95
85 Электрические машины и оборудование, аппаратура для записи	1,64	1,44	5,03	5,14	5,5	5,09	4,5	7,54	7,44	7,26	7,7	8,55	8,92	12,14	13,23	11,5
90 Приборы оптические, медицинские	0,81	0,73	2,75	3,21	3,4	3,4	2,84	3,99	4,17	4,04	4,52	4,68	4,8	6,43	6,88	5,37



. 3.

()

4.

*

	1	2	3	4	5	-	-	λ_{max}
1	1,00	5,00	7,00	9,00	5,00	4,36	0,52	0,86
2	0,20	1,00	7,00	9,00	5,00	2,29	0,27	1,77
3	0,14	0,14	1,00	2,00	0,20	0,38	0,05	0,94
4	0,11	0,11	0,50	1,00	0,14	0,24	0,03	0,82
-	0,20	0,20	5,00	7,00	1,00	1,07	0,13	1,45
	1,65	6,45	20,50	28,00	11,34	8,35	1,00	5,85
18,94%								

*

5.

*

	0,52	0,27	0,05	0,03	0,13		
	1	2	3	4	5		
	0,05	0,73	0,81	0,06	0,38	0,32	2
B	0,66	0,19	0,06	0,63	0,11	0,43	1
C	0,29	0,08	0,13	0,30	0,51	0,25	3
	1	1	1	1	1	1	

*

1. //

— 2005. — 2. — . 255–260. /

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THE FOOD SECURITY OF THE REPUBLIC OF CRIMEA: PROBLEMS AND PROSPECTS

XXI

Global trends associated with the increase in the world's population, the reduction of the area of land suitable for agriculture, the decline in their productivity, the uneven economic development of countries and regions have led to an extreme aggravation of the food problem. Paradoxically, the XXI century has not solved the problem of providing humanity with affordable, quality and safe food, but also put forward previously unknown threats, such as, for example, genetically modified organisms, the impact of which on the human genome through generations has not yet been sufficiently studied. Under the current conditions, the most important task of any state is to provide its citizens with a sufficient amount of high-quality and safe food that meets physiological standards, both under normal and emergency conditions, which is nothing but ensuring food security. Food security is one of the main elements of national security of the country and the basis of social stability in society. In accordance with the system approach, the overall level of food security of the state is formed on the basis of its regional levels. Given that the state is a complex system consisting of elements-regions, its main task is to implement a policy aimed at implementing the criteria of food

security in the region and includes a set of measures to support the agro-industrial complex, especially agriculture, food industry, ensuring a high standard of living, as well as the quality and safety of food. But the development of effective measures to ensure food security in the region is impossible without assessing its current level, so the topic of the study is extremely relevant. The analysis of the current situation of agricultural production in the Republic of Crimea as a basis for ensuring food security of the region is complex, based on the study of the dynamics of the most important indicators with the involvement of a wide array of statistical information. Particular interest is the model of food security of the Republic of Crimea, which includes specific measures to achieve high levels of its most important criteria-physical and economic accessibility of food, as well as their quality and safety. The study notes that the process of ensuring food security of the Republic of Crimea should provide for a close relationship between agro-industrial, agricultural, food, foreign economic policy, activities to ensure the quality and safety of food and nutrition of the population. Implementation of measures proposed in the framework of the above models, will allow to achieve a balance of supply and demand for food in the region, which will enhance not only the level of food security, but economic security in General, and the welfare of the population.

Keywords: region, food security, ensuring food security, agro-industrial complex, food industry.

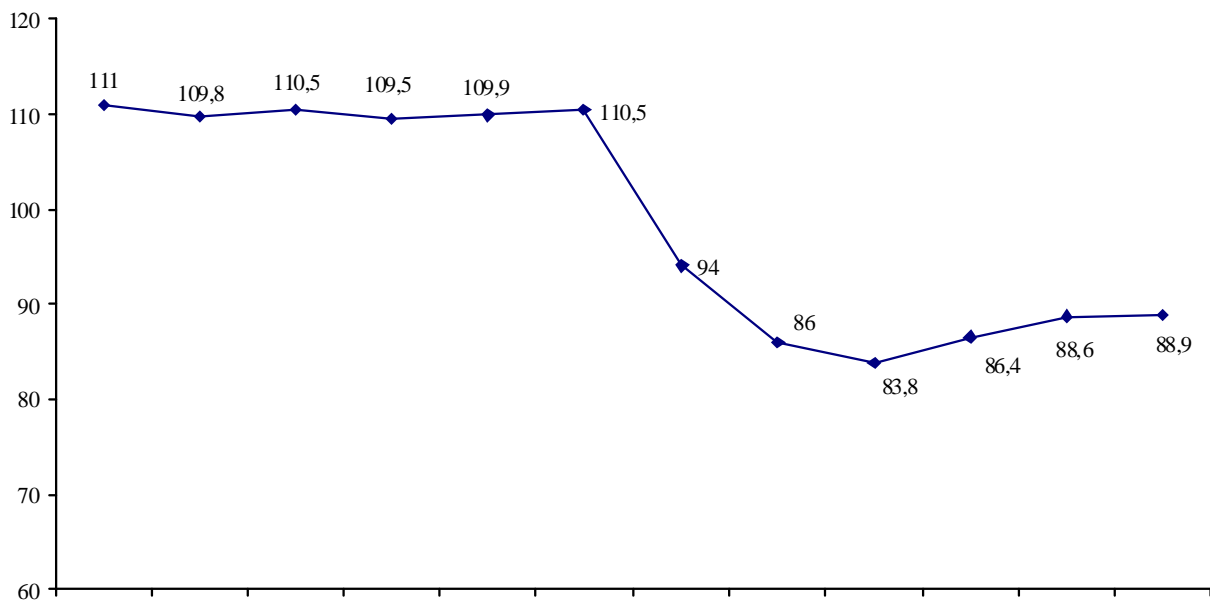
— « » —

2014

10% ()
2008–2009 ..

3% ().

20		2,2	—	5	—	2
1,5.						
74 %	90%		50%			2
): 2017 .— 96,4 %, 2018 .— 88,9 %.						2
— 2018 .(44870,51	2419,09	(5,1 %)	111 %	2018 . 83,8 %
— 38,8 % (18345,5		2017 .	61,2% (28944	(. 1).	2017 .	—
()						— 28,7 %, — 4,9 %.
— 2014–2017 .		2016 .			2015 .	—
19,32 %, 2017 .		2016 .— 65,73 %.			2015 .	2014 .
17,91 %, 2016 .		2015 .— 49,09 %, 2017 .			2016 .— 58,93 %	
(. 1).		2018 .				
46,1 . .		761,5	43,9 %	2017 .	2017 .	—
). 2018 .		157,2	(90,9%	2017 .	74,5	62,0 %
		2017 .		49,3 %, 195		



. I.

[7]

2018 . (

I.
2014–2017 . *

	, %	(), %
2014	3,5	—
2015	26,4	+654,29
2016	21,3	-19,32
2017	7,3	-65,73
2014	26,8	—
2015	22,0	-17,91
2016	11,2	-49,09
2017	4,6	-58,93

* [7].

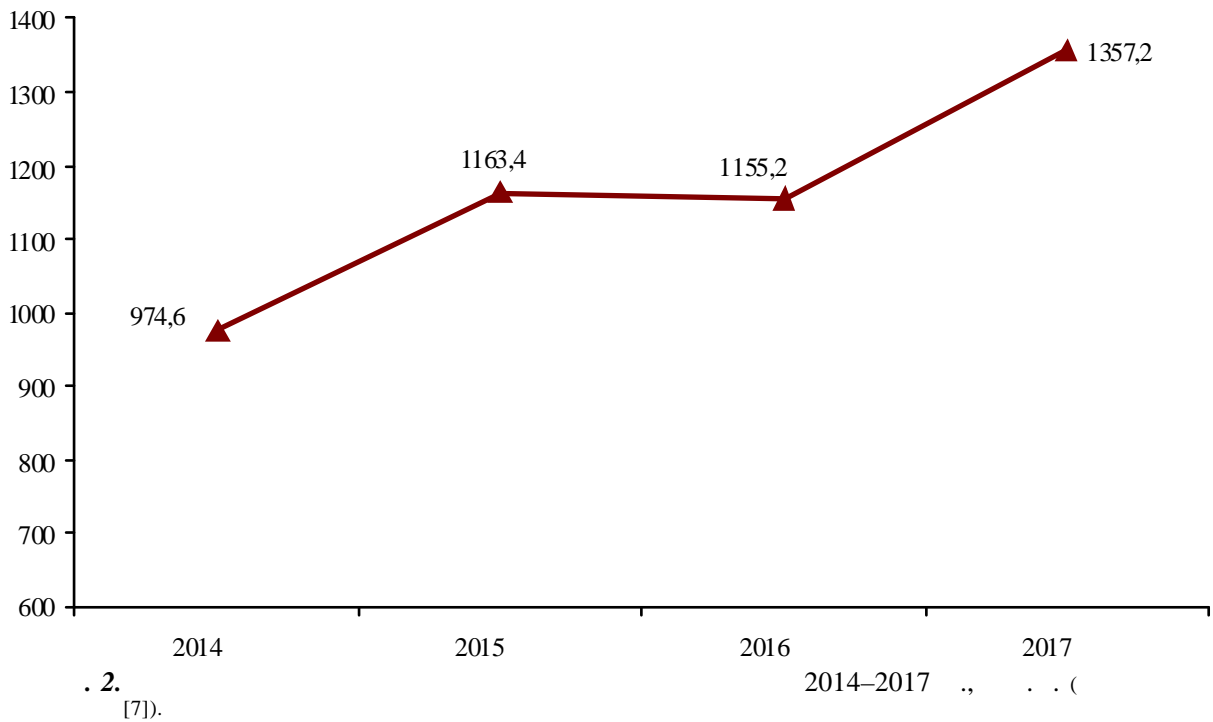
— 13,2 % [8]. 2017 28 ,
— 60 , — 19 , — 5 .

2017 . 18,2 %;
2015–2016 . — 53,9 . (8,3 %).

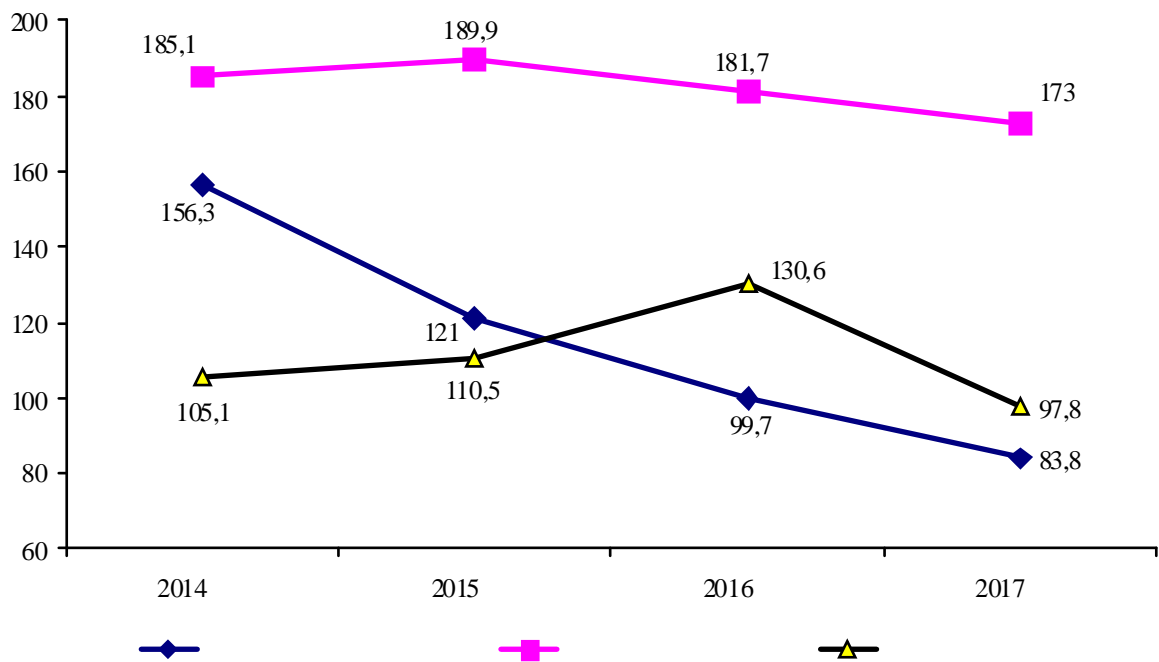
2014–2017 . 32,7 . ,
7,3 %; — 2015–2017 . 1,6 . (25,8 %); — 2014–2017 .
0,1 . (1,4 %).

2014 . 8,2 . (-0,7 %). 2016 . 2017 .
382,6 . (+39,3 %). 2014–2017 .
2 .

