

*O.V.Basko, T.V.Kim*

**IMPROVED METHOD FOR CALCULATION OF INDICES OF BANK  
LENDING**

**Keywords:** credit organizations, credit market, credit conditions, diffuse indexes, composite indices "net percentage", the non-financial sector.

The article substantiates the necessity of Bank lending, and improving methods of the analysis of the credit market. The authors give rakety indexes conditions of Bank lending on various methods that can contribute to the efficiency of the monetary policy conducted by the Bank of Russia, and as a result become one of the factors of economic growth of the country as a whole.

*Patrakeev A.A.*

**The value creating factors of bank capital: a cross-country analysis of the significance the intensity of impact**

*The conducted economic and statistical research of 292 public banks around the world based on regression analysis has allowed to develop methodology of the comparative valuation for public banks. The result of the research justifies significance and the intensity of impact of bank capital's value factors. Particular attention is given to justification of initial set of analyzed model variables.*

**Keywords:** *public banks, bank capital, price factors, regression model, bank's valuation, comparative valuation*

*M.V.Timofeeva*

**BANKING BRAND: TO THE QUESTION OF DEFINITIONS AND ASSESSMENT OF VALUE**

**Keywords:** Brand, features of banking brand, valuation methods of banking brand

As the result of mergers and acquisitions and inflow of foreign banking capital, Russian banks are forced to use a new forms and methods of increasing its customer base. Among them, the creation and development of brand of a commercial bank deserve special attention. Article is devoted to key issues in determining the gist of banking brand. The article analyzes the traditional methods of brand valuation, based on which proposed the author's view on the most effective methods for valuation of banking brand.

*Bryzgalov D.V., Zhuravin S.G., Tsyganov A.A.,  
Shevelev N.A.*

## **RESEARCH OF ADVANTAGES AND DISADVANTAGES OF MODERN FINANCIAL SUPERMARKET MODEL IN RUSSIA**

**Keywords:** Financial supermarket, bank, insurance company, commission, financial and brokerage services

On the basis of modern statistical data and our own business surveys current model of banking and insurance cooperation analyzed to promote insurance services and provides recommendations for improving its effectiveness.

O.B. Ivanova, S.S.Vergun

## **METHODICAL APPROACHES TO THE ESTIMATION OF FINANCIAL STABILITY OF THE TERRITORIES.**

***Keywords:** territorial Finance, investment attractiveness, financial stability, balance the budget, the rating.*

*Suggested rating system for the rapid assessment of the level of financial sustainability of the territories, combining quantitative and qualitative evaluation criteria. Main methodological aspects of assessment and analysis of the financial sustainability of the territories.*

Kostoglodova E.D.

## **ADAPTATION OF MECHANISMS OF PUBLIC-PRIVATE PARTNERSHIPS IN CULTURE SPHERE**

The article reveals the necessity of adaptation of public-private partnership in the culture sphere, which should provide an optimal combination of budgetary and extra-budgetary resources to address key challenges of development of cultural environment as one of the basic building blocks of the innovation economy. A Lack of a unified vision and strategy of using different models of public-private partnerships in the social sector requires complex system approach to financial security and the use of various forms of public-private partnership and tools aimed at attracting outside funding social and cultural infrastructure.

Keywords: culture, public-private partnerships, concessions, socially-oriented non-profit organizations.

N. G. Kuznetsov, Y. V. Porollo, V. G. Shelepov

## **CURRENT TRENDS IN THE IMPLEMENTATION OF THE TAX POTENTIAL OF THE REGION**

*The economic slowdown actualizes the problem of implementation of fiscal capacity for the regions of the Russian Federation. The article analyzes the theoretical aspects of the content and assessment of the tax potential, identified trends in the development and expansion of tax potential of the Rostov region, the proposed measures, the activation of those elements of its structure, which is essential to ensure fiscal sustainability in the region.*

Keywords: taxes, tax potential, budgetary security, tax administration

*Klukovich Z., Gashenko I., Klucovyh S.*

## **NEW REFORMS OF TAX SYSTEM OF THE STATE**

Analysis of problems in tax policy at the present stage of the tax reform in addressing the taxation of individuals, property tax, taxes species ratio, the tax burden.

**Keywords:** tax, politics, government, incentives, reform, land, income.

*A.V. Konovalova*

## **SUBSTANTIATION OF THE SYSTEM'S CONSTRUCTION AIMED AT ADAPTATION OF INVESTMENT-DEVELOPMENT PROJECTS TO THE REGIONAL DEVELOPMENT STRATEGY**

**Keywords:** the regional development strategy, strategic management, investment, development, project

The article provides a substantiation of necessity of the system's construction aimed at adaptation of investment and development projects to the regional development strategy. The high value of strategic planning for the regional economy is proved. The role of the investment-construction complex in the implementation of strategic goals is determined. The interests and opportunities of business and authorities in the implementation of investment and construction projects are investigated. Basic prerequisites for achieving of mutually beneficial compromise decisions on issues concerning the terms of implementation and other parameters of investment and construction projects are revealed.

Enik E.G.

## **COST-ACCOUNTING METHODOLOGY IN THE CONTEXT OF FINANCIAL RESPONSIBILITY CENTERS**

The paper proposes a Tri-modal sequence of cost accounting in the context of financial responsibility centers under autonomous management accounting option.

**Keywords:** financial responsibility centers, management accounting, cost territorial, functional cost accounting object, cost items, accounts and double entry.

Ibragimov RG, Panferov GA

## **ON THE DEPENDENCE OF THE FIRM'S COST OF EQUITY ON THE DEGREE OF LEVERAGE**

**Key words:** capital structure, cost of equity, leverage, valuation

**Abstract.** We present a model of the impact of financial leverage on the firm's cost of equity that approximates real-world settings closer than the established classical models. It is free of any initial assumptions regarding the temporal structure of the expected cash flows, allows risky debt, arbitrary change of the capital structure within the valuation horizon and debt financing at a rate different from the market cost of debt capital. We also demonstrate that developments and conclusions of a so-called "Brusov-Filatova-Orekhova theory" are erroneous, since the theory is based on incompatible underlying assumptions

*Charaeva M. V., Paleev A.V.*

## **MANAGEMENT OF THE FINANCIAL AND ECONOMIC CAPACITY OF THE ORGANIZATION**

*In article research of the concepts "economic potential", "financial potential" is conducted, the various points of view of scientists are given. Having revealed features of approaches to treatment of the specified concepts and on the basis of information synthesis, the term "financial and economic potential" is defined. Proceeding from the conducted research, possibilities of management are presented by financial and economic potential, and also indicators of measurement of level of financial and economic potential which predetermine financial stability and financial and economic balance of the organization and serve as a basis when forming strategy of management by financial and economic potential.*

**Keywords:** *economic potential, financial potential, financial and economic potential, indicators of level of financial and economic potential, management of financial and economic potential.*

Khapilin S.A.

## **METHODOLOGICAL ASPECTS OF REFORMING THE SYSTEM OF CONTROL OF CUSTOMS VALUE**

The paper summarizes the priorities for improving the system of control of customs value in the context of ensuring compliance by traders of the customs legislation of the Customs Union, preventing unfair price competition, improving control over transfer pricing.

Keywords: customs value, transfer pricing and customs regulation of foreign economic activity.