

ABSTRACTS

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REFLECTION OF DECISION MAKING IN THE ECONOMY

The article considers the prerequisites for the formation of behavioral economics and identifies critical factors underlying the decision-making by economic entities. A model of decision-making reflection is proposed, explaining the choice of one of the alternatives in a bipolar choice and representing an analytical tool to determine the feasibility of external information influence on such choice.

Key words: economic man, decision-making, behavioral economics, reflection, reflexive management.

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NEW INDUSTRIALIZATION OF THE RUSSIAN ECONOMY

The article emphasizes the basic features inherent in post-industrial economy. Substantiated The Hot Trends of development of modern Russia, as well as many developing countries, is not building a post-industrial economy, and holding her new industrialization. The author 's definition of "new industrialization" is offered, its purposes are defined, the most important resources of this process are allocated. The main stages of the new industrialization of the economy of the Urals are substantiated. Systematized implementation mechanisms of new industrialization, among which are the industrial policy as a tool for a new quality of economic growth.

Key words: new industrialization, resources, mechanisms, stages of new industrialization.

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INSTITUTIONAL TRAPS OF MODERN ECONOMIC REFORM IN RUSSIA & A PROBLEM OF PLANNING HORIZONS DETERMINATION

The author marks that collapse of modern economic reform in Russia was conditioned by appearance of some institutional traps, i.e. ineffective but firm institutions or standards. At the same time, reliance on accelerated pace of reforms became the dominant cause of these traps appearance. Privatization is the obvious example of discrepancy of declared aims and real results. Chinese experience argues that success or failure of reforms depends on planning horizon.

Key words: economic reform, institutional trap, planning horizon.

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ECONOMIC AND SOCIAL RAMIFICATIONS OF TRENDS IN THE ISRAELI HI-TECH INDUSTRY

The Israeli Hi-Tech industry has evolved to become one of the most important sectors of the Israeli economy to the extent that the country is now labeled as the “start-up Nation”. The present paper presents recent trends in the Israeli Hi-Tech industry. The ramifications of these trends to the Israeli economy are discussed. In addition, the paper shows that the accelerated technological development has some social effects, not all positive.

Key words: Hi-Tech industry, trends, social effects, economic impact.

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**SCIENTIFIC METHODIC APPROACH TO ESTIMATION
AND MANAGEMENT OF COMPETITIVE ABILITY
OF MANUFACTURING COMPLEX**

The problem of estimation and management of competitive ability of big integrated structures that define the situation in international and home markets is extremely up-to-date nowadays. The article offers a new methodic approach to estimation and management of competitive ability of manufacturing complex. The method includes two big blocks: a) block of estimation of competitive ability status of manufacturing complex on the reporting date, and b) block of optimization of development investment portfolio of manufacturing complex in terms of improvement of competitive ability. Finally, test calculation according to the offered method on the example of one Russian machinery complex is given.

Key words: competitive ability, manufacturing complex, method of estimation, management, optimization of the resources' usage, management of development portfolio.

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**THE SYSTEM-ORIENTED ANALYSIS OF THE INTERESTS
IN THE SPHERE OF ENERGY EFFICIENCY**

One of the Russian economical development priorities is its energy efficiency raise. But this development is curbed by a number of factors including the lack of understanding of which stakeholder will gain from the process and what kind of the profit would it be. The current work gives the background and develops the general approach to the system-oriented mathematic economic model, which gives form to relations between different stakeholders, concept of motivation (internal and external incentives), restrictions and barriers, impact of regulation. The stakeholders of energy efficiency raise as well as their interests are identified.

Key words: energy efficiency, system-oriented analysis, fuel and energy flows, financial flows.

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REGIONALISM AND REGIONAL DEVELOPMENT: DIFFERENCES AND CONTEXTS IN THE NEW PARADIGM OF A GLOBALIZED ECONOMY

This paper seeks to define the nature, differences and fundamental aspects of two contemporary phenomena – regionalism and regional development, and doing so at the background of the globalized economy as the basic framework for their existence. Outlining the contemporary global economy as a new paradigm for a research of both phenomena as well as their relationship with the processes of liberalization, regional economic integration, fragmentation and regional development creates first part of this essay. Looking at the deeper concepts – regionalism within the meaning of the “new” regionalism and regionalism in the sense of “regional development”(scope of a geographical area), especially with regard to their differentiation, is elaborated in the second part of the paper. The last third part deals with a basic context of regionalism and regional development i.e. the impact of regionalism on the location of production and the growth of competition and market expansion.

Key words: globalization, paradigm, regionalism, regionalization, regional development.

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COMPETITIVENESS OF MONOCITIES IN THE NEW ECONOMIC PARADIGM

The best national and foreign practices of the transformations of monocities economies from II-nd Russian Forum of the Development Institutes (Ekaterinburg, 2 – 3 of April, 2014) are systematized in this articles. The concept of “knowledge spillovers” for the monocities innovative infrastructure forming is considered. The concept of “world income” within of the regional reproduction chain as a new economic paradigm is offered.

