

**4th INTERNATIONAL MULTIDISCIPLINARY
SCIENTIFIC CONFERENCE ON SOCIAL SCIENCES AND ARTS**

S G E M 2 0 1 7



**MODERN SCIENCE
CONFERENCE PROCEEDINGS
VOLUME IV**

ECONOMICS & TOURISM

**24 – 30 August, 2017
Albena Co., Bulgaria**

DISCLAIMER

This book contains abstracts and complete papers approved by the Conference Review Committee. Authors are responsible for the content and accuracy.

Opinions expressed may not necessarily reflect the position of the International Scientific Council of SGEM.

Information in the SGEM 2017 Conference Proceedings is subject to change without notice. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without the express written permission of the International Scientific Council of SGEM.

Copyright © SGEM2017

All Rights Reserved by the SGEM International Multidisciplinary Scientific Conference on
SOCIAL SCIENCES and ARTS

Published by STEF92 Technology Ltd., 51 “Alexander Malinov” Blvd., 1712 Sofia, Bulgaria

Total print: 5000

ISBN 978-619-7408-16-4

ISSN 2367-5659

DOI: 10.5593/sgemsocial2017/14

**SGEM INTERNATIONAL MULTIDISCIPLINARY SCIENTIFIC CONFERENCE ON
SOCIAL SCIENCES AND ARTS**

Secretariat Bureau

E-mails: sgem@sgemsocial.org

URL: www.sgemsocial.org

CONFERENCE PROCEEDINGS CONTENTS

SECTION ECONOMICS AND TOURISM

1. EVALUATION OF THE ATTRACTIVENESS OF INDUSTRIES: THE ACCOUNT OF THE CURRENT STATE AND PROSPECTS , Prof DSc Anna Plekhanova, PhD Kirill Kolesov, PhD Alexey Ivanov, PhD Nadezhda Ivanova, Nizhny Novgorod State Technical University named after R.Y. Alekseev, Russia	3
2. A COMPARATIVE INTERNATIONAL ANALYSIS OF THE FORMATION AND USE OF HUMAN CAPITAL IN THE KNOWLEDGE ECONOMY , PhD Student Oksana Shulaeva, Prof. Dr. Tatiana Dubrova, Plekhanov Russian University of Economics, Russia.....	11
3. A STUDY OF THE USE OF SOCIAL MEDIA IN HIGHER EDUCATION INSTITUTIONS IN BULGARIA , Silvia Parusheva, Yanka Aleksandrova, Assoc. Prof. Dr. Pavel Petrov, University of Economics - Varna, Bulgaria.....	19
4. AIR TRANSPORT DEMAND IN THE COUNTRIES OF VISEGRAD GROUP , Tomas Krejsa, Lenka Hermankova, Katerina Pojkarova, Jindrich Jezek, University of Pardubice, Czech Republic.....	27
5. AN ECONOMIC PORTRAIT OF THE POTENTIAL INBOUND EDUCATIONAL DESTINATION ‘A MODERN RUSSIAN MEDIUM-SIZED URBAN AREA’ , Sen. Lect. Anton Lebedev, Murom Institute of Vladimir State University, Russia.....	35
6. ANALYSIS AND OPTIMIZATION OF EDUCATIONAL PATHS IN THE UNIVERSITY , Prof. Viktor A. Koksharov, Prof. Gavriil A. Agarkov, Mr. Alexandr A. Tarasyev, Mr. Camilo Andres Ospina Acosta, Ural Federal University named after the first President of Russia B. N. Yeltsin, Russia	41
7. ANALYSIS OF THE IMPACT OF FOREIGN DIRECT INVESTMENTS ON GDP AND EMPLOYMENT IN THE SLOVAK REPUBLIC , prof. Ing. Iveta Hajduchova, PhD., Ing. Blanka Giertlova, PhD., Ing. Martin Jankovsky, PhD., Assoc. Prof. Mgr. Ing. Rastislav Sulek, PhD, Technical University in Zvolen, Slovakia	49
8. ANALYSIS OF WORLD GREENHOUSE GAS EMISSIONS CAUSED BY AGRICULTURE , Assoc. Prof. Olga V. Mirolyubova ¹ , Prof. Dr. Nikolay Didenko ¹ , Prof. Dr. Djamilia Skripnuk ¹ , Assoc. Prof. Kseniia Kikkas ¹ , Assoc. Prof. Ekaterina A. Samylovskaya, Peter the Great St. Petersburg Polytechnic University, Russia	57
9. APPROACHING RESPONSIBLE ECONOMY THROUGH SOCIAL ENTREPRENEURSHIP , Kristina Afric Rakitovac, Juraj Dobrila University in Pula-Faculty of Economics and Tourism, Croatia	65

