

# **ECONOMIC AND LAW ISSUES. 2014. № 4**

## **STATE AND LAW. LEGAL SCIENCE**

### **CIVIL LAW**

#### **LEGAL REGULATION OF THE PROTECTION OF CHILDREN FROM INAPPROPRIATE ADVERTISING**

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Discusses the problems of legal regulation of the protection of children from inappropriate advertising. The analysis of legislation aimed at protecting minors from harmful influence of advertising.

*Key words:* juvenile, harmful information, improper advertising, the negative impact of advertising of energy drinks.

#### **RIGHT OF THE BUSINESSMAN FOR THE CHOICE OF THE LEGAL DESIGN (MODEL) OF CONDUCTING BUSINESS ACTIVITY**

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Article is devoted to the analysis of the right of the businessman on a choice of model of implementation of business activity. This right is considered as a way of realization of the right of the individual of natural and legal character on free use of available opportunities for implementation of business activity. Specific proposals on current legislation changes are considered.

*Key words:* business law, entrepreneur, entrepreneur activity, the legal model of the organization, state registration, the notification procedure.

#### **MATERIAL LIABILITY OF CONVICTED IN THE SYSTEM OF PROMOTION THEIR LAW-ABIDING BEHAVIOR (PROCEEDING)**

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The article is devoted to the theoretical generalization of some judiciary practice study results of the rules on liability in terms of stimulating convicted law-abiding behavior.

*Key words:* convict, liability, legal principle legal incentive.

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**FINANCE LAW****CUSTOMS DUTIES AND THE MECHANISM OF THEIR DISTRIBUTION  
IN THE CUSTOMS UNION (FINANCIAL AND LEGAL ASPECTS)**

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The article describes the features of distribution of customs duties under the Customs Union. Indicated that the distribution of customs duties shall be based on approved standards. Analyzed the quality and effectiveness of the procedure of distribution.

*Key words:* customs payments, customs duty, distribution standards, distribution and enrollment fees.

**LEGAL PROCESS****THE ROLE OF MONITORING PROCEDURES IN THE BANKRUPTCY PROCESS**

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This paper discusses the features of monitoring procedures in the bankruptcy process, its goals and objectives, analyzes the different procedures used in the case of bankruptcy.

*Key words:* insolvency (bankruptcy), observation procedure, the insolvency of the debtor, the creditor.

**ECONOMY. ECONOMIC SCIENCE****ECONOMY AND POLITICS****STATE AND MAIN DIRECTIONS OF IMPROVING THE USE OF AGRICULTURAL LAND  
IN RUSSIA**

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This article discusses the state of Russian land and ranks-destructive tendencies in their use.

*Key words:* areas of land, arable land, acreage, investments, performance indicators of land use.

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**DEVELOPMENT OF SOCIAL NETWORKS AS A BASIS TO INCREASE COMPETITION  
IN THE MARKETING OR AS A SOURCE OF INFORMATION ON EXTREMIST ACTIVITY**

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This article sanctifies the evolution of social networks in the information space. The features of various types of social networks and their essential characteristics. We investigate issues related to the promotion of products on the Internet, as well as the issue of crimes and offenses in the social networks. A number of activities and recommendations for possible elimination and prevention of illegal acts in social networks.

*Key words:* social networks, extremism, competition, marketing.

**STRATEGIC INTERNATIONAL ACTIVITIES OF BANKING INSTITUTIONS:  
TRENDS AND CONTRADICTIONS**

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This article examines the current state of the international activities of banking institutions in the context of global. The authors define the strategic direction of multinational banks that will, first, expand the customer base, and secondly, to increase the range of banking services, etc. The author concludes that Asian banks adequately coped with the first wave of the global monetary and financial crisis, and now only assert its position in the global economy

*Key words:* bank's international business, strategic directions, asian banking system, largest u.s. banks.

**REGIONAL ASPECT OF ECONOMIC POLICY OF INNOVATIVE DEVELOPMENT  
OF INFRASTRUCTURE BUSINESS**

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The majority of measures of the state influence are focused on stimulation and support of working enterprise organizations. That is that already exists is offered to influence and requires assistance for acceleration of growth. However, questions of origin of business, becoming of enterprise structures practically are not considered or reduced to forms of stimulation of occurrence and development of small business. Therefore, modern measures of the state influence are concentrated on influence on businessmen. At such orientation of a problem of formation of a market infrastructure and institutional maintenance are not solved.

*Key words:* business, infrastructural service, regional economic policy, economic regulation, influence of the state on economy.

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**THE MECHANISM OF REALIZATION OF ECOLOGICAL POLICY  
IN THE REPUBLIC OF BASHKORTOSTAN**

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The analysis of the environmental policy of the Republic of Bashkortostan on the basis of normative legal acts and economic mechanism of nature management. Noted the value of the expediency and the lawfulness of their application to assess the conditions of human vital activity.

*Key words:* ecological quality of life, environmental and social efficiency, green standards.

**THEORY OF ECONOMICS**

**DIALECTICS OF INTERACTION BETWEEN FORMAL AND INFORMAL  
INSTITUTIONS IN THE SYSTEM OF ECONOMIC RELATIONS  
ON NATIONAL LEVEL**

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The interrelation of formal and informal institutions in the system of economic relations in the national economy.