, 2014

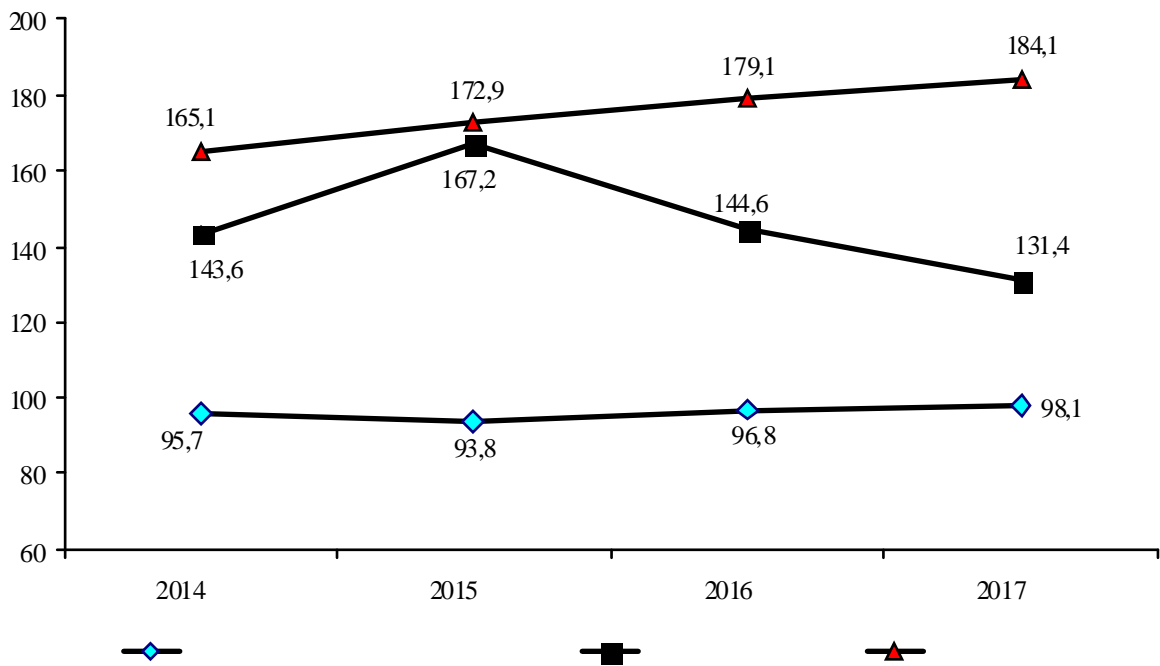


2017 . 2014 . 100 . . . :
 72,5 . (-46,4 %), 12,1 . (-6,5 %) 7,3 . (-6,9 %)
 2014–2017 . 2014–2017 . 3.
 — 200,8 / , — 253,3 / . 25,3 / , -

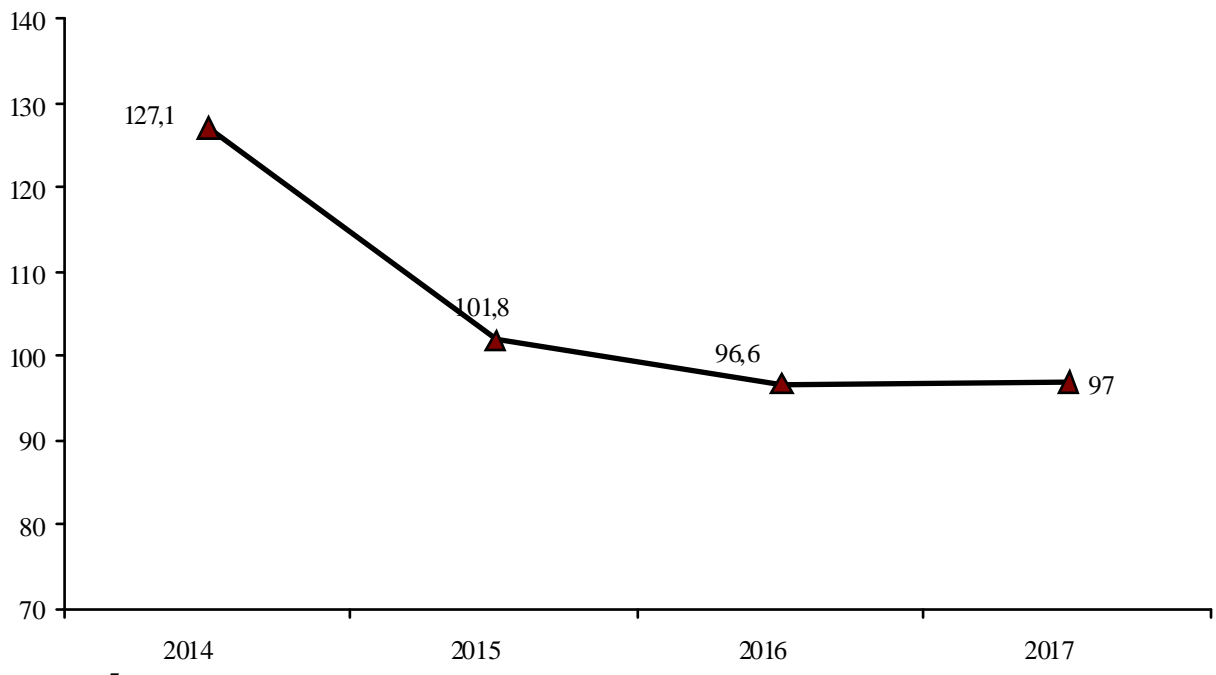


. 3. 2014–
 2017 . . . ([7]).

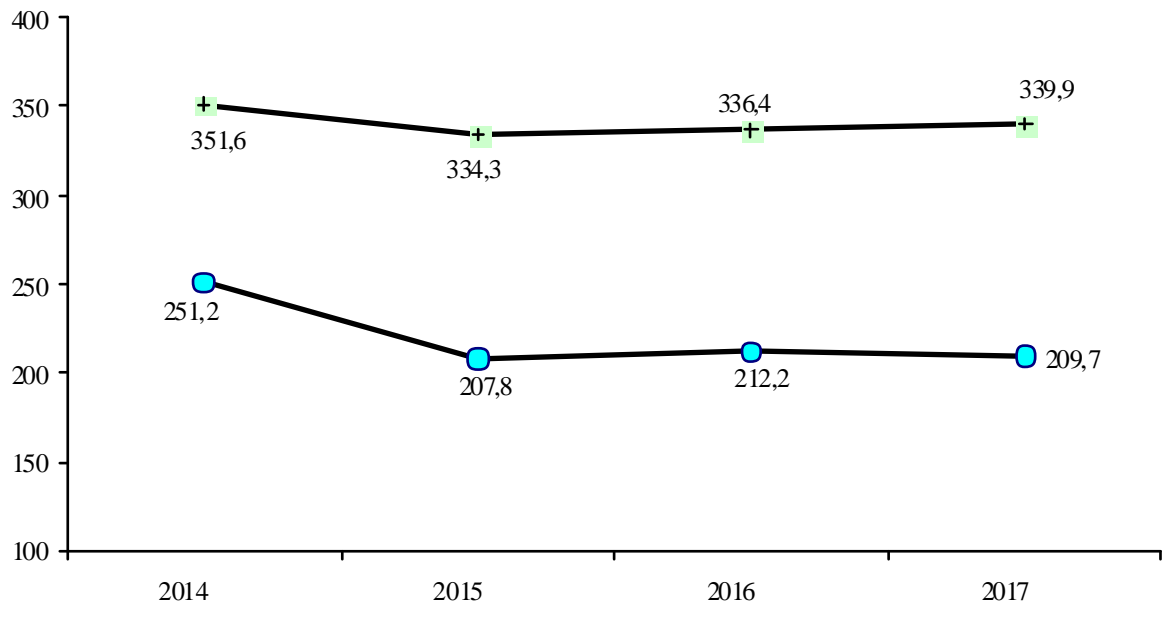
2018 . 104,6 .
 6,6 %
 — 53,0 . (4,4 %); — 128,1 . (2,5 %),
 — 183,6 . (0,3 %), — 5437,9 . (7,4 %) [9].
 39,1 % — 70,8 % — , — 27,1 % (66,0 % 2017 .
 68,3 %, 39,7 %, 67,9 %, 25,1 %). 2018
 2017 .
 7,5 %, — 8,1 %, — 9,9 %.
 7,7 %, — 2018 . — 213,1
 () 141,9 . , — 310,0 . [9].
 2018 . — 18,6 %, 15,4 %, — 12,6 %.
 2017 . 58 , — 45
 — 24 .
 2014–2017 . 2,4 . (+2,5 %);
 — 19 . (+11,5 %).
 12,2 . (-8,5 %). , , , 2014–
 2017 . 4.



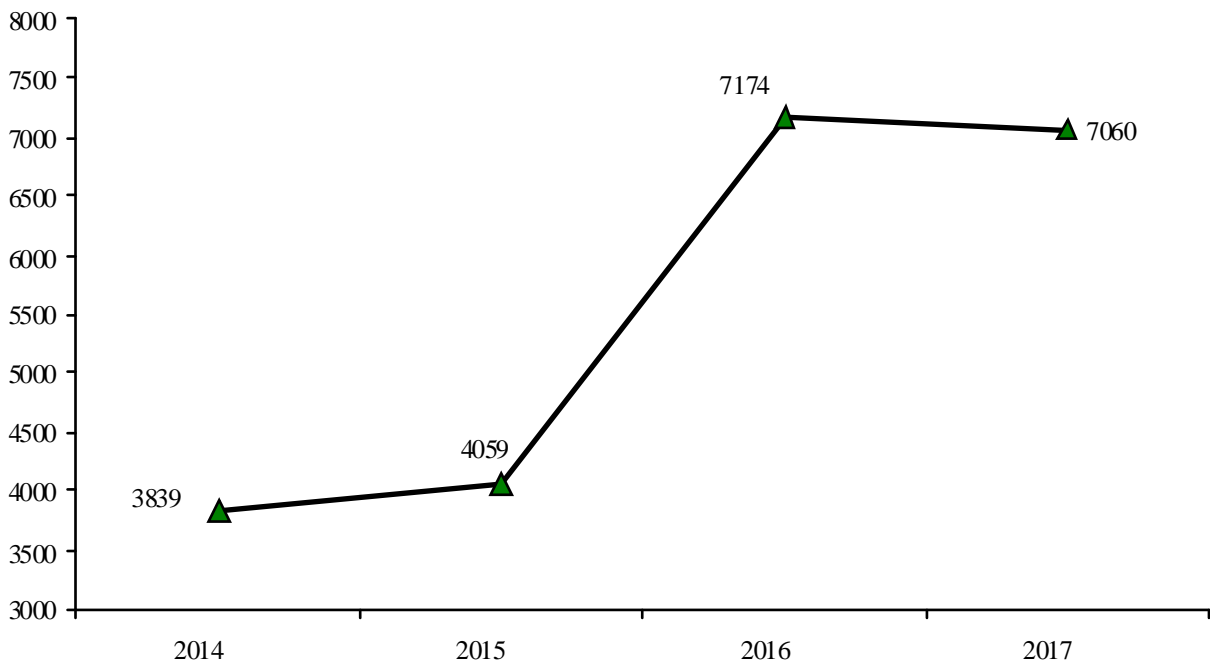
4.
 2014–2017 . ([7]).
 2017 . 2014 .
 () — 1,2 % 16,1 %,
 16,1 % — 84,4 % 68,3 %.
 2017 .
 36 .
 2014–2017 . : 2017 . 2014 .
 30,1 . (-23,7 %). 2014–2017 .
 5.
 2017 . 44 37 .
 2014–2017 . : — 41,5 . (-16,5 %),
 198



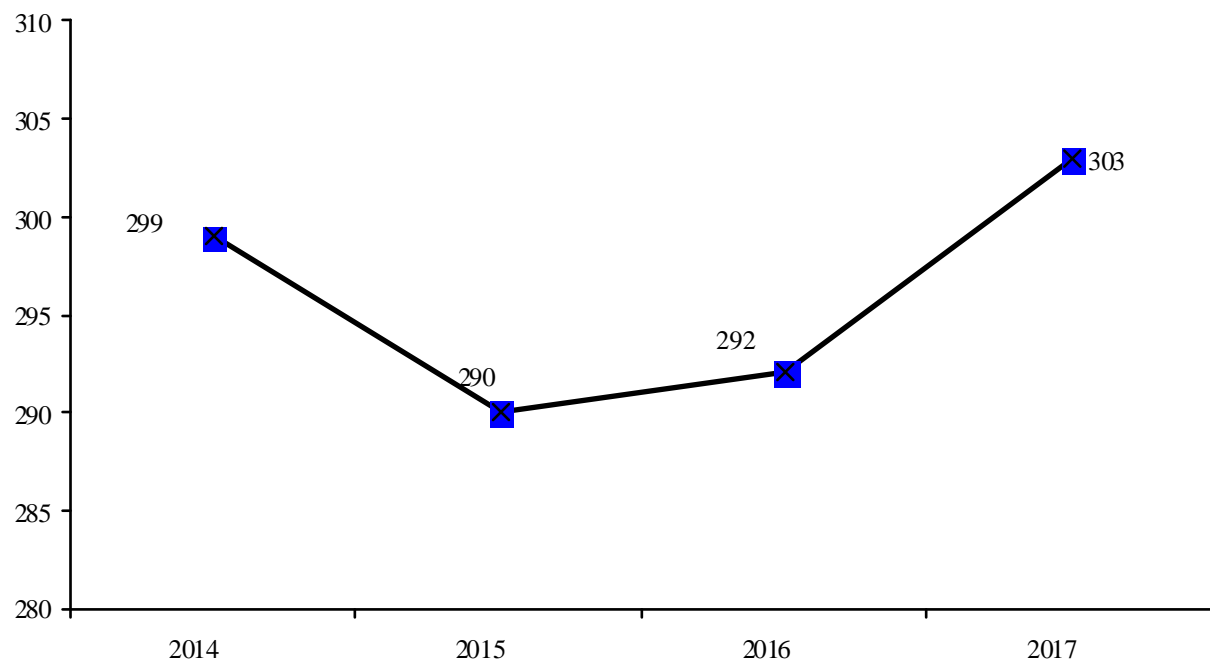
5. 2014–2017 . . . ([7]).
 — 11,7 . . . (-3,3 %).
 2014–2017 . 6.



6. [7]. 2014–2017 . . . ([7]).
 5533 . 2017 . 2014 . 3221
 (+83,9 %).
 2014–2017 . 7.



7. 2017 ., . ([7]). 2014-2017 . 4 . (+1,3 %). 8.



8. 2014-2017 ., . ([7]).
 (, ,).
 2016 . 30,7 . , 16,3 .
 (53,1 %) ; — 39,0 . , 10,3 . (26,4 %).
 200

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...
25%
...

2016 .
43 37
35 160

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[3].

2017 45,5%
... , 45 % ... , 29 % — ... , 23 % (...)
201

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» [4].