10. ASSESSMENT OF BUSINESS ENVIRONMENT RISK LEVEL IN SMALL AND MEDIUM-SIZED ENTERPRISES IN POLAND AND SLOVAKIA , PhD Malgorzata Okreglicka, PhD Ing. Katarina Haviernikova, Czestochowa University of Technology, Poland.....	73
11. ASSESSMENT OF SELECTED INDICATORS OF ENTREPRENEURIAL ACTIVITIES IN THE CONTEXT OF THE CONCEPTUAL MODEL GEM , Eva Hvizdova, Viera Mokrisova, Katarina Radvanska, College of International Business ISM Slovakia in Presov, Slovakia	81
12. ASSESSMENT OF THE INFLUENCE OF THE STRUCTURE OF HUMAN AND PHYSICAL CAPITALS ON COMPETITIVENESS AND QUALITY OF ECONOMIC GROWTH OF THE RUSSIAN REGIONS WITH RESOURCE ECONOMY UNDER CONDITIONS OF THE GLOBAL TRANSITION TO KNOWLEDGE ECONOMY , Prof. Eugenia Bukharova, Tatiana Kharchenko, Assoc. Prof. Anna Semenova, Assoc. Prof. Svetlana Samusenko, Prof.Olga Kharchenko, Siberian Federal University, Russia	89
13. BRAND MANAGEMENT IN THE HOSPITALITY INDUSTRY IN THE REPUBLIC OF MACEDONIA , Raman Ismaili, Brikend Aziri, Ibish Mazreku, State University of Tetovo, FYR of Macedonia.....	99
14. BUDGETARY POLICY IN RUSSIA AND ABROAD AND ITS EFFECTIVENESS IN TERMS OF INCREASING HUMAN CAPITAL , Assoc. Prof. Dr. Sochneva E., Assoc. Prof. Dr. Bagdasaryan I., Professor Dr. Belyakova G., Assoc. Prof. Dr. Kravtsov D., Assoc. Prof. Dr. Karaseva M., Siberian Federal University, Russia.....	107
15. BUSINESS AND ITS RISKS IN THE BATA CANAL , Marek Tomastik, Zuzana Tuckova, Eva Hoke, Tomas Bata University in Zlin, Czech Republic	113
16. EFFECTIVE INNOVATION MANAGEMENT IN A COMPANY - INNOVATION ASSESSMENT CRITERIA , Piotr Bebenek, Opole University of Technology, Poland.....	121
17. CLIMATOLOGICAL DISASTERS AND HUMAN ACTIVITY , Konakhina Assoc. Prof. Kseniia Kikkas, Prof. Dr. Nikolay Didenko, Prof. Dr. Djamilia Skripnuk, Assoc. Prof. Natalia Konakhina, Saint-Petersburg Polytechnical University, Russia.....	129
18. CLUSTERS AND REGIONAL DEVELOPMENT , Ing. Katarína Kráľová, Ph.D., Ing. Jana Sochuľáková, Ph.D., Ph.D., RNDr. Ing. Dagmar Petrušová, PhD, Alexander Dubcek University in Trencin. Faculty of Social and Economic relations, Slovakia	137
19. COMMUNITY APPROACH – A SIGNIFICANT DETERMINANT OF NEW TOURISM DESTINATION , Plzakova Lucie, Tittelbachova Sarka, Institute of Hospitality Management in Prague, Czech Republic.....	145

