

Table 1

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

Indicators	Trend	Equation	R <sup>2</sup>
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.

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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

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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

marketing policy and policy of sales: to change pricing concerning a number of commodity groups, to remove separate groups of goods of the range, to displace accents in advance between separate categories of outlets.

Other feature of technological process is need to consider level of depth and quality of the analytical researches connected with sales by preparation of carrying out market research. Transition from quantitative indices of sales as a key reference point to quality indicators assumes similar change of mentality of the experts who are carrying out functions of market researches and sales and as not all employees can quickly be reconstructed, there can be a need of change of the personnel for divisions of marketing and sales.

The successful technologies defining practice of preparation of carrying out market researches of the market further will make a basis for processes of pricing and optimization of structure of sales of trade enterprise, providing successful formation of the base in a uniform matrix of growth of sales of trade enterprise.

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The work is submitted to the International Scientific Conference "Safety problems, modeling and forecasting of economic processes", Israel (Tel Aviv), April 25 - May 2, 2014, came to the editorial office on 20.03.2014

### INNOVATIVE PERSON AS A WAY AND METHOD OF ACHIEVING GLOBAL COMPETITIVE EDUCATIONAL ADVANTAGE OF RUSSIA

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Innovative person is a subject of all innovative reformation, active initiator and realizer of them. His abilities, according to the strategy, should include: ability and readiness to study continuously, re-study, self-education, professional mobility; ability to think critically; creativity, initiative; skills of independent and team work in a competitive environment.

**Objectives of long-term development of Russia** are at least linked to solution of the following problems:

1) provision of high level of population welfare;

2) establishment of geopolitical role of the country as one of global leaders that define the world situation.

Strategy of Russian development up to 2020 confirms and outlines the necessity to form domestic economy of leadership and innovations. In this case some promising objectives are defined as:

- occupying a significant market share (5-10%) in the area of high-tech and intellectual services;
- increase in share of innovative products in total industrial output (5-6 times);
- increase in share of innovatively-active enterprises (from 9,4 to 50%).

As it is known, world economic crisis has complicated realization of the set objectives significantly and led to decrease in innovative costs among private enterprises, it has also intensified structural weaknesses of Russian innovative system.

#### Key challenges regarding innovative development in Russia.

Solving problems of post-crisis restoration takes place in conditions of internal and external challenges for Russia. Let us define key external challenges in regard to our state and its mechanisms. One of the most significant challenges is related to acceleration in technological development of the world economy.

Developing countries and countries of CIS become real competitors of Russia in the area of innovations as well as leading countries.

Uncertainty in development of Russia increases due to technological revolution in recourse-saving and alternative energetics. Export of traditional sources of energy still prevails at the world market. However, new economically-efficient technologies of prospecting hydrocarbons from non-traditional sources: shale, oil-bearing sands, etc.

Another significant challenge is "washing out" employees, technologies, ideas, and capitals from the country, while qualified working force and "clever" money (investments, technologies, competences) are required for strengthening the country.

The third group of challenges should include those that are faced by the humanity – change in climate, population aging, and also ones that influence Russian citizens the most – healthcare, food safety. All the mentioned factors define the need for intense scientific researches and technological developments in the area of:

- "clean" energetics;
- genome medicine;
- new technologies in agriculture, etc.

Russia does not possess significant foundations in these areas. The country should overcome the existing isolation and integrate into the world innovative system.

A different plan of actions implies narrowing "window of possibilities", transition of Russia into the system of imitating countries that serve as raw