

ABSTRACTS

SECTION I. REGIONAL ECONOMY

Municipal socio-economic system as an object program-oriented management

A.M. Elohov, Doctor of Economics, Professor, Department of Management
Perm State University, 614990, Perm, Bukireva str.,15
E-mail: reader1201@rambler.ru

The problems of low efficiency of program-oriented management of development of the municipality are considered. Particular attention is paid to the municipality as a complex socio-economic system. Implementing a systematic approach allows more precise and improve the effectiveness of simulation software solutions at the municipal level.

Keywords: program-oriented management, municipality, systematic approach, modeling.

Formation of the competitive professional as the factor of increase in the intellectual potential of region

Zh.A. Mingaleva, Doctor of Economics, Professor, Head of Department of National Economy and Economic Security
Perm State University, 614990, Perm, Bukireva str.,15
I.I. Maksimenko, Senior lecturer, Department of National Economy and Economic Security
Perm State University, 614990, Perm, Bukireva str.,15
E-mail: mingal1@psu.ru

Given article opens process of formation of the competitive professional, in conditions of innovative economy, reflects a role of the competitive expert in a intellectual potential of the university, the system of straight and feedback of interaction in the course of formation of the competitive professional and development of a intellectual potential of region.

Keywords: competence, knowledge economy, innovative economy, intellect, intellectual capacity of the region.

Dissipative structures and theoretical framework for the management of innovation sphere region

Yu. A. Malyshev, Doctor of Economics, Professor, Head of Economic Theory and Industrial Markets Department
Perm State University, 614990, Perm, Bukireva str.,15
E-mail: malyshev@econ.psu.ru

Presented and developed by the authors approach based on the theory of dissipative structures and the innovation paradigm is aimed at developing the theoretical foundations of innovation management area of the region points to the need to change the law "On Innovation" in the Perm region and the formation of the policies using a model of innovation sphere of the region in the study of problems in innovation in Perm.

Keywords: coherent phenomenon, innovation, and innovation development, the mechanism of selforganisation of complex systems in the states of their instability, synergy, bifurcation point, institutional relations, innovation infrastructure, innovation.

Conceptual approaches to the development of international activity in the region

T.V. Mirolubova, Doctor of Economics, Professor, Head of Department of World and Regional Economics
Perm State University, 614990, Perm, Bukireva str.,15
E-mail: mirolubov@list.ru

The analysis of foreign trade and international investment in the region, identified the main problems in this area. The basic concepts, creating a basis for the formation of a new, progressive model of regional foreign-economic activity generated as a combination of elements of export-oriented and import-substitution model.

Keywords: exports, foreign trade activities, international specialization, export marketing.

Housing market organizational product specificity research

Yu.K. Persky, Doctor of Economics, Professor of Economic Theory and Industrial Markets Department

E-mail: persky@psu.ru

Yu.V. Kataeva, Senior lecturer, of Economic Theory and Industrial Markets Department
Perm State University, 614990, Perm, Bukireva str.,15

E-mail: yvkataeva@rambler.ru

The paper investigates the grocery market and organizational specificity using three methodological parameters: the boundaries of the market, the nature of products, the level of market barriers. Based on the identification of product and geographic market boundaries justified local (regional) nature of the housing market. Substantiated the differentiated nature of products offered on the market, especially housing defined as an economic good. The classification of resources housing market is given.

Keywords: market housing, food and geographical boundaries of the market, especially organized market, grocery market specifics, market barriers, differentiated products.

SECTION II. ACCOUNTING FOR FOREIGN ECONOMIC ACTIVITY

Peculiarity organization of accounting export business in the exercise

T.G. Sheshukova, Doctor of Economics, Professor, Head of Accounting, Audit and Economic Analysis Department

Perm State University, 614990, Perm, Bukireva str.,15

E-mail: sheshukova@psu.ru

O.A. Rybalko, Doctor of Economics, Head of Accounting and Audit Department

Perm State Agricultural Academy named after Academician D.N. Pryanishnikov, 614000, Perm, Petrapavlovskaya str., 23

E-mail: rubalkohome@yandex.ru

Features of export activity, essence of export operation are considered. Influence of export activity on the organisation of the account of ac-

tives, obligations, incomes and the expenses which are growing out of this activity is defined. Stages of the organisation of the account of export operation are allocated and characterised.

Keywords: export, export activity, export operation.

SECTION III. ECONOMIC POLICY

Features of formation of competitive strategic tool in metallurgical holding companies to assess the competitiveness of its individual businesses

L.V. Yurieva, Doctor of Economics, Associate Professor, Department of Economics and Management in Industry

State Technical University – Ural Polytechnical Institute, the First President of Russia Boris Eltsin, 622031, Nizhny Tagil, Krasnogvardeyskaya st., 59

E-mail: lv_yurieva@mail.ru

The article deals with the formation of competitive strategic tool in metallurgical holding companies. Submitted indicative competitive system of balanced scorecard in order to assess different areas of metallurgical holding companies in order to assess their competitiveness.

Keywords: strategy, system of competitive balanced indicators, assessment of competitiveness; iron and steel companies.

SECTION IV. MANAGEMENT

Strategic logic

P.V. Magdanov, Doctor of Economics, Associate Professor, Department of Management

Perm State University, 614990, Perm, Bukireva str.,15

E-mail: mpv@psu.ru

The article considers the concept of strategic logics as a fundamental part of the strategic planning process. The author reveals an inevitability of strategic logics in the process of crafting and implementation of strategy. In the article the essence and components of strategic logics are described.

Keywords: strategy, strategic management.