

# Summaries

UDC 658.11:338.8+519.876.2:338.8

**Mitsel A.A., Kozlov S.V.**  
**OLIGOPOLY MODELS**

Oligopoly models describing strategy of a firm and allowing defining the optimum volume of production and the price for reception of the maximal profit are considered. On the basis of Kurno and cartel models the mathematical model of breach of the cartel contract is offered, the comparative analysis of models in statics and in dynamics are carried out. The factors influencing a choice of strategy are analyzed. The conclusion is on expediency of use of the strategy «Deceit» depending on initial conditions (intentions of a firm in the market).

УДК 338.314.053.4+519.876.2

**Kozlov S.V., Mitsel A.A.**  
**MAXIMIZATION OF MARGINAL PROFITS**

The formalized approach of profit formation on the basis of the market price forecasting is shown. Functional dependence of production volume and income brought by production from the size of variable expenses is presented. The model of marginal profit maximization is offered on the basis of this dependence.

УДК 681.51.015.26:330.43

**Mitsel A.A., Gribanova E.B.**  
**THE DEVELOPMENT OF SYSTEM OF SIMULATION  
MODELING OF ECONOMIC OBJECTS  
WITH OBJECT-ORIENTED APPROACH**

The object-oriented architecture of simulation system of economic objects is considered. The article includes the example of modeling task solution with implementation program.

UDC 519.2

**Kats V.M.**  
**MODELING OF THE INSURANCE COMPANY WORK IN VIEW  
OF ADVERTISING EXPENSES WITHIN THE LIMITS OF THE  
CLASSICAL MODEL**

Work of the insurance company within the limits of the classical model in view of advertising expenses is investigated. The methodology of research is based on use of the management theory mechanism. Practical recommendations on planning advertising campaigns are given based on the results of work.

UDC 681.513.54

**Reznichenko E.V., Kochegurova E.A.**  
**METHODS OF SHORT-TERM FORECASTING  
OF THE FINANCIAL MARKETS**

Features of forecasting of the financial information are considered. The methods of short-term forecasting of financial streams are analyzed. Recommendations on possible uses of methods in various applied problems of the financial analysis are given.

UDC 338.23

**Sukharev O.S., Kuryanov A.M.**  
**PRIORITIES OF THE NATIONAL CREDIT-MONETARY POLICY**

Now the general for many domestic scientists-economists is the position according to which there is a significant reserve of efficiency increase of the credit-monetary policy. Realization of this reserve is capable to be reflected positively in many fundamental macroeconomic parameters, to seriously promote steady growth of national economy. The specified position, in our opinion, is proved as the credit-monetary system of the Russian economy does not fully carry out those active functions, in particular on economy crediting (creation of

conditions and mechanisms of growth transformation of savings of the population into investment) on which formation of the reproductive potential, technical modernization, structural transformations in transitive economy are based.

UDC 338.24.012.8

**Pluchevskaya E.V.**  
**TRANSFORMATION OF ECONOMIC RELATIONS IN RUSSIA  
DURING FORMATION OF THE GENERAL ECONOMIC SPACE**

The concepts of «the general economic space» and «the uniform economic space» are considered, economic conditions describing the general economic space are defined; the mechanism of social and economic alignment as one of the tools of strengthening integrity and formation of the general economic space is investigated. The conclusion is drawn on presence in Russia of the processes describing movement to the general economic space, ways of problem solution of depressive regions are offered.

UDC 330.111.62

**Sheludyakova I.G.**  
**STRENGTHENING OF THE PUBLIC SECTOR  
OF ECONOMY IN RUSSIA**

The essence and motives of expansion of the public sector of economy, which is expressed during nationalization of the property, are investigated. It is marked that the given processes are caused by historical and technological factors. A special attention is turned on methods of property concentration, currently used by the government, in particular, on processes of merge and absorption.

UDC 336.143.2

**Gromova A.S.**  
**BUDGETARY-FINANCIAL SECURITY AND ECONOMIC  
GROWTH AS CRITERIA OF CARRYING OUT OF ECONOMIC  
POLICY OF THE STATE**

Economic growth is the key political-economical aim of the state and the major factor of success of the country in average- and long-term periods. In Russia, having lost almost half of the economic potential during long economic crisis, it is one of the most actual problems. The role of budgetary policy at solution of the problem of economic growth is considered in present article.