20. COMPETITIVENESS OF SLOVAK SPA FACILITIES , Assoc. Prof. Ladislav SUHANYI, Assoc. Prof. Alzbeta SUHANYIOVA, University of Presov in Presov - Faculty of management, Slovakia	153
21. CONCEPTUAL POLICY STATEMENTS OF THE STATE REGULATION OF THE ALCOHOLIC BEVERAGES MARKET FOR ENSURING SOCIAL AND ECONOMIC SECURITY OF THE REGION , Assoc. Prof. DSc. Irina Filimonenko, Prof. DSc. Zoya Vasilyeva, Assoc. Prof. PhD. Irina Ruiga, Senior lecturer Anna Moskvina, Siberian Federal University, Russia.....	161
22. COSTRUCTION OF EFFECTIVE RECRUTMENT MECHANICM UNDER THE ASYMMETRIC INFORMATION AND PRINCIPAL-AGENT PROBLEM , Ivan Borisov, Valentina Sharapova, Ural State University of Economics, Russia	169
23. CREATION OF THE TERRITORIAL BRANDS AS A FACTOR OF DEVELOPMENT SUSTAINABLE TOURISM IN THE REGION , Associate Professor, Eidelman B.M., Associate Professor, Fakhrutdinova L.R., Associate Professor, Bunakov O.A., Kazan (Volga Region) Federal University, Russia	177
24. CULTURAL-HISTORICAL TOURISM OR FICTION TOURISM IN ROMANIA? CASE STUDY: VLAD THE IMPALOR OR DRACULA? , Camelia TEODORESCU, Daniel PEPTENATU, Laurentiu Stefan SZEMKOVICS, Catalin Razvan DOBREA, Liliana POPESCU, University of Bucharest, Romania	183
25. DARK TOURISM AS ONE OF THE FORMS OF COMMEMORATING VICTIMS OF THE SECOND WORLD WAR IN POLAND , Dr Arkadiusz Plominski, Dr Daniel Bakota, Jan Dlugosz University in Czestochowa, Poland.....	191
26. DEBT OF EUROPEAN AGRICULTURAL HOLDINGS , Roman Skalicky, Masaryk University Faculty of Economics and Administration, Czech Republic.....	197
27. DEMAND FOR CREATIVE TOURISM IN SLOVAKIA , Ing. Lucia Hrubalova PhD., PhDr. Zuzana Palencikova PhD., Constantine The Philosopher University in Nitra, Slovakia.....	205
28. DEVELOPMENT OF SYSTEM OF REGIONAL GOVERNANCE OF SPATIAL POLARIZATION (ON AN EXAMPLE OF A DIVERSIFICATION OF A HOTEL ECONOMY IN REPUBLIC OF TATARSTAN AND MARI EL REPUBLIC) , Alfiya Zinovyeva Ekaterina Mikheeva, Kazan Federal Univercity, Russia	213
29. DEVELOPMENT OF THE RUSSIAN ECONOMY’S AGRICULTURAL SECTOR IN 2015-2016 , Kirko Vladimir I, Nevzorov Victor N., Pyghykova Natalia I., Koptseva Natalia P., Khodos Dmitry V., Krasnoyarsk State Pedagogical University, Russia	221

30. DEVELOPMENT OPPORTUNITIES FOR THE BIOECONOMY IN LATVIA, Irina Pilvere, Aleksejs Nipers, Ilze Silamikele, Bartosz Mickiewicz, Latvia University of Agriculture, Latvia	229
31. DEVELOPMENT OPPORTUNITIES OF SOCIAL TOURISM FOR ELDERLY PEOPLE IN RUSSIA (ON THE UDMURT REPUBLIC EXAMPLE), Prof. Dr. hab. Mikhail Sarancha, Assoc. Prof. Dr. Larisa Batalova, Assoc. Prof. Dr. Tatyana Okonnikova, Assist. Prof. Larisa Akatyeva, Udmurt State University, Russia	237
32. DIVERSIFICATION POSSIBILITIES OF THE ACTIVITY WITHIN THE GROWTH AND OPERATION FARMS OF SHEEP, Ana Gina Trica, Diana Marin, Tiberiu Iancu, Ioan Petroman, Cornelia Petroman, University of Agricultural Science and Veterinary Medicine of Banat Timisoara, Romania	243
33. DUTCH TEST OF SENSITIVITY AT THE EXAMPLE OF WINE PRODUCTS, Kristina Sambronska, Daniela Matusikova, University of Presov in Presov - Faculty of management, Slovakia	251
34. DYNAMIC MODEL OF LABOR MIGRATION: AGE GROUPS BEHAVIOR, Mr. Alexandr A. Tarasyev, Prof. Gavriil A. Agarkov, Prof. Gui-Ying Cao, Prof. Elena A. Rovenskaya, Ural Federal University named after the first President of Russia B. N. Yeltsin, Russia	257
35. ECOLOGICAL ASPECTS OF THE PROBLEM OF SUSTAINABLE ECONOMIC DEVELOPMENT, Assist. Prof. Irina V. Mashkova, PhD, Assist. Prof. Viktor V. Trofimenko, PhD, South Ural State University - National Research University, Russia	265
36. CONVERGENCE AS A TENDENCY OF DEVELOPMENT OF ECONOMIC SYSTEMS, Albina A. Volkova, PhD, Associate Prof., Dr. Vladimir A. Plotnikov, Prof., Academy of Material and Technical Provision, Russia	271
37. ECONOMIC VALUATION OF ENVIRONMENTAL RESOURCES INTEGRATED IN TOURISM PRODUCT - METHODOLOGICAL APPROACHES, Ante Mandic, University of Split Faculty of Economics, Croatia ...	277
38. EVALUATION OF UNITED ECONOMIC SPACE INTEGRATION EFFICIENCY, Assoc. Prof. Olga Ergunova, Assoc. Prof. Valeriya Frants, Ural Federal University named after the first President of Russia B. N. Yeltsin, Russia	285
39. FACTORS INFLUENCING USAGE OF E-COMMERCE TOOLS IN MICROENTERPRISE SECTOR IN LATVIA, Gudele I., RISEBA University, Latvia	293