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1. 30.01.2010 . . 120 [: 13.10.2019).].— : www.consultant.ru/document/cons_doc_LAW_96953/(
2. 2015 . — [: crimeagreenconomy.ru/images/data/gallery/1_9014_Analiz_ekonomicheskogo_polozheniya_Krima.pdf (: 13.10.2019).]// «».— ,
3. 1.— .20–26. // . — 2019. — /
4. . — 2012. — 2. — . 113–116. /

5. [Elektronnyy resurs]. — Rezhim dostupa: msh.rk.gov.ru/file/pub_235009.pdf (data obrashcheniya: 20.10.2019). — 29 oktyabrya 2014 goda 423 [Elektronnyy resurs]. — Rezhim dostupa: msh.rk.gov.ru/file/pub_235009.pdf (data obrashcheniya: 20.10.2019). — 2015–2017 gody: Postanovleniye Soveta ministrov Respubliki Krym ot 29.10.2014 g. 423 (red. ot 04.12.2017). — Rezhim dostupa: msh.rk.gov.ru/file/postSMRK29_10_2014.pdf (data obrashcheniya: 20.10.2019).
6. [Elektronnyy resurs]. — Rezhim dostupa: msh.rk.gov.ru/file/postSMRK29_10_2014.pdf (data obrashcheniya: 20.10.2019). — 2015–2020 gody: Postanovleniye Soveta ministrov Respubliki Krym ot 29.10.2014 g. 423 (red. ot 04.12.2017). — Rezhim dostupa: msh.rk.gov.ru/file/postSMRK29_10_2014.pdf (data obrashcheniya: 20.10.2019).
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6. Ob utverzhdenii Gosudarstvennoy programmy razvitiya sel'skogo khozyaystva i regulirovaniya ryнков sel'skokhozyaystvennoy produktsii, syr'ya i prodovol'stviya Respubliki Krym na 2015–2020 gody: Postanovleniye Soveta ministrov Respubliki Krym ot 29.10.2014 g. 423 (red. ot 04.12.2017). — Rezhim dostupa: msh.rk.gov.ru/file/postSMRK29_10_2014.pdf (data obrashcheniya: 20.10.2019).
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1

ASSESSMENT OF THE LEVEL OF DEVELOPMENT OF THE REGIONAL INNOVATION SYSTEM AND ITS INSTITUTIONAL SUPPORT

Development innovation is a key component of process of transformation of society, therefore, currently assess the development of the regional innovation system, providing the justification of the assessment and improvement of institutional support of its functioning, taking into account the influence of human factor on the development of social production is a relevant study. The article assesses the level of development of the regional innovation system of the Republic of Crimea on the basis of which the main provisions of innovative development are proposed, implementing the principle of sustainable development of the region, which will create an effective innovation environment in the Republic of Crimea. The institutional support of the regional innovation development system is proposed, the implementation of which will create favorable conditions for the formation of an active legal, investment, scientific and technical, social and financial environment conducive to the commercialization of innovation. It is determined that the development of a regional law on innovation, the creation of a coordinating body for innovation policy and regional innovation development institutions will increase the innovation index of the Republic of Crimea.

Keywords: region, regional innovation system, institutional support.

		2017		2014		2017		2014	
		тыс. руб.	тыс. руб.	тыс. руб.	тыс. руб.	тыс. руб.	тыс. руб.	тыс. руб.	тыс. руб.
		1,3	1,3	1,3	1,3	1,3	1,3	1,3	1,3
		563	563	563	563	563	563	563	563
		131	131	131	131	131	131	131	131
		61	61	61	61	61	61	61	61
		9	9	9	9	9	9	9	9
		5	5	5	5	5	5	5	5
		27	27	27	27	27	27	27	27
		27,4	27,4	27,4	27,4	27,4	27,4	27,4	27,4
		8	8	8	8	8	8	8	8
		1	1	1	1	1	1	1	1
		41,9	41,9	41,9	41,9	41,9	41,9	41,9	41,9
		7,9 %	7,9 %	7,9 %	7,9 %	7,9 %	7,9 %	7,9 %	7,9 %
		— 14,9 %	— 14,9 %	— 14,9 %	— 14,9 %	— 14,9 %	— 14,9 %	— 14,9 %	— 14,9 %
		— 3,4 %	— 3,4 %	— 3,4 %	— 3,4 %	— 3,4 %	— 3,4 %	— 3,4 %	— 3,4 %
		— 6,3 %	— 6,3 %	— 6,3 %	— 6,3 %	— 6,3 %	— 6,3 %	— 6,3 %	— 6,3 %
		— 13,2 %	— 13,2 %	— 13,2 %	— 13,2 %	— 13,2 %	— 13,2 %	— 13,2 %	— 13,2 %
		— 31,7 %	— 31,7 %	— 31,7 %	— 31,7 %	— 31,7 %	— 31,7 %	— 31,7 %	— 31,7 %
		— 16,8 %	— 16,8 %	— 16,8 %	— 16,8 %	— 16,8 %	— 16,8 %	— 16,8 %	— 16,8 %
		— 5,9 %	— 5,9 %	— 5,9 %	— 5,9 %	— 5,9 %	— 5,9 %	— 5,9 %	— 5,9 %
		206	206	206	206	206	206	206	206
		— 2019 —	— 2019 —	— 2019 —	— 2019 —	— 2019 —	— 2019 —	— 2019 —	— 2019 —

I.

2014–2017 . *

	2014	2015	2016	2017	2017 2014
-	15	23	21	20	5
-	1550	1676	2096	2113	563
•	66	74	74	111	45
•	204	237	231	290	86
-	1896	1907	1912	1914	18
-	41,7	45,4	43,4	41,9	0,2
-	511,9	1235,9	1410,9	1487,7	975,8
-					
•	508,0	1052,0	1275,3	1393,5	885,5
•	279,8	849,4	769,3	723,3	443,5
-	—	—	—	—	—
-	66	75	102	86	20
-	189439,2	265970,6	315918,5	359110,4	169671,2
, %	11,5	5,1	2,8	3,8	- 7,7
-	—	—	2	6	—

* [2].

2014, 975,8 2017
 2014
 885,8
 279,8
 849,4 2016
 :
 • (« », « »),
 • :
 1. 1000
 :
 = — × 100%

2.
2014–2017 .*

	2014	2015	2016	2017	2017 2014
-	0,081	0,087	0,109	0,11	0,029

* [2].

3. 100

2.
15–72

$$= \frac{\quad}{15-72} \times 100\%,$$

— 15–72 ; 15–72 —

3. 2014–2017 .*

	2014	2015	2016	2017	2017 2014
100 15–72	2,2	2,38	2,27	2,19	-0,01

* [2].

3. , %

$$= \frac{\quad}{\quad} \times 100\%,$$

— , ; —

4. 2014–2017 .*

	2014	2015	2016	2017	2017 2014
	0,27	0,46	0,45	0,41	0,14

* [2].

2017

2014,

• ;

• ;

• IT- , « »;

• ; IT- «

» 377- 29.11.2014 .,

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2018

1317 , [4].

(,),

2014 ,

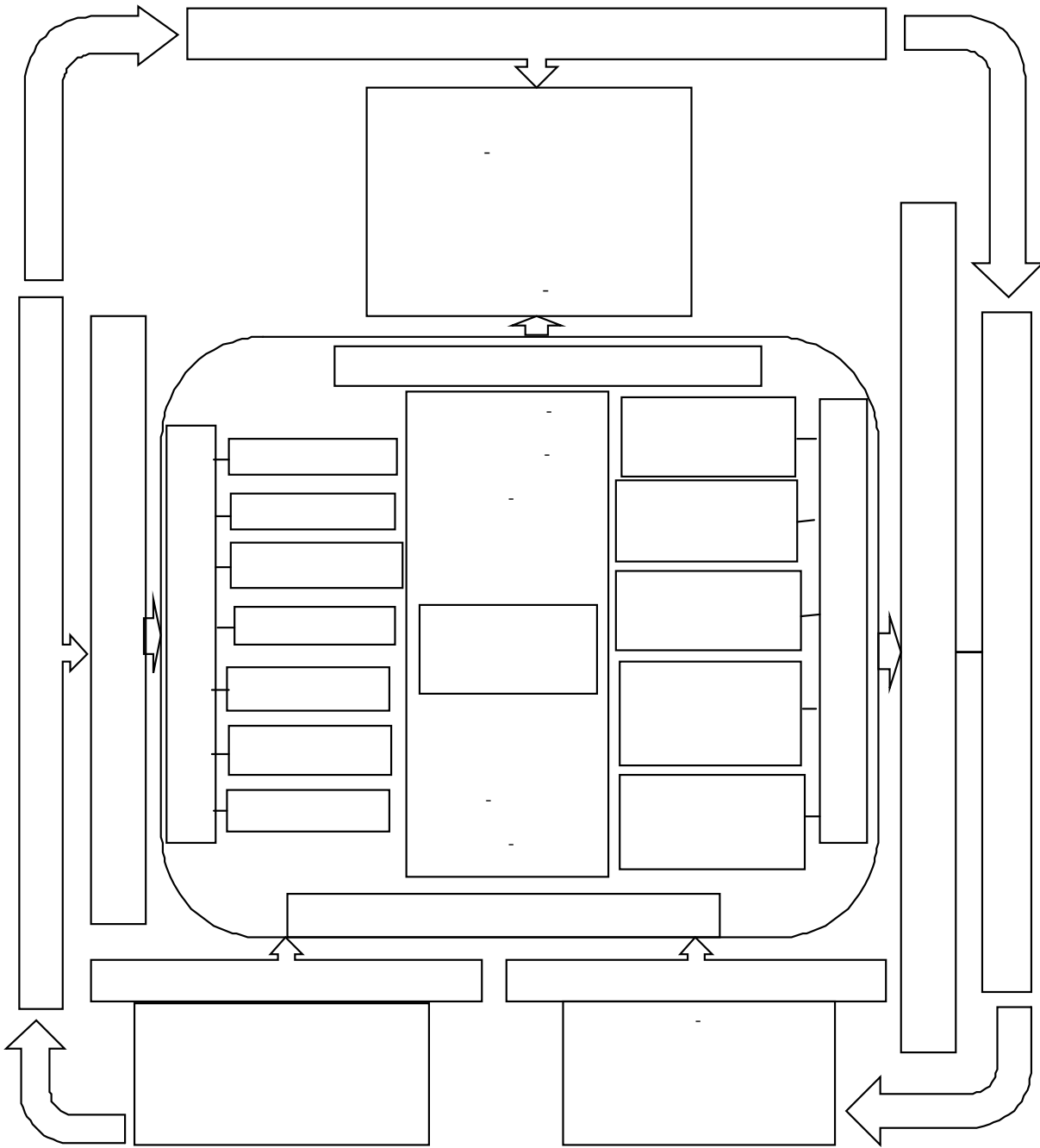
5 2013

86 , 56 —

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1. 6, 2020. — 264 . // . — « / . . . ».— .: , . . . ,
2. Main.htm (: 30.09.2019). [].— : gks.ru/bgd/regl/b18_14p/
3. () [].— : 29.11.2014 377-
(: 30.09.2019). : www.consultant.ru/document/cons_doc_LAW_171495/
4.].— : economy.gov.ru/minec/activity/sections/reestrsez/2016190202 ([: 30.09.2019).
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[358.53-047.37 : 637.14] (292.471)

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PRICING AS A TRIGGER OF CONSUMER BEHAVIOUR WHEN IN THE CHOICE OF MILK ON THE REGIONAL COMMODITY MARKET

— PAPI),
SPSS Statistics),

It has been established, that price is one of the main elements of the marketing mix, accounting by the producer of which is necessary, when generating enterprise profits. On the other hand, the price is one of the key factor, when deciding on the purchase of consumer goods, in particular of everyday demand. Considering these two aspects leads to the establishment of a price — optimal, from the point of view of the seller (producer), and — psychologically acceptable, from the point of view of the buyer (consumer). The study of price sensitivity as a trigger for consumer behaviour in the regional commodity market determines the relevance and purpose of the study.

The methodological basis of the study are: the method of direct individual interviewing using paper questionnaires (Paper Assisted Personal Interviews, PAPI), traditional methods of statistical analysis and data processing (including the computer program SPSS Statistics), the method of classification analysis, grouping method, graphic technique.

The article presents general trends in the development of the milk market in Russia and the Republic of Crimea, its price characteristics, considers aspects of the influence of the pricing factor (as one of the key ones) on consumer behaviour and decision-making on the choice of milk. The authors present the results of a study of the sensitivity of milk buyers to price in order to determine the psychologically optimal and economically feasible prices for this product on the milk market in the Republic of Crimea.

Keywords: marketing mix, optimal price, pricing, buyer's sensitivity to price, consumer market, milk production, milk consumption, regional commodity market.

() 20 30 % [9; 10].

