

Materials of Conferences

TREND STUDIES OF MACROECONOMIC INDICATORS IN COMPARABLE PRICES

Ableeva A.M.

Bashkir State Agrarian University, Ufa, Russia,
e-mail: aableeva@rambler.ru

The research of trends of economic growth in Russia's economy implies prolonged analysis of the dynamics of major macroeconomic indicators to study the transformations in the structure of indicators, ratios and proportions between them.

Economic growth is characterized by increasing the scale of aggregate production and consumption, defined as gross domestic product. GDP reflects the market value of all goods and services in all economic sectors for consumption, export and accumulation. GDP is an indicator of public welfare of the nation: the higher the production, the higher the welfare of the state population. Therefore, this indicator is the major macroeconomic indicator that reflects the results of the functioning of the economy. At the present stage of economic development of Russian society there is the task of ensuring sustainable economic growth through the accelerated renewal of fixed capital of the state. Therefore, the most important long-term factor of economic growth is investments.

The investment policy of the state is aimed at creating a favorable investment climate, allowing for all sources of funding to develop key areas of the economy.

Socio-economic development and the dynamics of economic growth are defined by the volume

and nature of investments. Growth in gross domestic product and the wealth of society are ultimately determined by investments. Declining investment is a key indicator of an economy in a state of crisis, and the investment recovery activity is the essential ingredient to achieve a sustainable path of economic growth. Falling investment in fixed assets completely contradicts the nature of the market economy, which is based on the laws of capital accumulation, and it does not meet the goals and objectives of economic reform.

Analysis of the main macroeconomic indicators of Russia's economy in current prices from 1990 - 2012 reveals a trend of exponential growth in virtually all areas. However, these processes cannot attest to economic growth. This confirms that the reproduction process is nominally extended character, because of the increase value of the studied parameters as a result of inflation.

Therefore, a realistic assessment of the Russian economy's dynamics, which directly characterizes trends by their growth or decline, should be carried out by calculating their volume indices at constant prices (Figures 1 and 2). Indices of changes in macroeconomic indicators in comparable prices show that the transition to a market economy has been accompanied by a critical decrease of all of the analyzed indicators. Thus, the GDP in 1998 amounted only 57,5% compared to 1990, but by 2007 from the previous level in 1990. However, thanks to the competent economic policy, by 2012, the GDP amounted to 116,3% of the level 1990.

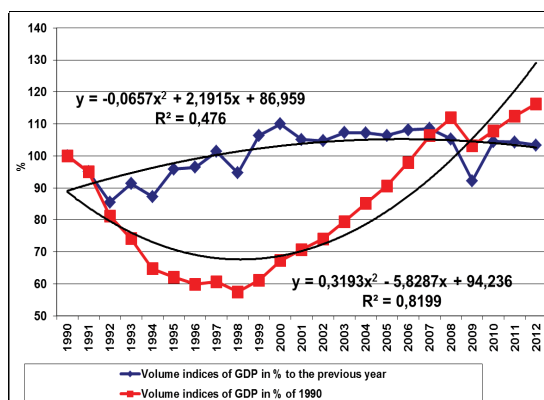


Figure 1. Volume indices of Russia's GDP in 1990 - 2012 years in% to the previous year, and 1990 year

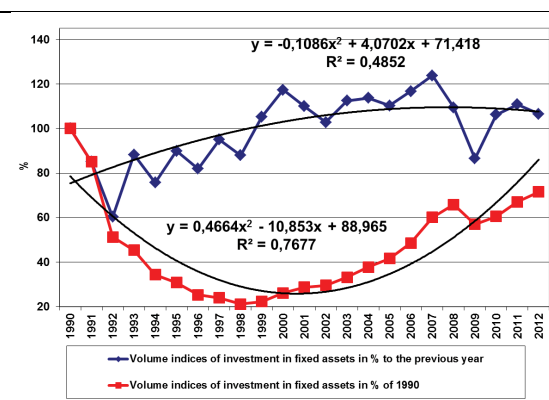


Figure 2. Volume indices of Russia's investment in fixed assets in 1990 - 2012 years in% to the previous year, and 1990 year

Economic crises in 1998 and 2008 had a negative impact on the volume of investment in fixed assets. At the end of 2012, investments in fixed assets amounted to only 71.5% from 1990 levels. To identify the main trends of the index change

in GDP and investment in fixed assets, an analytical alignment was made which shows a clear tendency of decrease and growth in the analyzed parameters, which are described by a polynomial trend (Table 1).