40. FEATURES OF ECONOMIC-MATHEMATICAL MODELS BUILDING OF DEVELOPMENT OF THE RUSSIAN FEDERATION AGROINDUSTRIAL COMPLEX, Dr., Prof. Natalia Sadovnikova, Dr., Prof. Ekaterina Darda, Dr., Prof. Svetlana Babich, Dr., Prof. Sergey Golodov, Edward Ilin, Plekhanov Russian University of Economics, Russia	301
41. FEATURES OF FORMATION OF THE MODERN THEORY SUSTAINABLE SOCIO-ECONOMIC DEVELOPMENT OF REGIONS, Prof. DSc. Galina Gagarina, Prof. DSc. Liliya Chaynikova, Prof. DSc. Alla Ryzhakova, Assoc. Prof. Natalia Sorokina, Plekhanov Russian University of Economics, Russia.....	309
42. FINANCIAL CRISIS AND BUSINESS CYCLE, Ing. Valeria Dziurova, University of Economics in Bratislava, Slovakia	317
43. FINANCIAL HEALTH OF TRAVEL AGENCIES AND TOUR OPERATORS IN THE CZECH REPUBLIC: EVIDENCE FROM BANKRUPTCY MODELS, Veronika Hedija, College of Polytechnic Jihlava, Czech Republic	325
44. FINANCIAL RESOURCES OF THE RUSSIAN ARCTIC: CASH FLOW MATRIX BASED ON THE SYSTEM OF NATIONAL ACCOUNTS, Ekaterina Zakharchuk, Aleksey Pasyukov, Alexander Nekrasov, Russian Academy of Sciences, Russia	331
45. FORECAST OF LABOR MIGRATION, REPRODUCTION OF POPULATION, AND ECONOMIC DEVELOPMENT OF RUSSIA, Vasileva Aleksandra, Institute of Economics of the Ural Branch of the Russian Academy of Sciences, Russia	339
46. FORECASTING MODELS OF ECONOMIC DYNAMICS, Assoc. Prof. Dr. Evgenii Mityakov, Prof. Sergey Mityakov, Dr. Mityakov S.N, Prof. Dmitry Lapaev, Prof, Nizhny Novgorod State Technical University named after R.Y. Alekseev, Russia	347
47. FORMATION AND DEVELOPMENT TOURIST CLUSTER ON TERRITORY REPUBLIC OF TATARSTAN, Assoc. Prof. Dr. Svetlana Shabalina, Kazan Federal University, Russia	355
48. FORMATION OF THE MONITORING SYSTEM OF THE REGIONAL MARKET FOR ALCOHOLIC PRODUCTION, Assoc. Prof. PhD. Irina Ruiga, Assoc. Prof. Tatiana Likhacheva, Prof. DSc. Zoya Vasilyeva, Assist. Prof. Lusine Bagdasaryan, Siberian Federal University, Russia.....	361
49. THE FORMATION OF THE REGIONAL TOURIST CLUSTER IN THE EURO-ARCTIC REGION, Prof. Dr. Djamilia Skripnuk, Assoc. Prof. Kseniia Kikkas, Prof. Dr. Nikolay Didenko, Assoc. Prof. Natalia Konakhina, Prof. Dr. Sergey V Kulik, Saint-Petersburg Polytechnical University, Russia	369