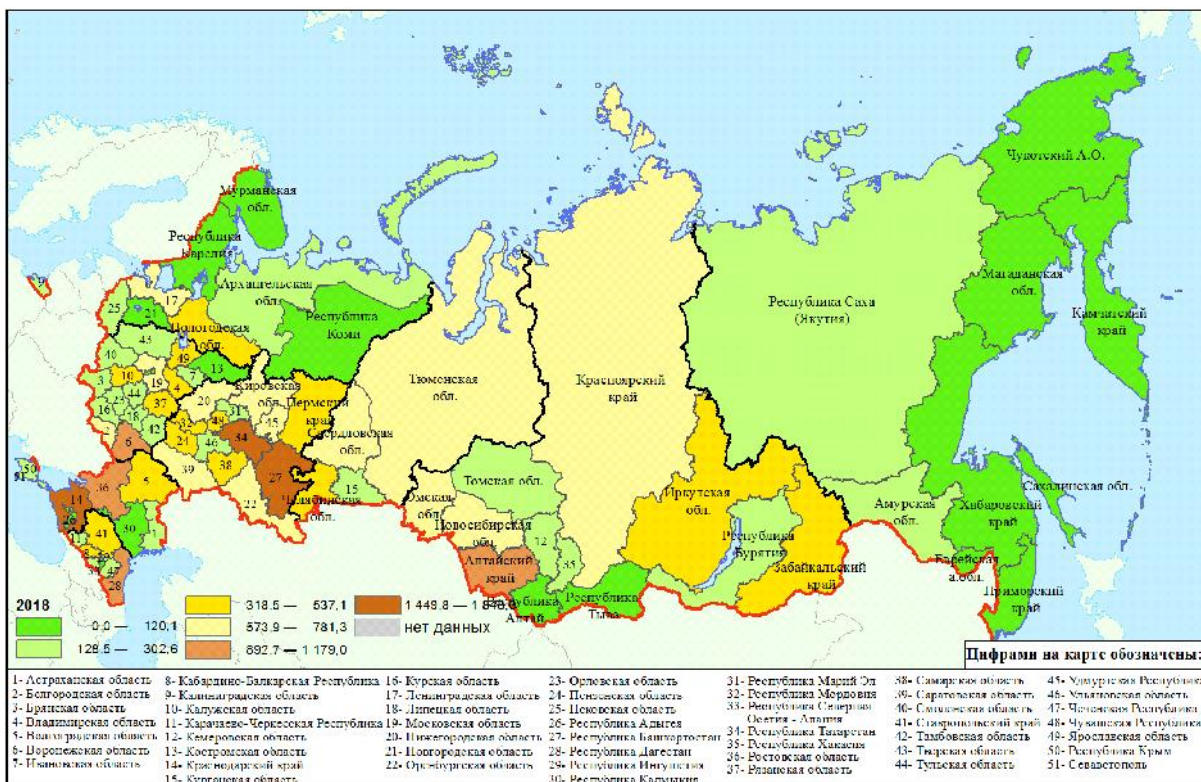
2016 (.1).

I. 2009–2018 . *

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
	32315	31508	31204	31197	29865	29995	29887	29787	30185	30640
%	-	100,3	97,5	99,0	100,0	95,7	99,6	99,6	99,7	101,3

* [12]

2018 . (-
 — 1,5 . , — 1,1 .) 209,8 . [12] (.1).



I. 2018 . . . [12]

30 %

Agency, — DIA)

2018 .

(Dairy Intelligence

173,0

187,2

[13].

35–40 %.

2009–2016 . [12]:

2017 . 231 ,
 100 320-
 340 (5 2017/2016 ., 8 2017/2015 ., 13 2017/2014 .).
 (—) 2018 .
 227-230 / (4 . 2018 . 2017 .).
 :
 (2018 . — 0,1 % , 2017 . —
 1,1 %, 2016 . — 6,0 %, 2015 . — 3,2 %) [14].
 (. 2).

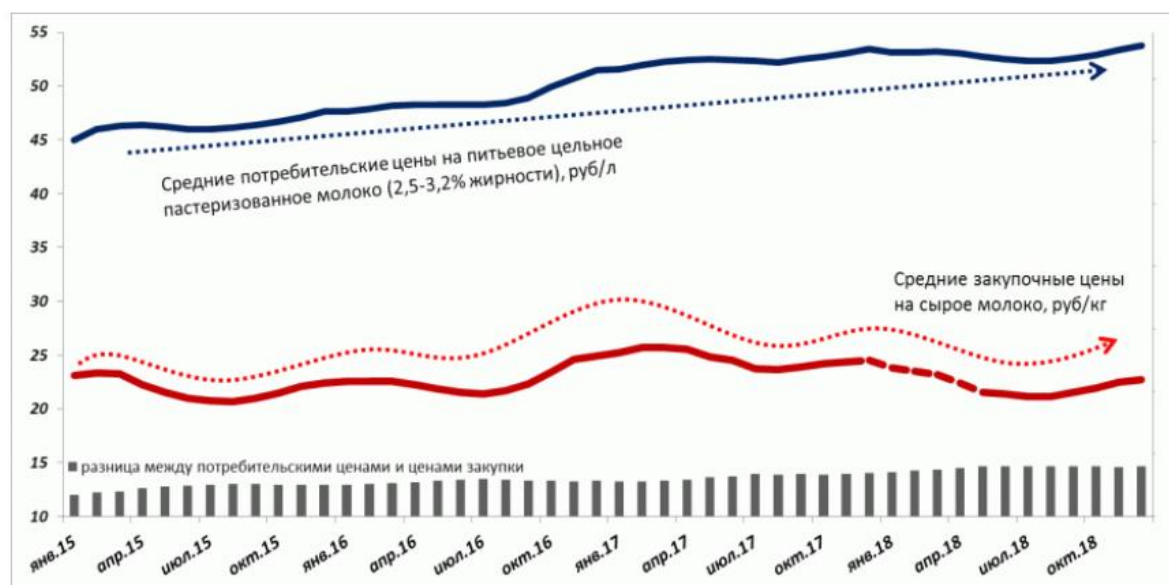
2.
 2014-2017 ., *

/	2014	2015	2016	2017
	244	239	236	231
	227	219	218	216
	215	208	207	205
	258	240	230	226
	190	168	165	165
	223	224	224	224
	213	207	207	198
	201	197	197	195
	274	261	257	254
	147	141	138	138

* [15].

2017 . 93)
 89 66 . (. 116) [15].
 2018 . 10 %
 2017 . 0,9 % [16] (. 2).
 2,5-3,2 % , 1 ,
 (. 3).

2017 . — 2019 . 2,5-3,2 %
 3.
 [17] 6,22 % 61,5 / , 2019 . 5,90 %
 65,13 / . : 2017 .
 — 62,38 / ., 2018 . — 65,69 / ., 2019 . — 69,84 ., 2018 .
 2017 . 5,31 %, 2019 . — 6,32 %.
 [18];
 19] 7,46 . 2018 ., 4,40 . 2017 ., 7,16 . 2016 . 2,46 . 2015 ., . .
 2017 . 726 . (. 4).



2. (/) 2015 – 2018 (/) [16]

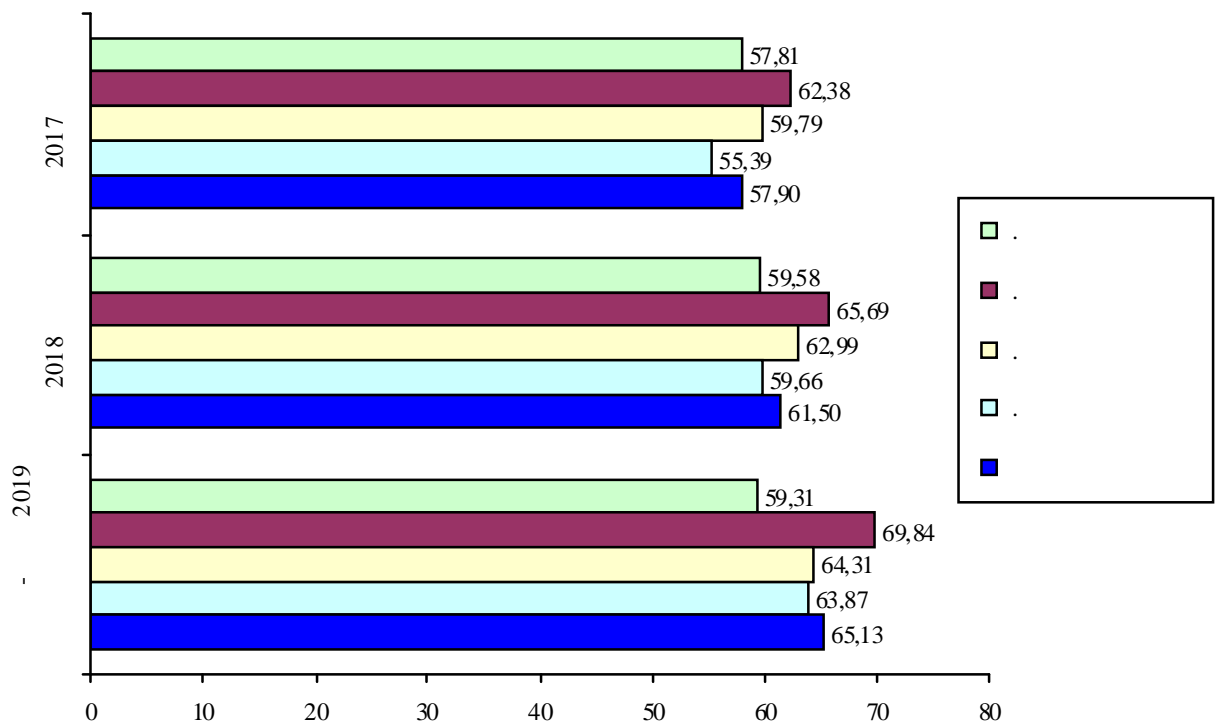
3. 1, 2017 – 2019 , 2,5–3,2 % *

2019 .					
	64,16	61,99	64,62	69,97	62,16
	64,40	63,38	62,36	69,97	62,56
	64,65	63,22	63,26	70,46	62,91
	64,96	63,89	63,54	69,94	63,26
	65,03	64,15	64,74	68,12	63,75
	65,8	64,46	65,29	69,79	65,48
	66,90	65,98	66,38	70,64	35,03
2018 .					
	60,13	58,61	61,75	63,21	58,76
	60,15	58,31	62,00	63,90	58,60
	60,87	59,43	62,15	64,75	58,07
	60,25	58,86	60,56	63,85	58,93
	60,73	59,27	62,13	64,13	58,78
	60,85	59,22	63,18	64,04	58,93
	60,97	59,21	63,51	64,04	59,57
	61,60	59,57	63,34	65,72	60,30
	61,82	59,57	64,08	66,16	60,41
	62,98	60,79	63,96	68,77	60,03
	63,31	60,60	64,65	69,71	61,01
	64,39	62,50	64,51	69,98	61,59
2017 .					
	57,57	54,70	58,26	63,77	57,09
	58,00	55,18	58,42	64,31	57,37
	57,34	55,08	59,07	61,25	57,45
	57,01	54,21	59,17	61,36	58,02
	58,20	55,62	59,49	62,84	58,73

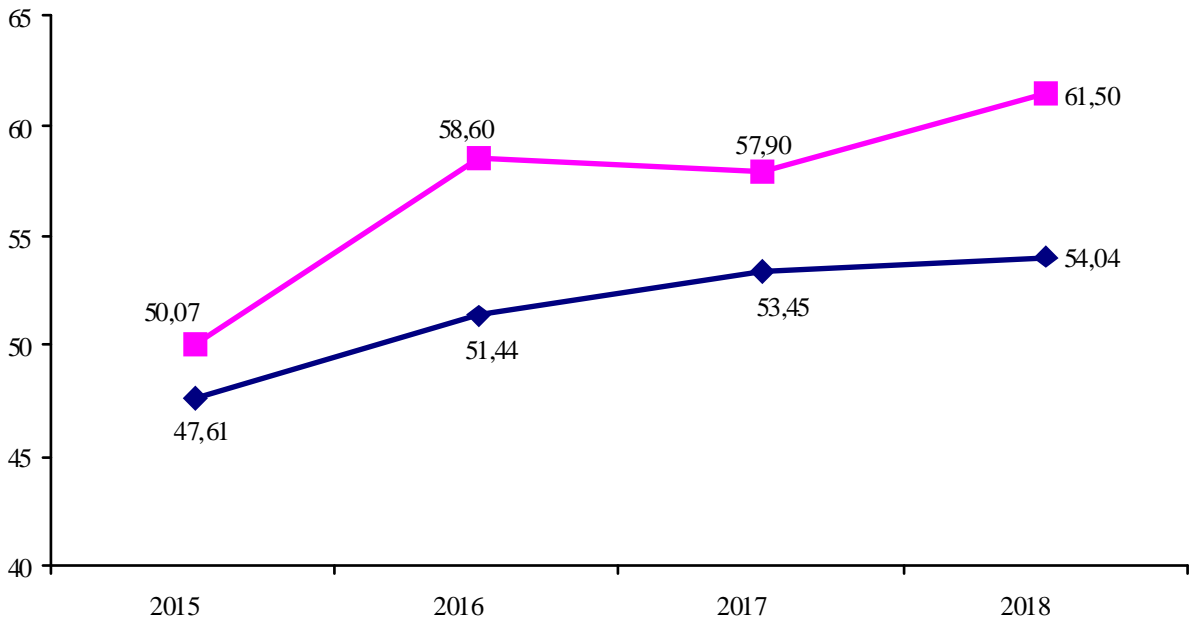
2017 .					
	57,39	54,59	59,62	61,79	58,25
	57,88	55,61	59,90	61,48	58,25
	57,94	55,61	60,19	61,48	58,42
	57,93	55,61	59,62	62,24	57,59
	58,29	55,89	60,30	63,17	56,80
	58,56	56,05	61,54	62,78	57,69
	58,70	56,47	61,90	62,03	58,05

* [17].

(.6).



3,2 % .3. 1 2017 . - - 2019 . 2,5- [17].