*Key words:* the national economy, the system of economic relations, formal institutes, nonformal institutes.

**SOME METHODOLOGICAL FOUNDATION OF AN INNOVATION THEORY**

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As a result of qualitative changes and synergy industries, judicious use of biotechnology will lead to a change in the world of technological living habit to the new manner of living, which combines strong performance population life quality and harmony with nature. The aim of our investigation is understand the fundamental force that will determine the appearance of the bio-based economy, identify the main stages in the development of biotechnology, as well as to trace multidisciplinary of this science.

*Key words:* bio-based economy, sixth technology revolution, biotechnologies.

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## **ECONOMY AND MANAGEMENT**

### **CLASSIFICATION OF THE INNOVATIVE CLUSTERS IN THE REAL SECTOR OF RUSSIAN ECONOMY**

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In article the classification of innovative clusters is given with the help of the foreign and the Russian experience of its fresh start formation. The main basic principles of it are the branch divisions: woodworking, financial, touristic, pharmacy and car industry, or furniture production cluster. The process of creating of innovative clusters is depends on level of the organizational culture of the company inside and the character of its inner competition. All the innovative clusters should be very adaptive and flexible in the process of the reflecting of the rapid changes of the customers behavior and there preferences.

*Key words:* innovative clusters, customer behavior, inner competition, the real sector of Russian economy.

### **PROBLEMS AND TRENDS OF INNOVATIVE DEVELOPMENT OF RUSSIAN CORPORATIONS**

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The article examines the economic, legal and social aspects of the definition of “corporation.” The main issues and trends of innovative development of Russian corporations in the current economic conditions.

*Key words:* corporation, innovative development, classification, corporate identity.

### **IMPLEMENTATION OF A BALANCED APPROACH IN ASSESSING THE EFFECTIVENESS OF MOTIVATION OF THE PERSONNEL OF THE COMMERCIAL ORGANIZATIONS**

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Necessity of using balanced scorecards in the management of modern commercial organizations. Proposed a balanced approach in assessing the efficiency of the personnel motivation system, combining financial results and minimizing financial risks. The results of the study may be useful in the process of forming the system of bonus payments to employees of commercial organizations, designing a balanced scorecard of indicators of efficiency.

*Key words:* balanced approach, balanced scorecard, financial motivation effect, risk motivation effect.

## **THE ROLE OF INNOVATION ENGINE IN THE STRUCTURE OF THE TOURISM CLUSTER PRIMORSKY KRAI**

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The analysis of the basic clusters of Primorsky Krai. For example, the tourism cluster of the Primorsky territory formed the structure and development tasks of the innovation engine for the development of the tourism cluster.

*Key words:* region, clusters, infrastructure, innovation engine, the innovation center, the elements Association.

## **FINANCE, MONEY CIRCULATION AND CREDIT PLANNING AND FORECASTING LONG-TERM BUDGET**

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In this research study author, based on long-term forecasts for revenue generation and financing expenditure obligations of the municipality, an examination of the quality of execution of the budget in order to create a system of effective long-term planning and forecasting budgets of different levels.

*Key words:* long-term planning and forecasting, forecast total revenue estimate of expenditure commitments, budget execution, the municipal budget.

## **MANAGING FINANCIAL POSITION OF ECONOMIC ENTITIES**

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This article is devoted to the need of managing financial stability.

*Key words:* financial stability, cash flows arrangement, control.

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**INNOVATION AND STANDARDIZATION SYSTEM OF FINANCIAL SERVICES**

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The theoretical basis of standardization of financial services discusses in terms of innovation processes and the globalization of financial markets on the basis of the process approach.

*Key words:* standardization, quality standards, financial innovation, process approach, the level of process maturity.

**ACCOUNTING, STATISTICS**

**THE IMPACT OF LEGISLATIVE CHANGES ON MODERN TRENDS  
OF MANAGEMENT ACCOUNTING  
IN COMMERCIAL ORGANIZATIONS**

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In article questions of theoretical and methodological bases of the management accounting, capable to adapt information resource of accounting in the management sphere for dynamically developing conditions of market economy are considered.

*Key words:* accounting management accounting, IFRS, calculation, budgeting.

**ACCOUNTING OF EXPENSES OF AUXILIARY PRODUCTIONS  
IN AGRICULTURE: CHARACTERISTICS OF CLOSURE AND IMPACT  
ON THE FINANCIAL RESULT**

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Analyzed in the article: main (leading) agriculture - products production; additional industry, ensuring better use of land and utility industries not directly connected with the production of agricultural products.

*Key words:* primary production, auxiliary production, overhead costs, observatorie costs, marriage in production, service production, expenses of future periods.

**MATHEMATICAL AND INSTRUMENTAL METHODS OF ECONOMICS****ECONOMIC AND MATHEMATICAL MODEL OF EXTERNAL DEBT OF RUSSIA**

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The article considers the external debt's correlation dependence of other economic indicators. Using conducted economic and mathematical analysis of a model that characterizes the interrelation of GDP from various structural components of Russia's external debt. Presented trend analysis of the Russia's external debt, allowed to predict the volume of external debt until 2016. The resulting analysis has concluded general external debt situation Russia.

*Key words:* external debt, debt policy, GDP, economic and mathematical model of external debt, trend, external debt forecast, external debt management.