50. FREQUENCY OF MEAT CONSUMPTION AND MEAT PRODUCTS OF SHEEP IN HISTORICAL BANAT (CASE STUDY), Simona Albu, Diana Marin, Cornelia Petroman, Ramona Ciolac, Ioan Petroman, University of Agricultural Science and Veterinary Medicine of Banat Timisoara, Romania.....	375
51. GLOBAL ENVIRONMENTAL PROBLEMS AND THE DEVELOPMENT OF TOURISM, Mariusz Rzetala, University of Silesia - Faculty of Earth Sciences, Poland.....	383
52. HOTEL SERVICES OFFER FOR THE SEGMENT OF DISABLED GUESTS, Sambronska Kristina - Gallo Peter ,Senkova Anna, Mitrikova Jana, University of Presov in Presov - Faculty of management, Slovakia	391
53. IMPACT OF INNOVATIONS ON REGIONAL DEVELOPMENT, Lucie Vankova, M.Sc., Ph.D., Gabriela Kocourkova, M.Sc., Ph.D., Jitka Chovancova, M.Sc., Ph.D., Brno University of Technology Faculty of Civil Engineering, Czech Republic.....	399
54. IMPACT OF LEGAL TRAVEL RESTRICTIONS ON ROMANIAN TOURISM, Popescu Gabriela, Iosim Iasmina, Ciolac Ramona, Banat University of Agronomical Sciences and Veterinary Medicine, Romania.....	407
55. INFLUENCE OF THE DEMOGRAPHIC SITUATION ON STATE ECONOMIC POLICY, Irina Maltseva, Yulia Vertakova, Valeryi Larionov, Southwest State University, Russia.....	415
56. INFLUENCE OF THE INSTRUMENTS WHICH REFLECTING REGIONAL DIFFERENCES IN SOCIO-ECONOMIC DEVELOPMENT OF REGIONS, Metodi Ivanov, Sofia University St Kliment Ohridski - Faculty of Geology and Geography - Department Regional Development, Bulgaria.....	423
57. AN INTEGRATED MATRIX OF CONDITIONS OF THE IMPLEMENTATION OF LEAN IN THE MANUFACTURING SECTOR, Marzena Frankowska, Justyna Maria Myszak, Mariusz Sowa, University of Szczecin, Poland.....	431
58. INTEGRATION “UTILITY” AS A RESULT OF NATIONAL AND REGIONAL INNOVATIVE ECOSYSTEM INTERACTION, Prof. DSc. Galina Belyakova, Assoc. Prof. Tatiana Likhacheva, Assoc. Prof. PhD. Irina Ruiga, Senior lecturer Yuliya Ulas, Senior lecturer Oksana Ryzhkova, Siberian Federal University, Russia	441
59. INTELLECTUAL CAPITAL AS A FACTOR OF COUNTRY` INNOVATIVE DEVELOPMENT, Dinara Mashkina, Nelly Khuzina, Bashkir State University, Russia	449

60. KOUMISS THERAPY AS AN UPCOMING TREND FOR DEVELOPMENT OF TOURISM IN RUSSIA, Natalya Sviatokha, Irina Filimonova,, Orenburg State University, Russia.....	457
61. LABOR EMIGRATION ABROAD AND LABOR MARKET, Magdalena Tupa, Marcel Kordos, Alexander Dubcek University in Trencin. Faculty of Social and Economic relations, Slovensko.....	465
62. MANAGERIAL AND TECHNOLOGICAL FACTORS INFLUENCING THE CATTLE PRODUCTIONS, Filip Baba , Diana Marin , Ioan Petroman, Sorin Marin, Cornelia Petroman, University of Agricultural Science and Veterinary Medicine of Banat Timisoara, Romania	473
63. MEASUREMENT OF WELFARE OF THE INDIVIDUAL AND AREAS OF RESIDENCE, Aleksandr A. Kuklin, Elena V. Chistova, Pavel A. Pyhov, Institute of Economics Russian Academy of Sciences - Ural Branch, Russia	479
64. MECHANISM FOR THE IMPLEMENTATION OF OPEN INNOVATION IN THE MODERN ECONOMY, Oxana Kazakova, Natalia Kuzminykh, Bashkir State University , Russia.....	487
65. METHODOLOGY FOR THE ASSESSMENT OF ALCOHOLIC SECURITY ON THE REGIONAL LEVEL, Assoc. Prof. DSc. Irina Filimonenko, Prof. DSc. Zoya Vasilyeva, Assoc. Prof. Tatiana Likhacheva, Assist. Prof. Varvara Borodkina, Siberian Federal University, Russia	493
66. METHODS OF ANALYSIS OF LEVEL OF REGIONAL DEVELOPMENT BASED ON MACROECONOMIC INDICATORS, Ing. Martina Marchevska, PhD., Ing. Elena Sira, PhD., University of Presov in Presov - Faculty of management, Slovakia	501
67. MINIMIZING THE TRANSPORTATION COSTS BY OPTIMAL POSITIONING OF UNITS IN LOGISTICS SYSTEMS, Assoc. Prof. Dr. Rosen Nikolaev, Assoc. Prof. Dr. Tanka Milkova, Assoc. Prof. Dr. Donka Zhelyazkova, Varna University of Economics, Bulgaria	509
68. MODEL OF THE DEVELOPMENT OF THE RUSSIAN ARCTIC MICRO-TERRITORY, Prof. Dr. Nikolay Didenko, Assoc. Prof. Olga V. Mirolyubova, Prof. Dr. Djamilia Skripnuk, Assoc. Prof. Kseniia Kikkas, Peter the Great St. Petersburg Polytechnic University, Russia.....	517
69. MODELING OF OPTIMAL STRUCTURE OF THE PASSENGERS TRANSPORT IN BULGARIA, Assoc. Prof. Dr. Rosen Nikolaev, Assoc. Prof. Dr. Donka Zhelyazkova, Assoc. Prof. Dr. Tanka Milkova, Varna University of Economics, Bulgaria	525
70. MR SCHUMPETER'S CREATIVE DESTRUCTION, Evgenia Antipina, Plekhanov Russian University of Economics, Russia	533