UDC 332.122(571.16)

**Gavrilenko L.I., Zenkina Z.V.**  
**SPECIAL ECONOMIC ZONES: PROBLEMS  
OF BECOMING AND DEVELOPMENT**

The article is devoted to the problem of becoming of innovative Russian economy, in particular, construction of special economic zones functioning under special programs, providing significant economic growth. Innovative projects and tax privileges, which allow mastering production output under new technologies, are the basis of such priority programs developed for technical-innovation zones. The ways of the problem solution, regarding the special economic zone in the Tomsk oblast, are offered by the authors.

UDC 338.12

**Mozgolin B.S.**  
**PROGRAM-DIRECTED MANAGEMENT OF REGIONAL  
DEVELOPMENT: PROBLEMS AND PROSPECTS**

The problems of regional development management are analyzed. Lacks of existing programs and possibilities to increase efficiency of their realization with application of the program-target method of regional development management are revealed. The substantial instan-

tion of the main stages of the given method realization is presented. The possibility of the given toolkit use for solution of problems of regional development is illustrated on the example of the Tomsk area.

UDC 332.144

**Cherdantseva I.V., Barysheva G.A.**  
**COMPARATIVE ANALYSIS OF FORECAST MODELS OF REGIONAL DEVELOPMENT**

Effectiveness of planning in regions directly depends on application of forecast economic-mathematical models of regional development, capable to reflect a consequence of influence of social and economic policy of regional and federal authorities on economic development of territories. The analysis of existing forecast-analytical models in regional economy is presented in the work. It has allowed to reveal characteristic approaches to their construction and to give their comparative characteristic.

UDC 332.144:681.324

**Cherdantseva I.V.**  
**APPLICATION OF INFORMATION SYSTEMS IN REGIONAL FORECASTING (ON THE EXAMPLE OF THE TOMSK OBLAST)**

Experience of the automated system «AIS-Region/Macro» application on the example of the Tomsk oblast is considered. Problems of forecasting of social and economic development of the region are disclosed and generalizes accumulated practical experience of regional forecasting with application of forecast models. The conclusion is drawn on necessity of continuation of forecast-analytical works at transition of the state statistics to the international standards.

UDC 332.122

**Spitsyn V.V.**  
**FORMATION AND PERFECTION OF MARKETING STRATEGIES OF EXPORT PRODUCTION OF A REGION**

The analysis of domestic and foreign experience of marketing strategy formation of export production at a level of regions is carried out. On the basis of the analysis the typical structure of marketing strategy realized by federal states of the USA and subjects of the Russian Federation is revealed, the economic subjects are defined. The problem of coordination of actions of economic subjects participating during promotion of goods and services of a region on foreign markets is considered. Directions of marketing perfection of export production are offered by subjects of the Russian Federation.

UDC 330.342:330.111.62

**Soboleva E.N.**  
**DEVELOPMENT OF THE RUSSIAN CORPORATE MODEL THROUGH THE PRISM OF THE POSTINDUSTRIAL SOCIETY**

The analysis of potential of the Russian corporate model from the point of view of its conformity to modern tendencies of development of economic systems assuming change of work character of a separate worker is shown. The role of corporation in conditions of movement to a postindustrial society is shown; directions of transformation of relations within the limits of the corporate management system are outlined. It is emphasized on participation of the state in perfection of corporate model in Russia.

UDC 330.111 (075.8)

**Chistyakova N.O.**  
**ANALYSIS OF WORLD EXPERIENCE OF FUNCTIONING AND DEVELOPMENT OF OBJECTS OF THE INNOVATIVE INFRASTRUCTURE**

Foreign practice of formation and evolution of various objects of the innovative infrastructure is analyzed. The main types and tendencies of infrastructure development of the innovative system of regions are singled out.

UDC 332.025

**Lukyanets A.A., Rotar V.G., Shumskiy A.A.**  
**MANAGEMENT OF FUEL AND ENERGY BALANCE OF MUNICIPAL FORMATION AND ENERGY SECURITY – THE ANALYSIS OF THE PROBLEM SITUATION**

Questions of actuality and applicability of fuel and energy balances at a level of municipal formations as economic-administrative toolkit are considered. A significant attention is given to aspects of power safety. An example of actual balance of municipal formation and scenic forecasts of its fluctuation is resulted. Estimation from the point of view of power safety of actual and scenic variants is made, an original way of evident visualization of forecast alternatives is offered.