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1

2015–2018 . . (2,5–3,2 % [18; 19])

(43,48 %) - , 32,61 %
, 17,39 %

6,52 %

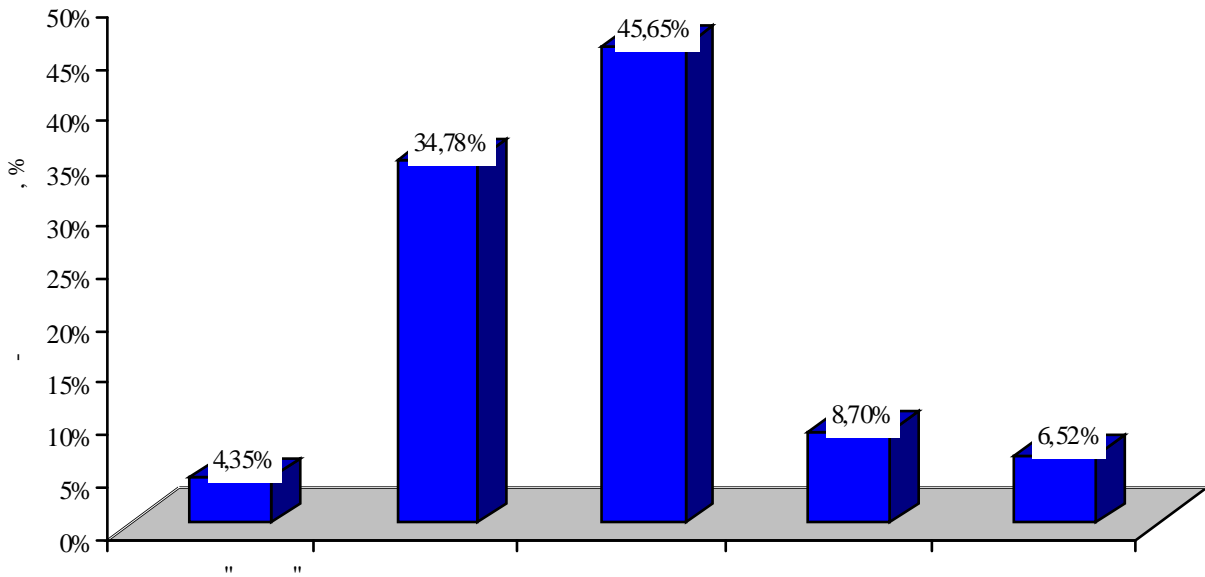
, (. 7).
, 1 , -

4,35 %

84,78 %

, 10,87 %
3 .

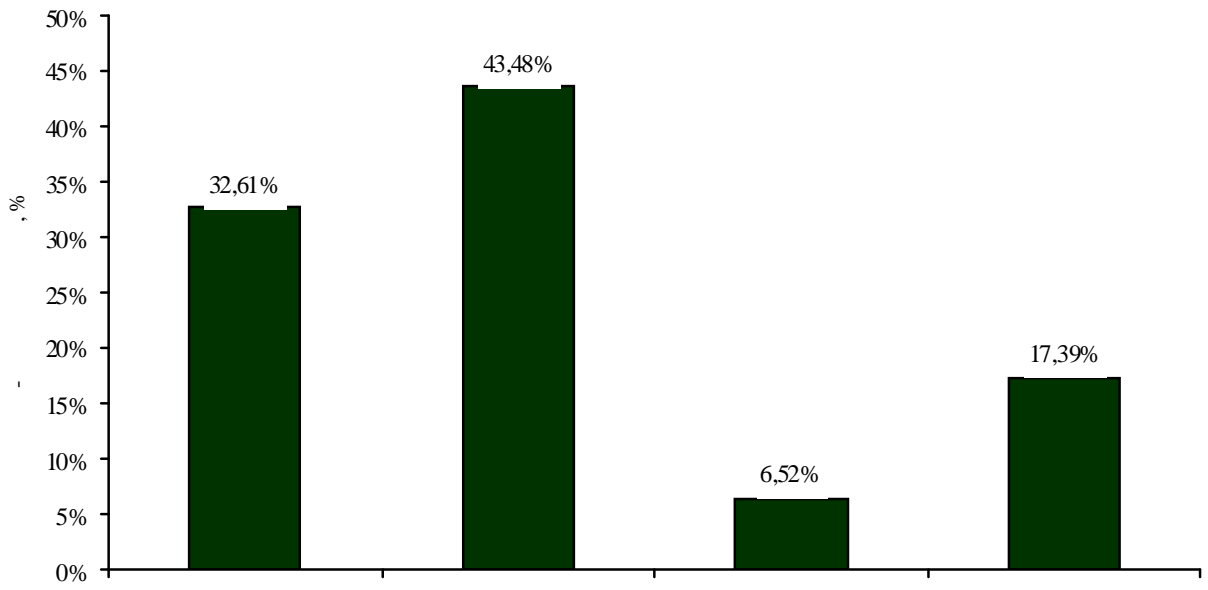
0,5



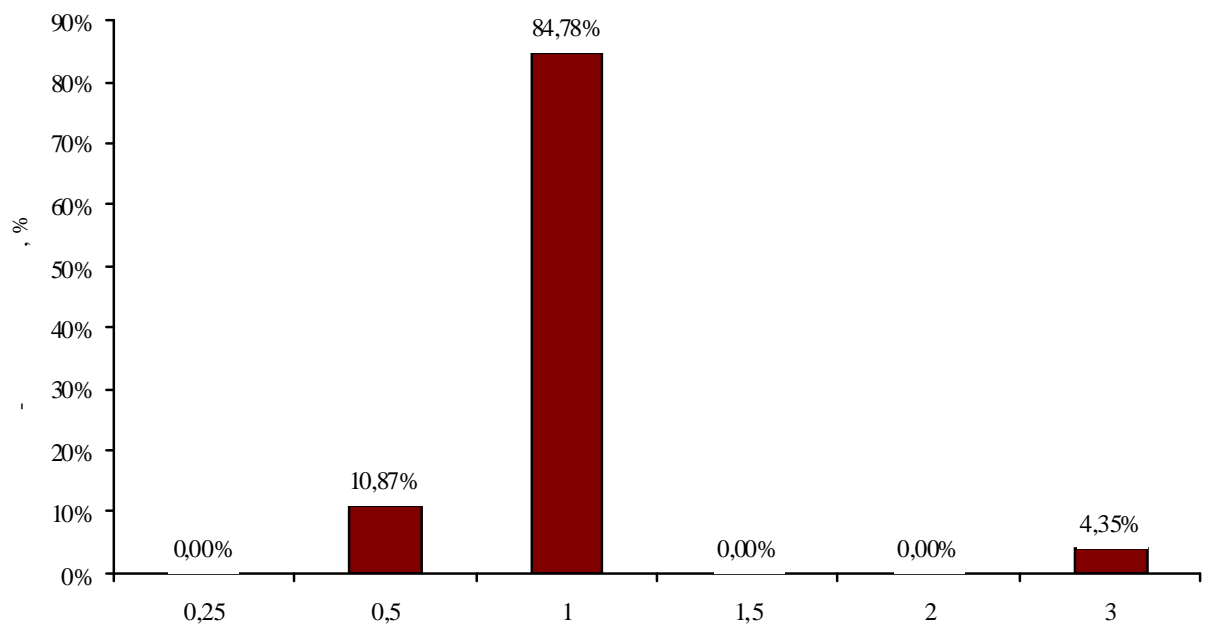
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)

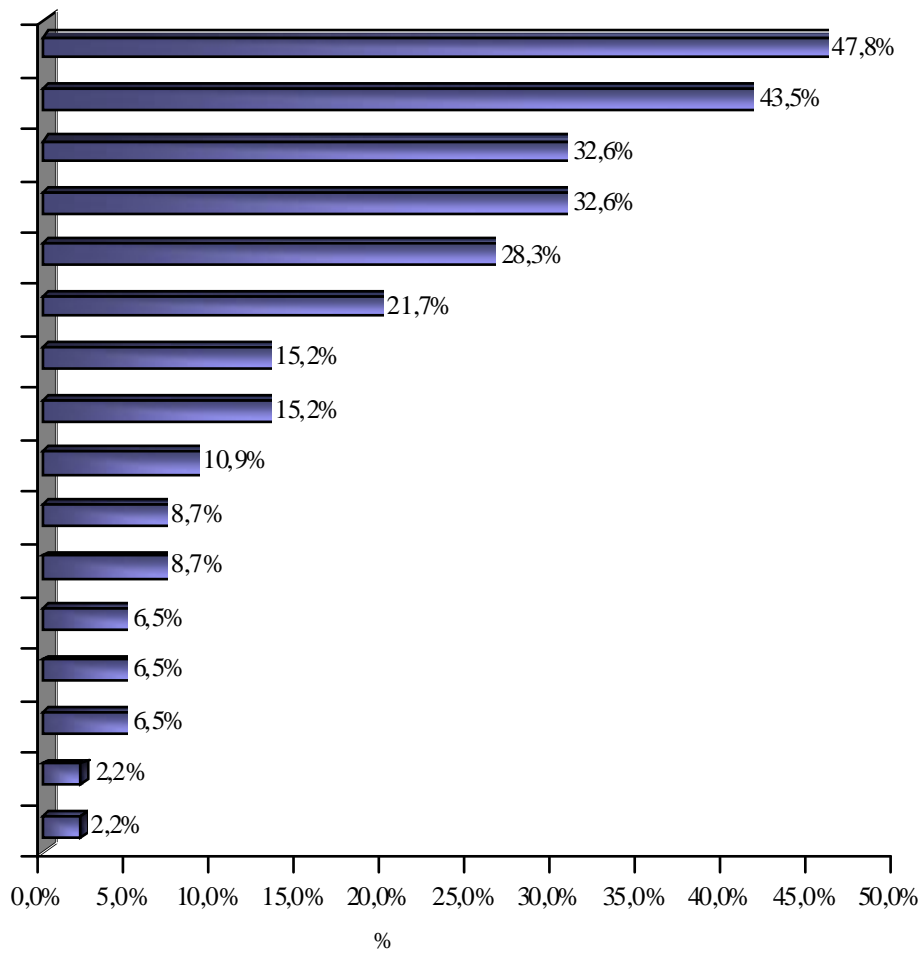
, % (



6.) , % () , , , , (.8). () , 47,8 % « » , 43,5 % « »



7.) , % ()



. 8.

, % ()

« » 32,6 % . « », « » « -
 » 28,3 %, 21,7 %, 15,2 % .
 , 15,2 % « -
 ». « »,
 « », « », « », « - « », « »,
 10,9 %, 8,7 %, 8,7 %, 6,5 %, 6,5 %, 2,2 % 2,2 % -
 6,5 % .

9

25.000 . 26,03 % -
 « », « », « », « », « », « -
 « », « - », « », « » ,
 10.001–15.000 .
 41,67 % 1
 1 28 ., 4 % , 11 % — 34 . 40 -
 22 % , 46 ., 2 % 64 . (52 . -

222

Средний размер дохода на 1 члена семьи в месяц

Значение	%	F
до 10000	26,09	12
10001-15000	23,91	11
15001-20000	19,57	9
20001-25000	10,87	5
свыше 25000	19,57	9
ИТОГО	100,00	46

Молоко каких торговых марок Вы предпочитаете покупать?
 $n=133$ | $X^2=16,945(0,002)$ | $DF=4$ | на $1DF=4,236$

Сакское, Черноморское, Университетское, Агрокомплекс, Крымский молочник, Кубанская буренка...

Значение	%	F
до 10000	21,92	16
10001-15000	13,70	10
15001-20000	24,66	18
20001-25000	13,70	10
свыше 25000	26,03	19
ИТОГО	100,00	73

Вкуснотеево, Простоквашино, Брест-литовское, Джанкойское, ФрауМу, домашнее

Значение	%	F
до 10000	25,00	15
10001-15000	41,67	25
15001-20000	16,67	10
20001-25000	5,00	3
свыше 25000	11,67	7
ИТОГО	100,00	60

Общий процент правильной классификации: 26,67%(+0,00%)

. 9.

46%

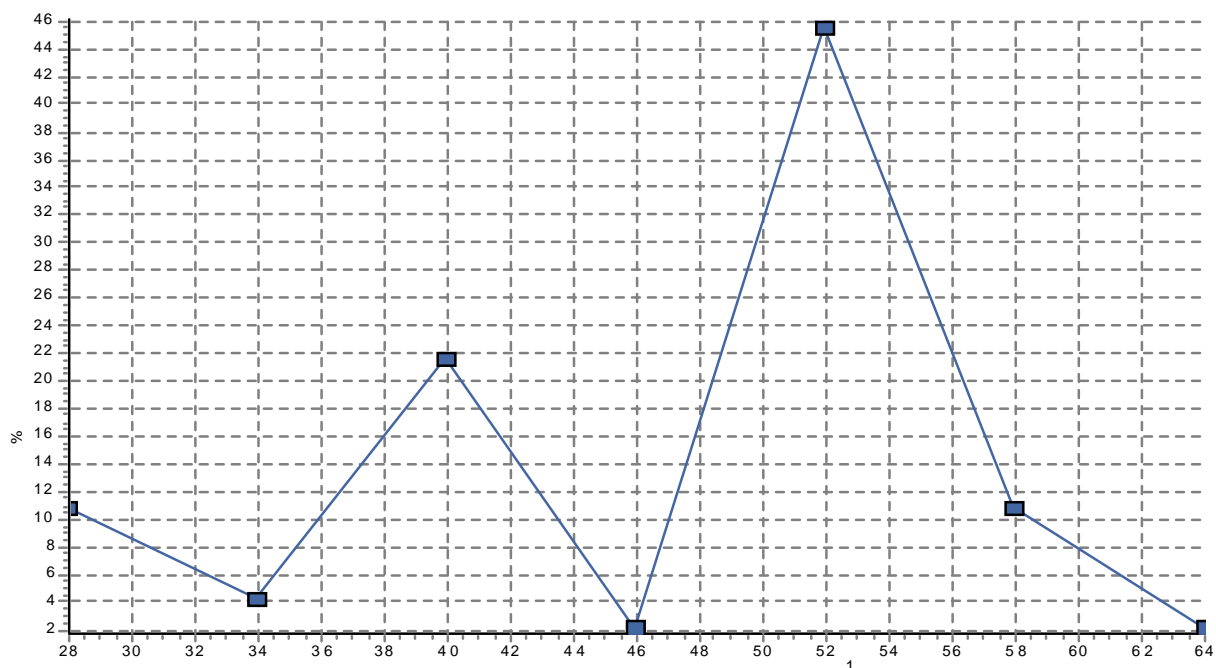
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40 .. 24 %