71. MULTI-CRITERIA PROJECTION EVALUATION OF ENTERPRISES AND BRANCHES OF INDUSTRY, Prof. Dmitry Lapaev, Assoc. Prof. Dr. Olga Lapaeva, Assoc. Prof. Dr. Mihail Shiryaev, Assoc. Prof. Dr. Nataliya Yakovleva, Nizhny Novgorod State Technical University named after R.Y. Alekseev, Russia	541
72. NEW REALITIES FOR RUSSIA-USA TRADE AND INVESTMENT, Natalia Volgina, Svetlana Balashova, Peoples Friendship University of Russia (RUDN University), Russia	549
73. NEW SYSTEM FOR QUALIFICATIONS EVALUATION: EXPERIENCE OF RUSSIA, Bagdasarian I.S., Sochneva E.N., Stupina A.A., Globa S.B., Karaseva M.V., Siberian Federal University, Russia.....	557
74. OIL: RESOURCES, PRODUCTION, PRICES, Assist. Prof. Dr. Sergey Chirikhin, Prof. Valerii Tatarenko, Assist. Prof. Dr. Irina Bobrova, Assist. Prof. Dr. Marina Ivanenko, Assist. Prof. Dr. Ilya Maximov, Novosibirsk State University of Economics and Management, Russia	565
75. ON THE ISSUE OF TOURISM AND RECREATIONAL ZONES IN YAKUTIA, Associate professor, PhD Khompodoeva M.V. Associate professor, PhD Ivanova S.A., North-Eastern Federal University named after M.K. Ammosov, Russia.....	573
76. ON THE QUESTION OF THE FORMATION OF THE PERSONNEL POLICY OF THE EDUCATIONAL ORGANIZATION, Natlia Sharapova, Eugenia Lagutina, Ural State University of Economics, Russia	581
77. ORGANIZATIONAL AND ECONOMIC MANAGEMENT ASPECTS OF MUNICIPAL SOLID WASTE IN THE CITIES OF THE SVERDLOVSK REGION, Dmitry Aleksandrovich Grinenko, Vera Vasilievna Yurak, Lyudmila Anatolievna Mochalova, Institute of Economics of the Ural Branch of the Russian Academy of Sciences, Russia.....	589
78. PATTERNS OF DIFFERENT ECONOMIC SECTORS DEVELOPMENT FOR FORMATION OF NEW INDUSTRIES, Prof. DSc. Zoya Vasilyeva, Assoc. Prof. Tatiana Likhacheva, Assoc. Prof. DSc. Irina Filimonenko, Senior lecturer Anna Moskvina, Senior lecturer Varvara Borodkina, Siberian Federal University, Russia...	595
79. PERFORMANCE APPRAISAL PROCESS OF ENVIRONMENTALISTS AS A PART OF HUMAN RESOURCE MANAGEMENT, Petra Horvathova, Marcela Davidova, VSB-Technical University of Ostrava, Czech Republic.....	603
80. POSSIBILITIES OF PUBLIC AND PRIVATE SECTORS' COOPERATION IN THE CONSTRUCTION AREA IN THE CZECH REPUBLIC, Dana Linkeschova, M.A., Ph.D., Gabriela Kocourkova, Ms.c., Ph.D., Petr Dorusak,, University of technology Faculty of civil engineering, Czech Republic	611