Table 1

Comparative analysis of the trend of volume indices of GDP and investment in fixed capital in comparable prices, %

Indicators	Trend	Equation	R ²
Volume indices of GDP in % to the previous year	Polynomial	$Y_t = -0,066t^2 + 2,192t + 86,96$	0,476
Volume indices of GDP in % of 1990	Polynomial	$Y_t = 0,319t^2 - 5,829t + 94,24$	0,819
Volume indices of investment in fixed assets in % to the previous year	Polynomial	$Y_t = -0,109t^2 + 4,07t + 71,42$	0,485
Volume indices of investment in fixed assets in % of 1990	Polynomial	$Y_t = 0,466t^2 - 10,853t + 88,97$	0,768

Analysis of the identified trends showed that the characters have a common trend direction of development, but at the same time they are inherent differences expressed in the descending and ascending branches aligned trends, accelerating and decelerating growth levels. Studying the dynamics of the index change of the main macroeconomic indicators of Russia's economy that characterize economic growth allows the conclusion of serious structural changes over the last 22 years. Calculated indices of GDP and investment in fixed assets allow carrying out comparable analysis of real growth or decline in these indicators, allowing us to estimate the real change in the dynamics of long-term and on par with those at the level of different countries.

References

1. Ableeva A.M. Fixed assets and trends reproduction: monograph. - Ufa, 2011. - 240 p.
2. Ableeva A.M. Factorial evaluation of the use of fixed assets in agriculture // Regional Economy: Theory and Practice. - 2012. - № 19. P. 26 - 35.
3. Ableeva AM Assessment of the status and intensity of reproduction of fixed assets in agriculture // Economic Analysis: Theory and Practice. - 2012. - № 39. P. 29 - 39.
4. Ableeva AM Trends in the structural elements of the fixed assets of Agriculture // Vestnik BSAU. - 2012. - № 3. P. 86-89.
5. Federal State Statistics Service - <http://www.gks.ru>

The work is submitted to the International Scientific Conference «PROBLEMS OF SAFETY, MODELING AND FORECASTING OF ECONOMIC PROCESSES», Israel, April 25 - 2 May, 2014, came to the editorial office on 25.03.2014

FEATURES OF TECHNOLOGICAL PREPARATION OF CARRYING OUT MARKET RESEARCHES IN THE CONDITIONS OF THE SATURATED MARKET

Agayeva A.N., Vasilchenko T.Z.

Belgorod university of cooperation, economy and right, Belgorod, Russia

Any research on the structure is the organized cornerstone at the heart of which the certain tech-

nological scheme reflecting sequence and a combination of use of methods of research is. Modern technologies of market researches are based on introduction of the innovations borrowed from other fields of knowledge and sciences. Today there is no uniform standard definition and a type of technology of carrying out market researches that is explained by essential dependence of technology of market research on its purposes and tasks; continuous replenishment of receptions and methods of the organization of market researches by new advanced development, and also conscious simplification of the scheme of carrying out market researches.

Technological process of preparation of carrying out market research includes set of specific receptions and the methods united in complex process of research. It is directed on collecting, receiving, processing and formation of the marketing information distributed on four main stages of technological process of realization of research, such as: the initial stage of research connected with definition of problems, the purposes and the tasks, the subsequent development of the plan of research, its realization and preparation of the final reporting under results of implementation of the research project [1].

One of features of technological preparation of carrying out market researches in the conditions of a saturated market is increase of the importance of the analysis within a complex of marketing of sales channels of goods. Scrupulous research and the analysis of a state and tendencies of development of sales channels allows to create to the modern enterprises base for increase of profitability of the sales that in turn is an actual reference point of operating activities of trade enterprises.

Besides, for ensuring growth of profitability of sales it is necessary to consider requirements of the saturated market assuming transition from extensive growth at the expense of expansion of territories and new sales channels, to systematic dot work with each available trade enterprise within a network, an outlet [2].

The technology of carrying out market researches has to provide to trade enterprises information giving opportunity is thinner to adjust the