11 %

— 50 .. 60

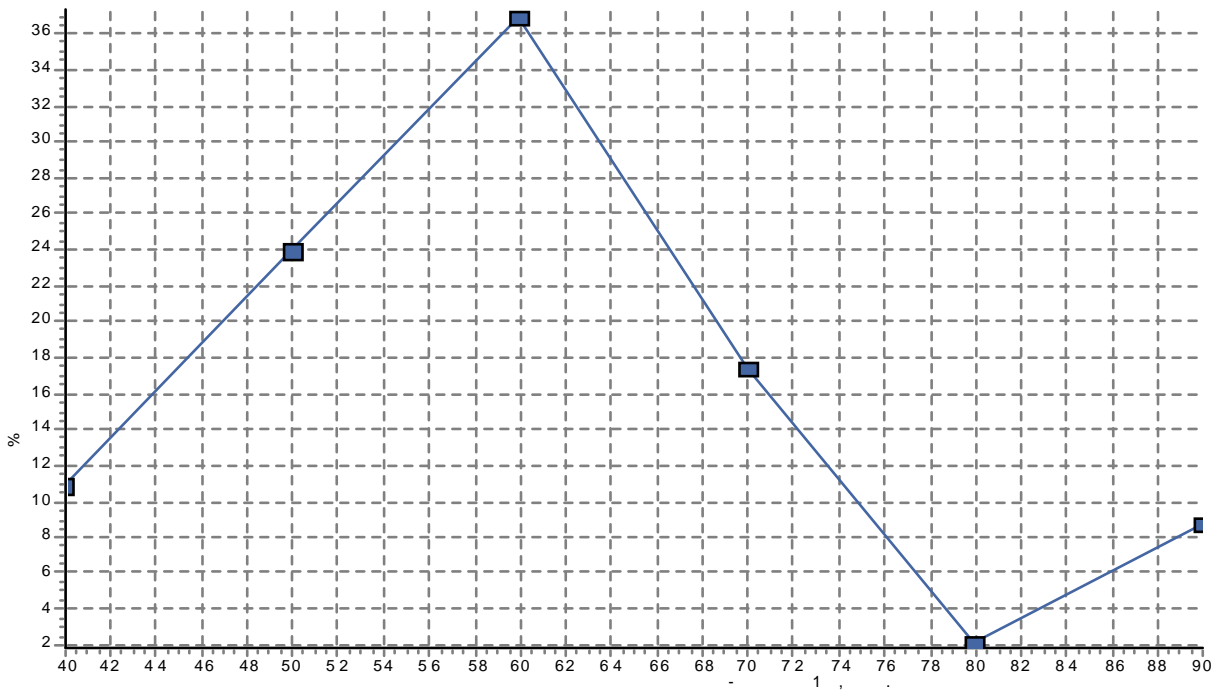


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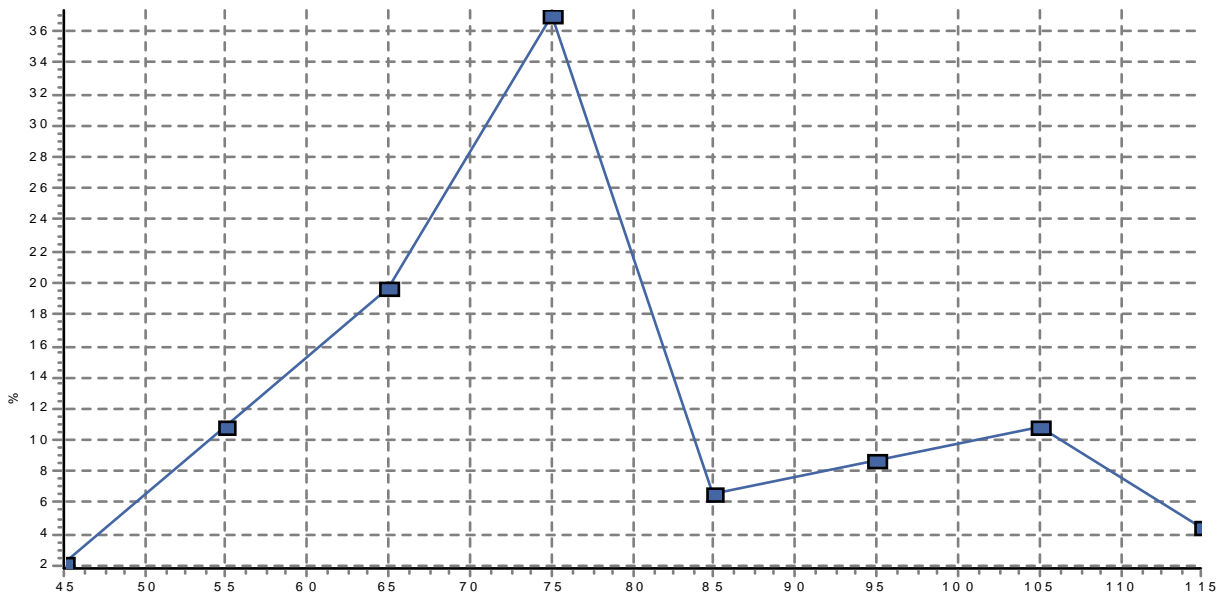
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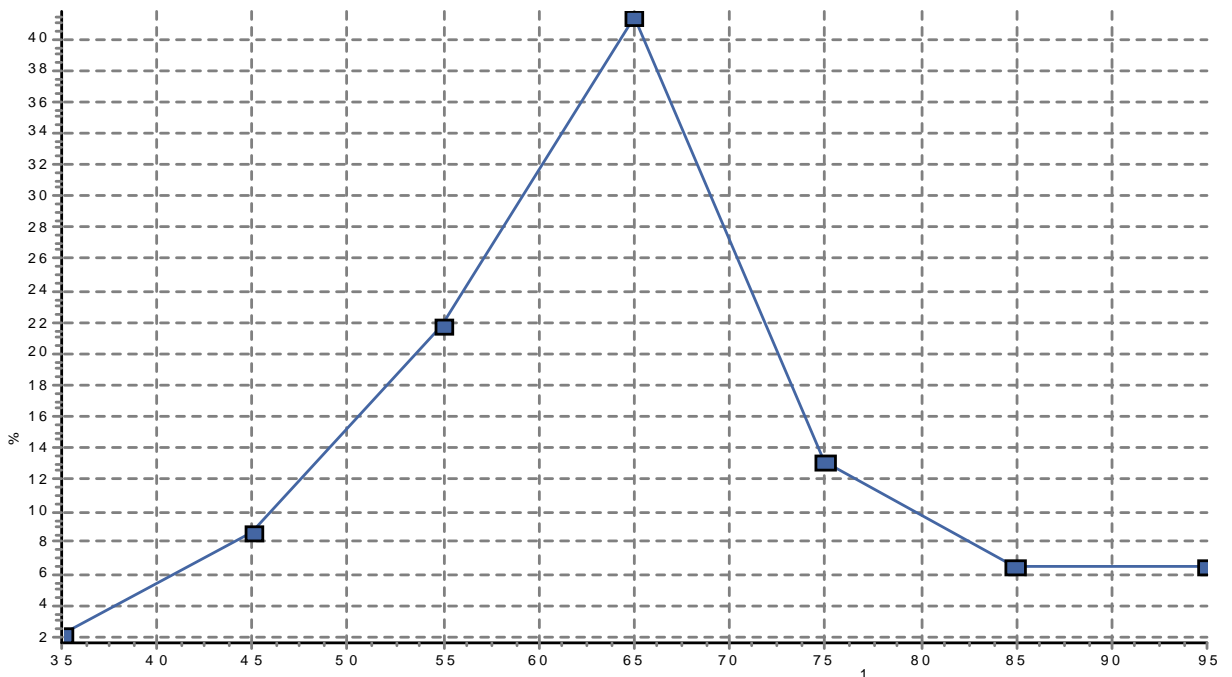
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 36% , 70 . 17% , 80 .
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 , 2% — 55 . 65 . 1
 45 . , 11% 20%

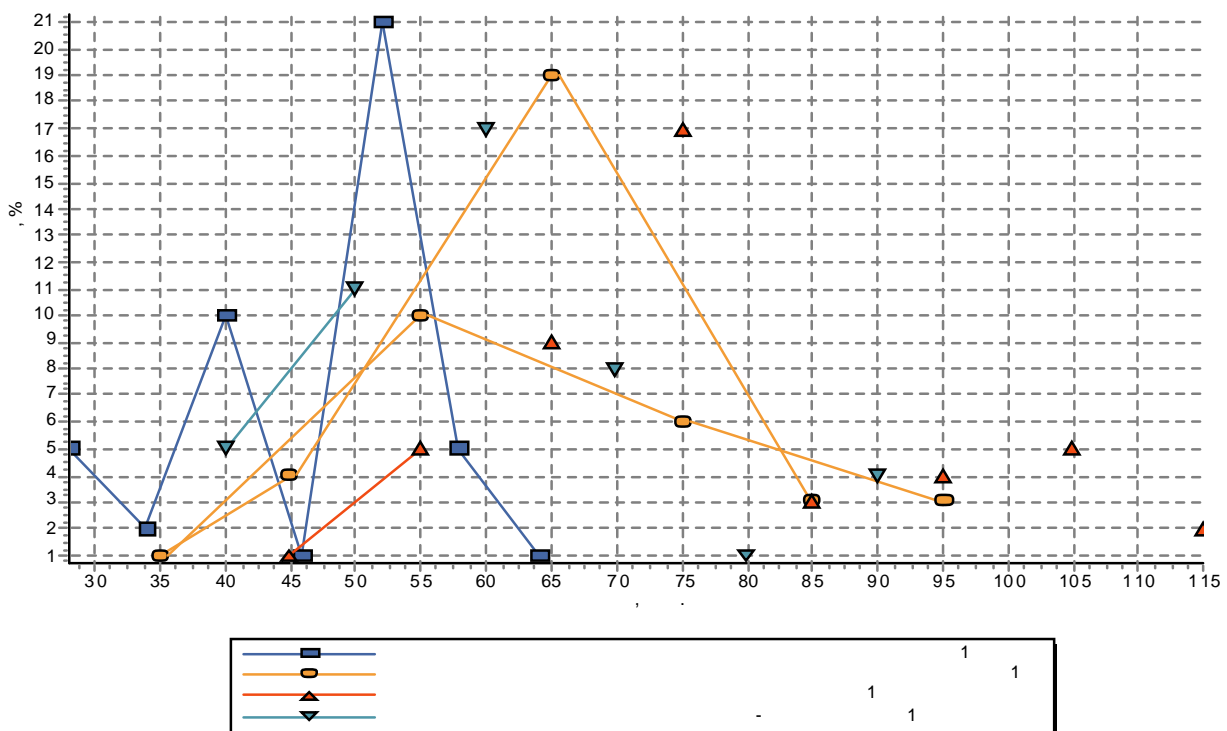


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1 , % ()



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 1 , % ()
 115 . (,75 . 37% ()).
 4% . 2% 1 -
 35 , 9% — 45 .
 65 . 1 — 45% .
 75 . 1 13% ,
 85-95 . 8,5% .
 14. 52 „ — 60 „
 — 65 . — 75 .
 1
 (.15).
 5% 15% 35 „ 80% 55 . 1
 105 .
 2016 „
 ()
 2018 . 2015-
 , 45,65% , 8,7% , 34,78% , 10,87%
 « ».
 (43,48%) - , 1/3 (32,61%)



. 14.

1 , % ()

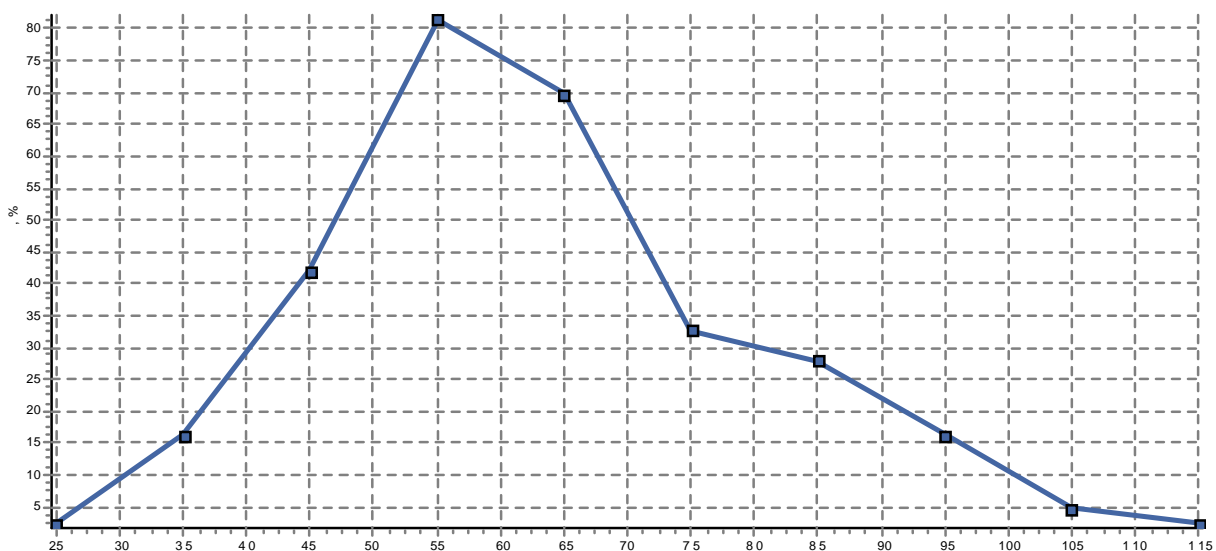
84,78 % , 47,8 %

« » « », 43,5 % « ; » , -

32,6 % ;

1 - 60 , 1 - 65 . 75 . 52 . ;

55 1 80 %



. 15.

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Bondarenko Evgenii Vladimirovich,

third-year postgraduate student of the Department of Enterprise Economics,
Institute of Economics and Management (structural subdivision),
V.I. Vernadsky Crimean Federal University,
Simferopol, Russian Federation.