81. POSSIBLE SOLUTIONS FOR INCREASING THE SUSTANABILITY OF THE SLOVAK PENSION SYSTEM – FIRST TIER (PAY AS YOU GO SYSTEM) , Ing. Katarina Svejnova Hoesova, University of Economics Prague, Czech Republic.....	619
82. PROMOTING THE ENTREPRENEURS AND THE ECOLOGIC BEE PRODUCTS , Assoc prof. Corina Constanta Sirbu, Assoc prof. Pribeanu Gheorghe, Lecturer Micula Lia, Assoc Prof Tonea Elena, Assist. Firu Adrian, Banat University of Agronomical Sciences and Veterinary Medicine, Romania.....	625
83. PROTECTING SWEET WATER RESOURCES FROM MOUNTAIN AREA THROUGH ECOLOGICAL INVESTMENTS IN TOURISM INDUSTRY , Diana FORIS, Mihaela PLESCA, Tiberiu FORIS, Danut TOKAR, Transilvania University of Brasov, Romania	631
84. PSYCHOLOGICAL ASPECTS OF EMPLOYEE'S DEVELOPMENT IN THE HOSPITALITY INDUSTRY , Dr. Merhaut, Asst.prof. Chadt Karel, Mgr. Mickova Eva, Institute of Hospitality Management in Prague, Czech Republic	639
85. REGIONAL TOURISM DEVELOPMENT THROUGH INNOVATION IMPLICATION , Daniela Matusikova, Jaroslava Gburova, Richard Fedorko, University of Presov in Presov, Slovakia	649
86. REGIONAL TRENDS IN CHANGING THE WELFARE OF INDIVIDUALS AND INHABITED AREAS: POST CRISIS FORECAST , Prof, doctor of economic sciences, A.A. Kuklin, Institute of Economics Russian Academy of Sciences - Ural Branch, Russia.....	657
87. RELATIONSHIP BETWEEN GROSS DOMESTIC PRODUCT AND HUMAN DEVELOPMENT INDEX , Jarmila Hudakova, PhD., Constantine The Philosopher University in Nitra, Slovakia.....	665
88. ROMANIAN OENOTURISM PILON FOR PROMOTION AND DEVELOPMENT OF NATIONAL IDENTITY , Canja Cristina Maria, Mazarel Adrian, Lupu Mirabela Ioana, Padureanu Vasile, Transilvania University of Brasov, Romania.....	673
89. SEASONAL FORECASTING FOR AIR PASSENGER TRAFFIC , Katarzyna Chudy-Laskowska, Tomasz Pisula, Rzeszow University of Technology, Poland.....	681
90. SOCIAL AND LABOR PROBLEMS OF THE NORTHERN REGIONS OF THE RUSSIAN FEDERATION (ON THE EXAMPLE OF THE REPUBLIC OF SAKHA (YAKUTIA)) , Neustroeva A.B., Bolnitskaya A.N., Popova O.V., North-Eastern Federal University named after M.K. Ammosov, Russia.....	693
91. SOCIAL CAPITAL AND INNOVATIONS FOR SUSTAINABLE LATVIA'S RURAL DEVELOPMENT , Assoc. Prof. Dr. Ligita Melece, Ilze Sena, Institute of Agrarian Resources and Economics, Latvia.....	701

92. SOCIAL MEDIA IN HIGHER EDUCATION FROM STUDENTS PERSPECTIVE, Assist.prof PhD Yanka Aleksandrova, assoc.prof. PhD Silvia Parusheva, University of Economics - Varna, Bulgaria.....	709
93. SOCIO-ECONOMIC POTENTIAL OF SOCIAL WORK WITH FAMILIES WITH A MEMBER WITH AUTISM SPECTRUM DISORDER (ASD), Beata Balogova`. Eva Hvizdova, College of International Business ISM Slovakia in Presov, Slovakia	717
94. STRATEGIC MANAGEMENT AND INDUSTRY POLICY: HOW TO EVALUATE THE ATTRACTIVENESS OF INDUSTRIES, Prof DSc Anna Plekhanova, PhD Kirill Kolesov, PhD Alexey Ivanov, PhD Nadezhda Ivanova, Nizhny Novgorod State Technical University named after R.Y. Alekseev, Russia	729
95. OPTIMIZING UNIVERSITY TRAINING STRUCTURE: A DETERMINISTIC DYNAMIC MODEL, Shorikov A.F., Agarkov G.A., Sudakova A.E., Ural Federal University named after the first President of Russia B. N. Yeltsin, Russia	735
96. STUDY REGARDING THE RURAL TOURISM ACTIVITY FROM ROMANIA, Ana-Mariana Dincu, Ioan Brad, Claudia Sirbulescu, Remus Gherman, Adrian Gavruta, Banat University of Agronomical Sciences and Veterinary Medicine, Romania.....	743
97. STUDY REGARDING THE SITUATION AND EVOLUTION OF ROMANIAN ECONOMY, Sirbulescu Claudia, Pirvulescu Luminita, Dincu Ana Mariana, Gherman Remus, Iancu Tiberiu, Banat University of Agronomical Sciences and Veterinary Medicine, Romania.....	751
98. SURVEY OF HOLDINGS AS A TOOL FOR PRELIMINARY EVALUATION OF NET IMPACT OF RURAL DEVELOPMENT PROGRAMME, PhD.Armands Veveris, Mgr.oec.Juris Hazners, Mgr.ing.Elita Benga, Institute of Agrarian Resources and Economics, Latvia	759
99. SUSTAINABLE COMPETITIVENESS – ANALYSIS OF INDICATORS FOR SELECTED EUROPEAN COUNTRIES, Kristina Afric Rakitovac, Juraj Dobrila University in Pula-Faculty of Economics and Tourism, Croatia	767
100. THE PHENOMENON OF LOW INTEREST RATES IN THE CONTEXT OF MONETARY AND FISCAL INTERACTIONS (POLICY MIX), Joanna Stawska, University of Lodz, Poland	777
101. THE DEMOGRAPHIC DEFICIT IN THE ECONOMIC DEVELOPMENT OF THE REPUBLIC OF BULGARIA - CONSEQUENCES AND DECISIONS, Kliment Naydenov, Sofia University St Kliment Ohridski - Faculty of Geology and Geography - Department Regional Development, Bulgaria	785