Key words: monoprofile city, cityforming enterprise, Forum of the Development Institutes, innovative infrastructure on the base of “knowledge spillovers”, “world income” concept.

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INVESTMENT BASICS DEVELOPMENT OF REGIONAL CLUSTERS

The article suggests a typology of clusters of regional industrial complex, represented by its characteristic. Developed a method of complex estimation to identify the preconditions for the implementation of the cluster approach in the region. Describes features investment development of the industrial complex at the regional level. Represented by the set of clusters for which there are prerequisites to the formation and development of the Orenburg region. Substantiated system of measures improving the investment cluster development at the regional level.

Key words: cluster approach, typology, methodology development, regional economics, industrial complex, investment

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FACTORS SUSTAINABLE COMPETITIVE POSITION IN THE REGION

This article is devoted to the analysis of the factors influencing a steady competitive position of the region in terms of social and economic development of the territory and growth of competitiveness of the region in the conditions of geopolitical transformations. The special attention is paid to the motivators promoting self-development of regional economy, financial security of competitiveness of the region.

Key words: region's competitive position, competitiveness of the region, factors, stimulation of region's self-development, self-sufficiency of the region.

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CONSIDERING THE EARTH AS COMMON GOOD: A KEY DRIVER FOR INNOVATION AND COMPETITIVENESS IN BUSINESS

Taking into account the simple evidence “the Earth is a common good” brings corporations to innovate and adapt new business models that bring more value to their products and drastically reduce their cost through the reshaping of their organization. A lecture based on win-win examples.

Key words: eco-innovation, innovation, sustainability, common good, ecosystems, biomimetics, competitiveness, collaborative economics.

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GREEN ECONOMY: THE SECOND ETERNAL PROBLEM OF MANKIND

In clause the green economy is shown as necessity to live in the consent with a nature, that represents the second eternal problem of mankind, use of the economic approach for formation of green economy is proved, the grouping of theoretical sights on its understanding is offered, the basic directions of the decision of problems of green economy are put forward.

Key words: green economy, economic approach, waste of manufacture and consumption, sustainable development, ecological capacity of space.

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GREEN ECONOMY IN CLUSTER DEVELOPMENT

In article theoretical questions of green economy are considered: the directions and object of researches, factors and restrictions of growth, the precondition and a transition problem at the level of the region. The cluster mechanism of realization of the principles of green economy in relation to various types of regions locates. The comparative analysis of various types of clusters in green economy is carried out.

Key words: green economy, ecology, stability, cluster, green standards.

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**INCREASE OF COMPETITIVENESS OF REGION SAND
ENTERPRISES BY MEANS OF GREEN ECONOMY AT THE EXAMPLE
OF SVERDLOVSK REGION**

Today the competitiveness of enterprise sand, as a consequence, of territories (regions), including the Russian Federation, is to a large extent defined by their influence to the environment. That is why the concept “green economy” is broadly spreaded. As the main indicators of green economy that is the base of sustainable development it is supposed to take reduction of harmful substances and greenhouse gases emissions. In the article the green economy is considered within the frames of the sixth technological mode. The interrelation of green technologies, green economy and competitiveness is presented.

Key words: Greenlow-carbone economy, sustainable development, competitiveness, energy savings, energy effectiveness, emissions reduction, carbon track, prevented ecological damage, green technologies, technological modes, synergetic effect.

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**THE EXTERNAL EFFECTS OF FOREIGN DIRECT INVESTMENT
ON THE INNOVATIVE ACTIVITY**

This paper is devoted to the results of econometric research of the effects of foreign direct investment on innovative activity of Russian and Chinese enterprises. The main method of this research was econometric analysis based on the assessment of the logit-models using panel data. Significant indicators characterizing the effects of foreign direct investment on the innovative activity of Russian enterprises were identified in the results from the empirical research. Also identified similarities and differences considered to influence Russian and Chinese enterprises.

Key words: foreign direct investment, vertical and horizontal effects, patents, innovation activity, econometric modeling

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STATUS-BUREAUCRATIC MODEL SUCCESS RUSSIAN UNIVERSITIES

Last years competition between Russian Higher educational institutions that provide training in economics becomes stronger. Top-Universities in this market are determined by the Academic Ranking, which based on the consideration of the publication activity of educational institutions in the country's leading economic publications. The paper shows that the rating, which was carried out, has the attributes of objectivity. The author offers an index of administrative potential of the educational institutions, which opens the success nature of the Top-Universities. Carried out an analysis of the conversion mechanism administrative status of the university in the creative success of its employees.

Key words: universities, market, ratings, status, bureaucracy (red tape), success, index.