THE IMPACT OF INFLATION ON BUSINESS AND INVESTMENT

Entrepreneurship is the basis for the successful development of the economic system, both of the country as a whole and of its structural units. The development of entrepreneurship is directly related to the investment sphere. Creating a favorable investment climate is an important task for the state. The propensity to invest depends on a number of factors and the prevailing market conditions.

The main objective of the study is to study the impact of price increases, in the long term, on the development of the region's economy, entrepreneurship and investment activity of firms and organizations.

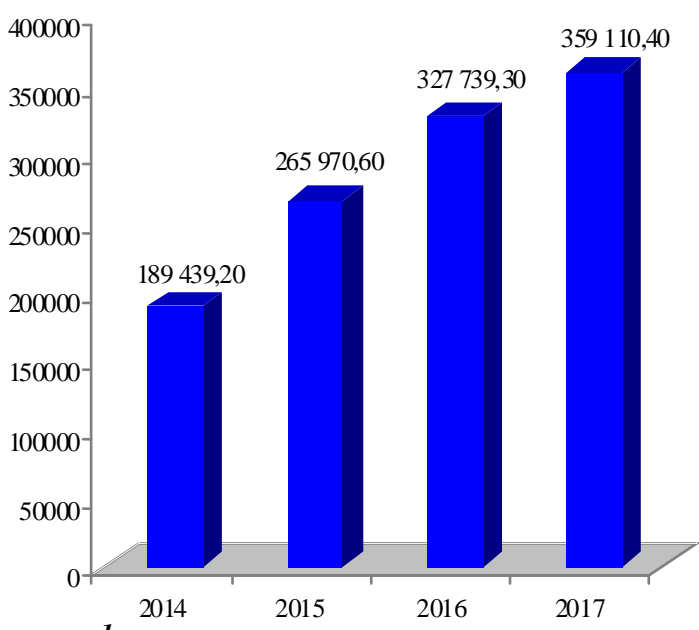
The study of this problem is based on the application of a set of methods, including methods of logical analysis and synthesis, theoretical generalization and scientific argumentation, concretization and comparison, the deduction method, and a systematic approach.

The object of the study is the totality of enterprises of the Republic of Crimea, including both the public and private sectors, the resulting performance indicators of which are: gross regional product and the volume of investment in fixed assets.

The study revealed that the cumulative price increase for the analyzed period of time is higher than the cumulative increase in wages, which affected low consumption growth rates. In this regard, the increase in investment capital is also slowing down, which affects the growth rate of GRP. It was revealed that the degree of depreciation of fixed assets in the Republic of Crimea is at a higher level than the average for the Russian Federation.

The rationale is given and the reasons for the processes developed in the economy of the Republic of Crimea associated with rising prices for goods and services are identified. A number of recommendations are formulated aimed at overcoming negative trends in pricing.

Keywords: inflation, entrepreneurship, investment, GRP, consumption.



. I.

[6]

230

[6].

(. 1),

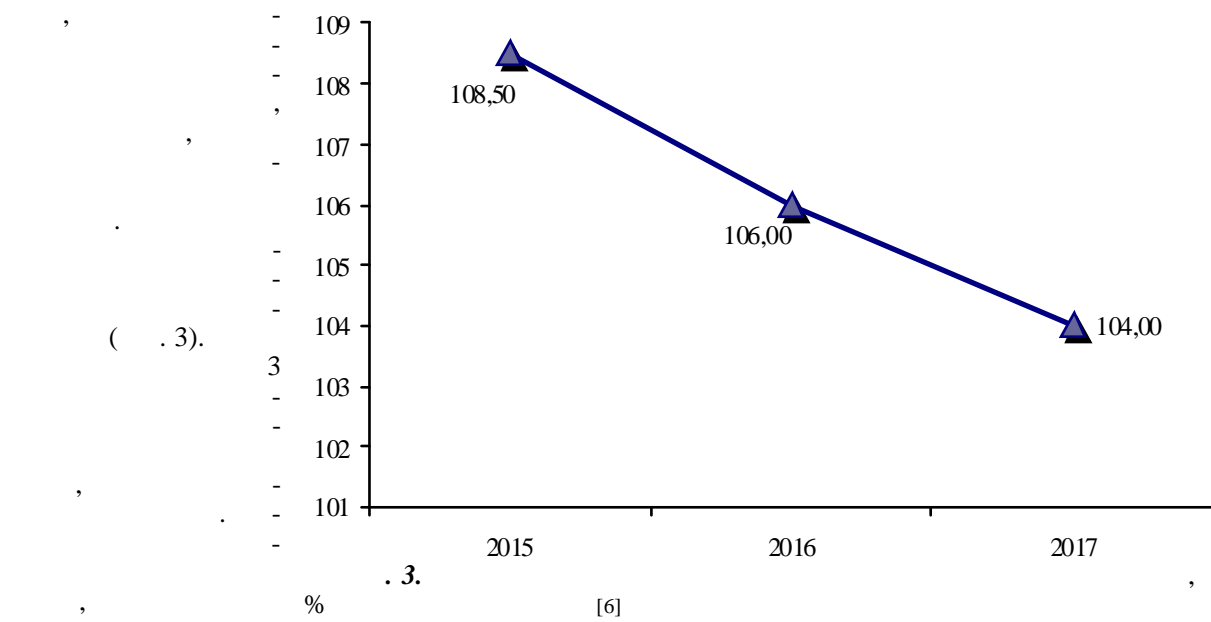
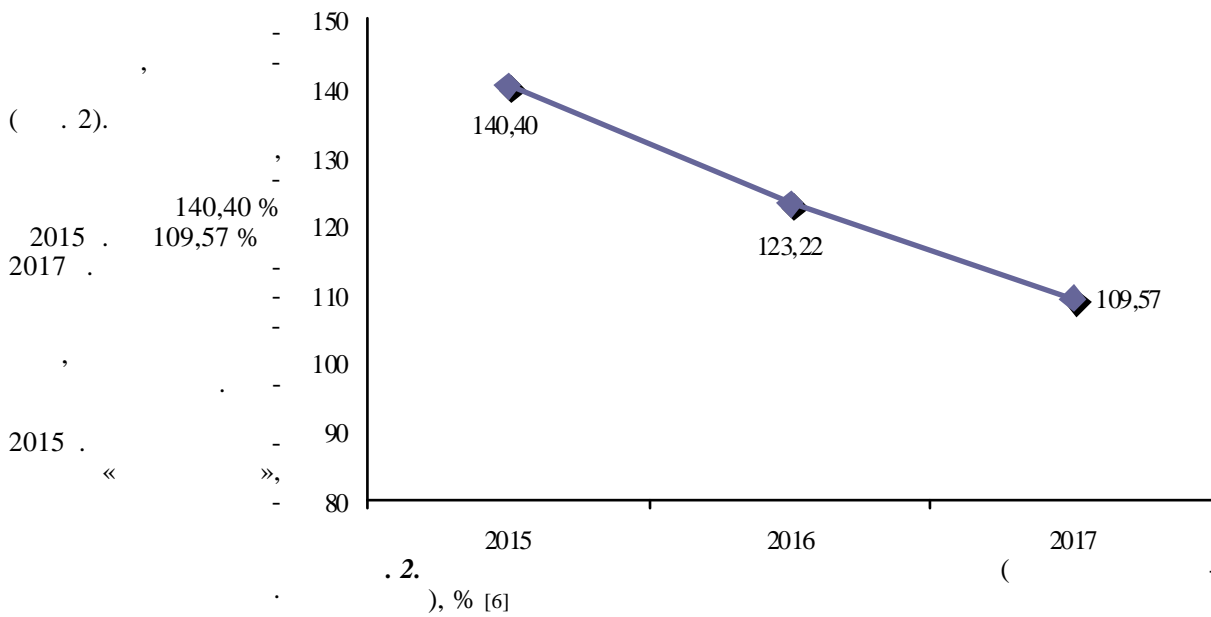
. 1.

2014
169 671,20

2017
1,90

2022

».

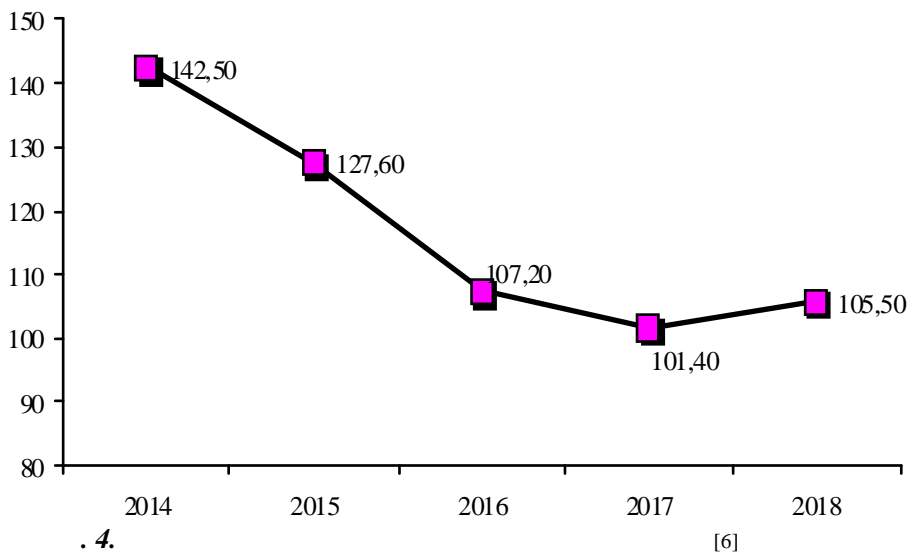


» (. 4).

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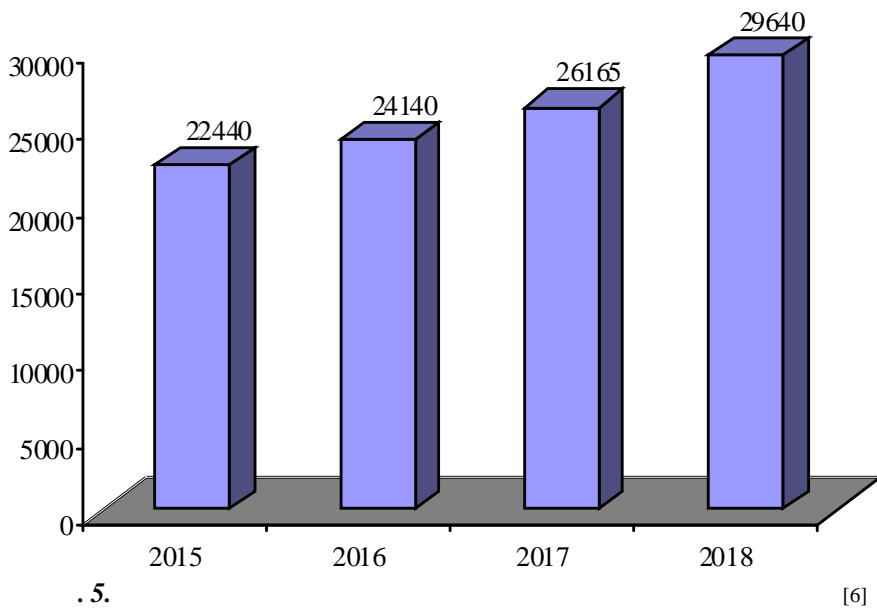
2017 .
105,5 % 2018 .

2019 .
231



2017 .,
 2018 .
 2019 .,
 102,62 %.
 2014 . 2018 .
 208,52 %.