UDC 339.13

**Selevitch T.S.**  
**PECULIARITIES OF CURRENT AND STRATEGIC COMPETITIVE ANALYSIS**

The competitive analysis which is based on estimations of individual characteristics of competitors, their strength and weaknesses is identified. Its difference from economic, marketing, strategic and some other kinds of externally focused analysis is shown. Such approach allows: to expect further behavior of competitors in the market; to switch from passive-contemplate sight at the competitive environment to confident, aggressive and active attitude to contenders; to provide creative perception of unique possibilities of the competitive environment analysis by company personnel; to unseal close dependence between estimation of individual characteristics of competitors and possibilities of achievement of competitive advantages of a company.

UDC 338.4

**Nedospasova O.P.**  
**MODERN PRACTICE OF PURCHASING LOGISTICS MANAGEMENT**

The modern practice of purchasing logistics management is analyzed. The novelty and complexity of problems in this area is defined. Distinction between functional and strategic value of supply function is shown. The review of prospects of application of technology of the perfect management «ALFA System» for increase of management efficiency by purchasing logistics is given.

UDC 378.662.331.101.1 (571.16)

**Mitrofanova M.V.**  
**MONITORING OF CORPORATE CULTURE OF UNIVERSITY IN TRANSITIVE ECONOMY**

The analysis of change dynamics of corporate culture of Tomsk polytechnic university according to researches carried out in 2001 and 2006 with application of the tool of organizational culture estimation OCAI is shown.

UDC 378.3

**Zhdanova A.B.**  
**EDUCATIONAL CREDIT – A PERSPECTIVE DIRECTION OF FINANCING OF INSTITUTES OF HIGHER EDUCATION**

Foreign and domestic experience of granting of educational credits is analyzed. Classification of types of educational credits is carried out. The models, under which the programs of educational crediting in Russia can develop, are considered: state support with participation of large business or insurance companies.

UDC 330.567.22

**Ryzhkova M.V.**  
**THE THEORY OF RATIONAL ADDICTION: ACHIEVEMENTS AND DEVELOPMENT**

Characteristic features of the Rational Addiction Model are defined, directions of the model are revealed. The development of addic-

tion is analyzed in its stages: tolerance, reinforcement and withdrawal. The main problems of verification of the theory are shown. Formalization of the model for the general case is stated. The most vulnerable for criticism aspects of the theory are emphasized. Directions of its further improvement are offered.

UDC 553.98

**Kozlova N.V.**  
**METHODOLOGICAL ASPECTS OF ECONOMIC ESTIMATION  
OF WATER AS NATURAL RESOURCE**

Now the surrounding environment is exposed to huge anthropogenous influence. The monetary estimation of natural resources is necessary for an adequate economic estimation of influence. There are developed markets and, accordingly, a market price for non-renewable resources. For renewable natural resources, on the other hand, it is hard to estimate a cost. It is especially complex to estimate such a vital resource for human as natural waters. It is caused by a huge variety of waters in the nature, a seeming limitlessness of benefits and absence of market mechanisms at its distribution. Various approaches to economic estimation of the water resources used for economic-drinking purposes are considered in the article.

UDC 330.5

**Filippova T.V.**  
**THE NATURE AND THE STATUS OF SHADOW ECONOMY  
AS FACTOR OF DESTABILIZATION OF ECONOMIC  
AND SOCIAL LIFE OF RUSSIA IN THE TRANSITION PERIOD**

The nature is investigated and the role of shadow economy as factor of destabilization of economic and social life of Russia in the

transition period is defined. Implications of shadow economy occurrence are revealed, its definition is given.

UDC 331.101.262

**Alekhina G.A.**  
**CLASSIFICATION OF THE BASIC CONCEPTS  
OF HUMAN LIFE ESTIMATION**

The basic concepts in estimation of an average human life and questions of practical application of estimation calculations with reference to the concept life are considered.

UDC 620.91

**Novichihin A.V., Fryanov V.N.**  
**PARTICULARITIES OF MANAGEMENT DEVELOPMENT FUEL  
GAINING SUBJECT RF IN NEW CONDITION**

Conceptual-methodological bases of management social-economic system are stated in fuel gaining subject RF, which necessary to take into account when shaping managerial system on regional level.