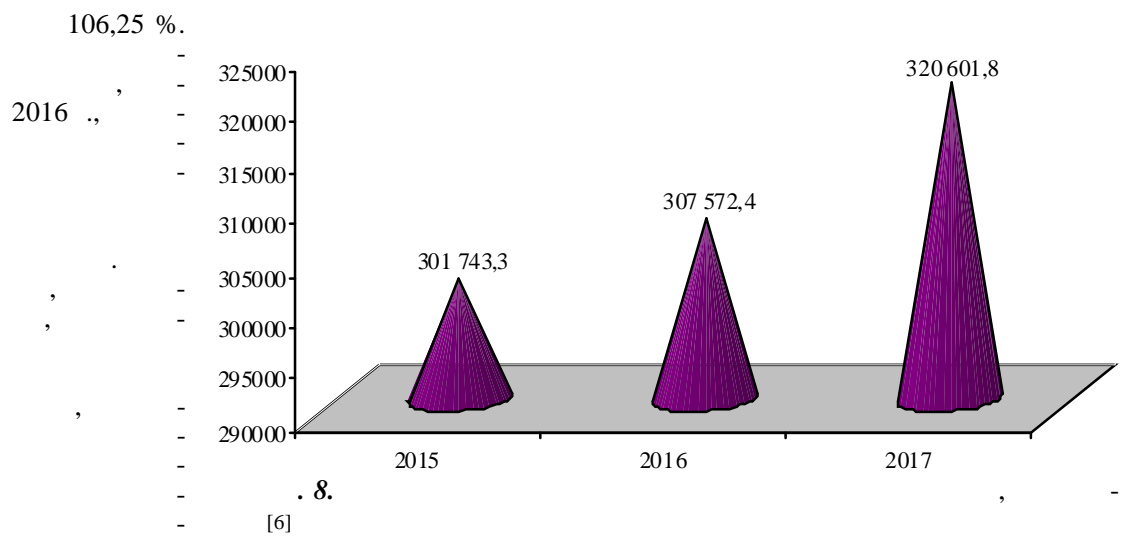
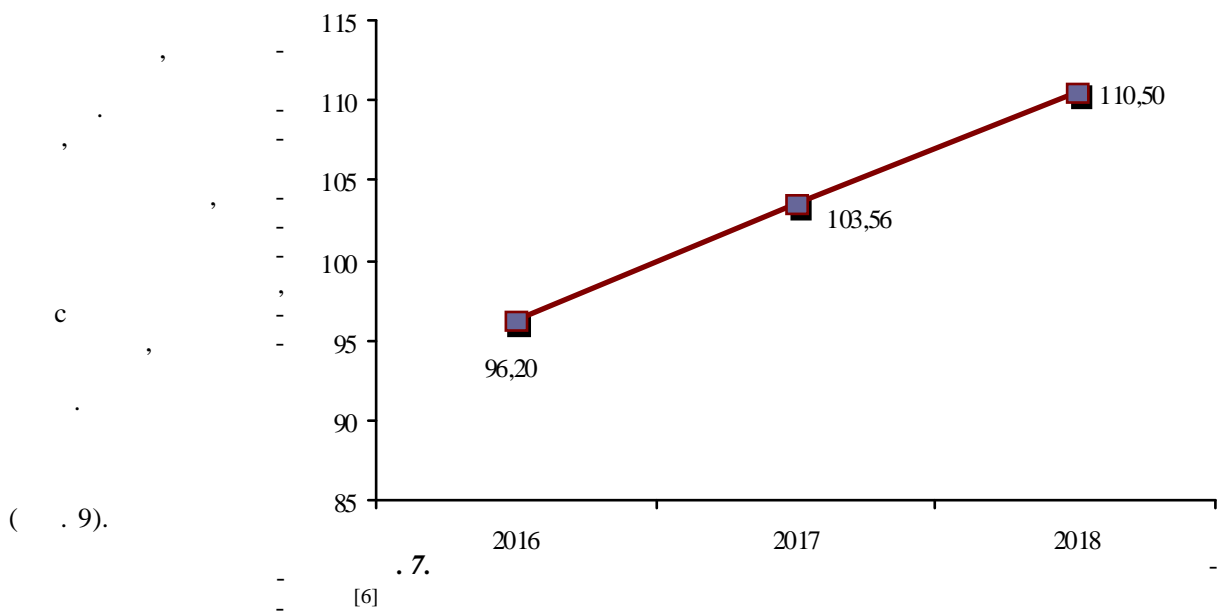
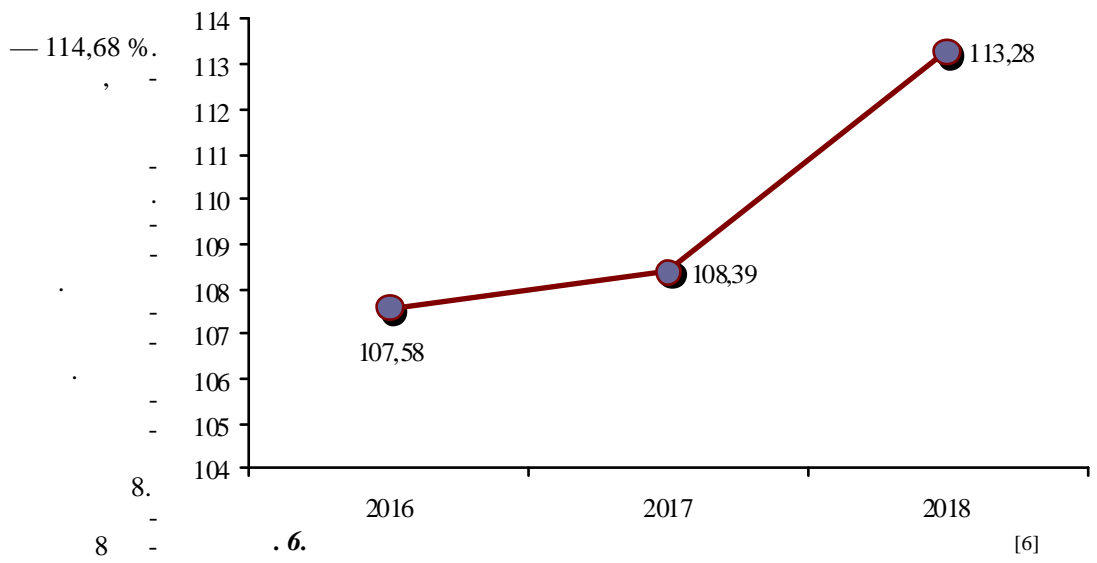
2015–2017 .,
 2014 2018 .
 138,70 %.

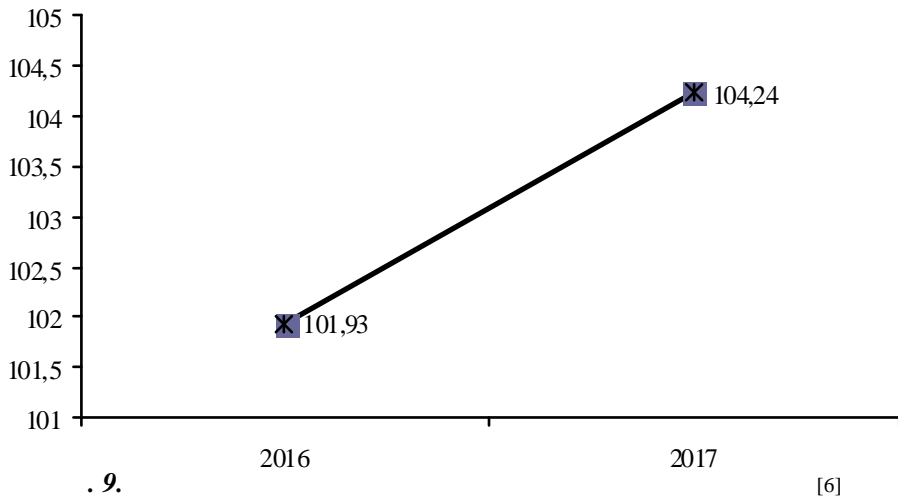


2015–2018 . (. 5).
 2015–2017 .
 116,60 %.

2015–2018 . 132,09 %,
 146,33 %.

7
 2015–2018 .
 2015 .
 2016 .
 2016 2018 . 110,09 %,
 232
 2014–2015 .



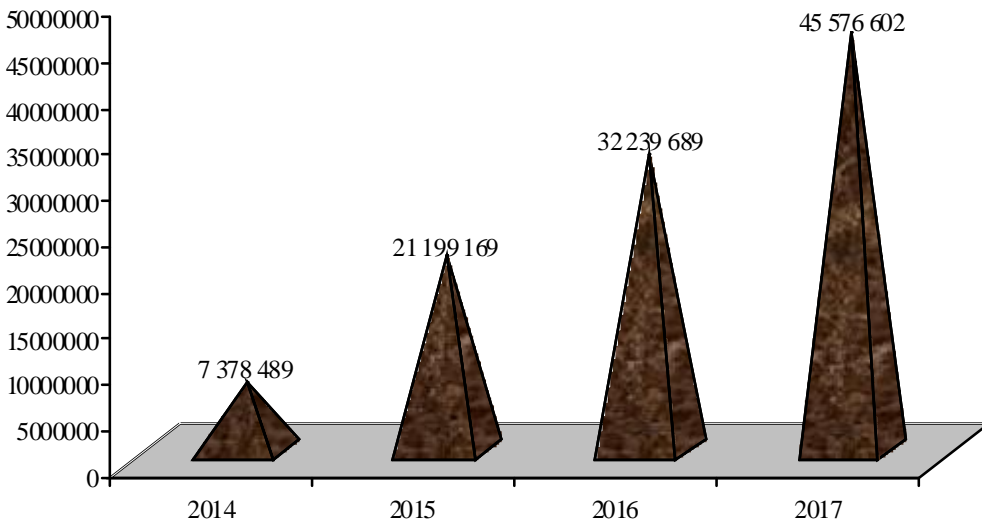


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[6]

[3].

[1].



. 10.

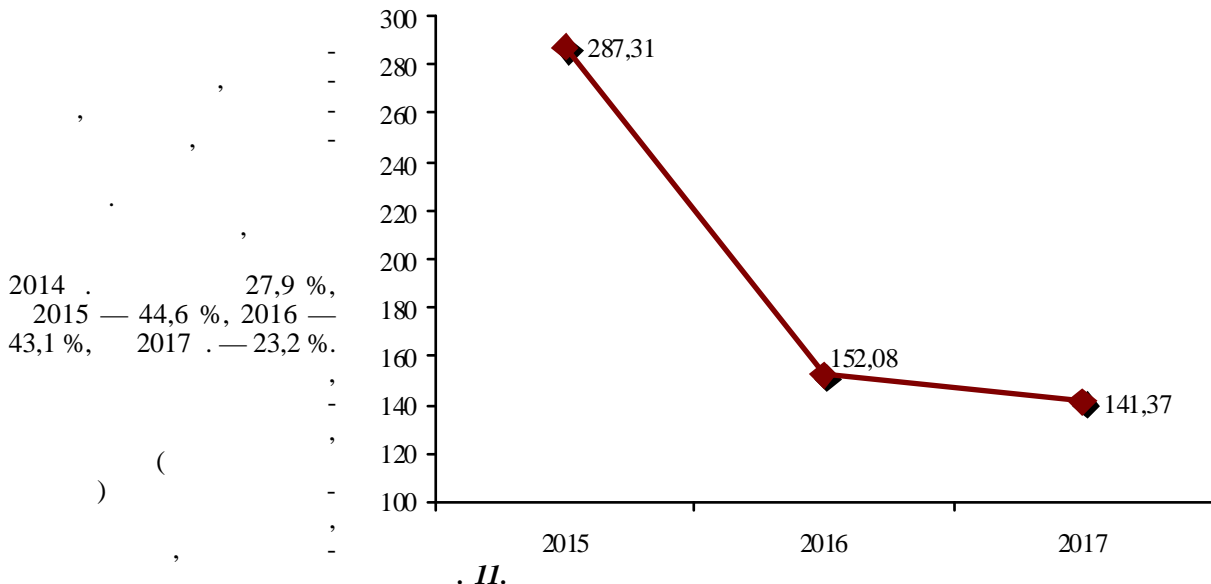
(. 10).

[6]

10

),

(.11).



2014 . 27,9 %, 2015 — 44,6 %, 2016 — 43,1 %, 2017 .— 23,2 %.

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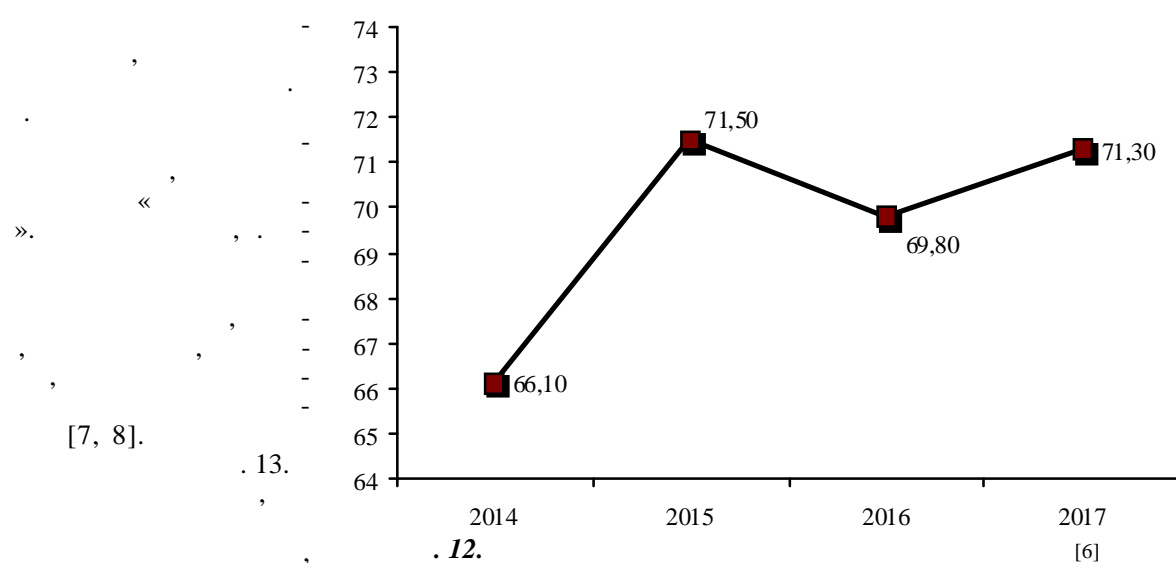
. II.

[6]

2017 . 23,2 %.

(.12).

2014–2018 .. 46,6 49,4 %.



« ».

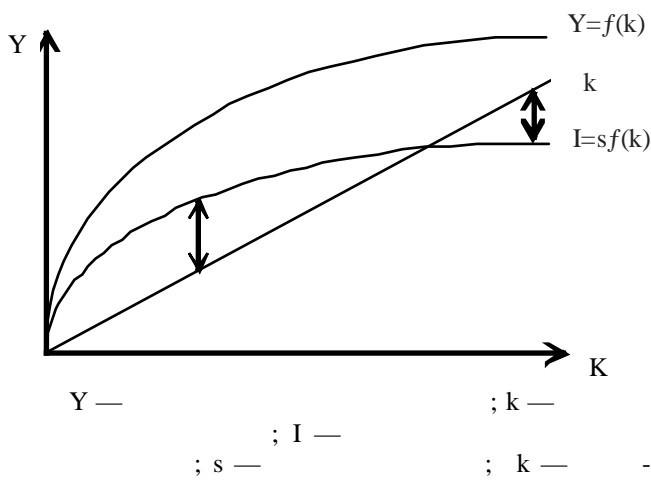
[7, 8].

. 13.

. 12.

[6]

235



. 13. [7, 8]

[1; 8].

« »

(1):

$\dots \rightarrow \dots \rightarrow \dots \Rightarrow$

(1)

$\dots \downarrow \Rightarrow \dots \downarrow \Rightarrow \dots \downarrow$

$\dots \dots$;

$\dots \dots$;

$\dots \dots$ (...);

$\dots \dots$;

$\dots \dots$

2014 2015

3,8 ¹
[9, 10, 11].

[4],
 $\times V = P \times Q, (2)$
 M — ; Q — () ; V — ; P —

« « »: »

[12].

».

[13].

1.

2.

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(),

2014–2017 .

1. . . . / . . . — . . . , 2007. — 960 .
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**FINANCIAL PROVISION OF THE INNOVATIVE ENERGY DEVELOPMENT
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