102. THE ECONOMIC ASPECT OF DEVELOPMENT OF SPHERE OF SERVICES OF THE RUSSIAN FEDERATION ON THE EXAMPLE OF ECOLOGICAL TOURISM, PhD, Assoc. Prof. Makeeva D.R., PhD, Assoc. Prof. Kryukova E.M., PhD, Assoc. Prof. Shadskaia I.G., PhD Mukhomorova I.V., PhD, Assoc. Prof. Egorova E.N., Russian State Social University, Russia	793
103. THE ECOTOURISM AND THE IMPORTANCE OF THIS TYPE OF TOURISM IN ROMANIA, Assoc Prof. Corina Constanta Sirbu, Prof. Tiberiu Iancu, Prof. Brad Ioan, Lecturer Pribeanu Gheorghe, Lecturer Micula Lia, Banat University of Agronomical Sciences and Veterinary Medicine, Romania.....	801
104. THE FISCAL THEORY OF THE PRICE LEVEL IN THE CONTEXT OF THE POLICY MIX, Joanna Stawska, University of Lodz, Poland.....	807
105. THE GENESIS AND GENERATION OF SOCIAL VALUE: THE RISE OF ENTREPRENEURIAL SUBJECTIVITY AND SPECIFICS OF ITS VALUE-CREATING ACTION, Alexey A. Baryshev, Tomsk State University, Russia	815
106. THE IMPACT OF THE ISO 22000: 2005 STANDARD ON FOOD SAFETY IN THE ROMANIAN HOSPITALITY INDUSTRY, Mazarel Adrian, Canja Cristina Maria, Lupu Mirabela Ioana, Padureanu Vasile, Transilvania University of Brasov, Romania.....	823
107. THE IMPACT OF THE INTERNET PROMOTION OF ROMANIAN TOURISM PRODUCTS AND SERVICES ON CONSUMER DEMAND, Beatrice Sion, Cezar Mihalcescu, Romanian-American University, Romania	831
108. THE IMPORTANCE OF COMMUNICATION STRATEGIES IN THE DEVELOPMENT OF ROMANIAN TOURISM AND AGRITOURISM, Iosim Iasmina, Popescu Gabriela, Banat University of Agronomical Sciences and Veterinary Medicine, Romania.....	839
109. THE INFLUENCE OF PROCESSES OF FINANCIAL GLOBALIZATION AND TRANSFORMATION ON THE WORLD FINANCIAL AND CREDIT SYSTEM, PhD in Economics Markina S.A., PhD in Economics Klimenko P.A., PhD in Economics Mashkina N.A., Southwest State University, Russia	847
110. THE EURASIAN ECONOMIC UNION AND THE SILK ROAD ECONOMIC BELT CONJUGACY: COMPLEMENTARY RESOURCE AND ADIAPHOROUS REALITY, Assist. Prof. Dr. Denis Borisov, Assist. Prof. Dr. Vera Gavrilova, Assist. Prof. Dr. Svetlana Klyuchanskaya, Prof. Evgenii Savkovich, Assist. Prof. Dr. Anna Serbina, Novosibirsk State University of Economics and Management, Russia	853

- 111. THE INVESTMENT CLIMATE IN RUSSIA: ANALYSIS OF THE INFLOW OF FOREIGN CAPITAL INTO THE ECONOMY**, candidate of economic sciences Mashkina NA, candidate of sociological sciences Belyaeva OV, candidate of economic sciences Chernykh Z.V., South-West State University, Russia 861
- 112. THE MECHANISM OF FORMATION AND FUNCTIONING OF CREATIVE SPACES OF TERRITORIAL ENTITIES OF THE RUSSIAN FEDERATION AS AN IMPORTANT ELEMENT OF ITS ECONOMIC SECURITY**, Assoc. Prof. Elena Torosyan, Assoc. Prof. Anatoliy Modenov, PhD Lilia Enikeeva, ITMO University, Russia.....867
- 113. THE MONITORING OF INNOVATION DEVELOPMENT OF THE FEDERAL DISTRICTS OF THE RUSSIAN FEDERATION**, Dr. Mityakov S.N. Dr. Maximov Yu.M., Dr. Mityakova O.I., Assoc. Prof. Mityakov E.S., Assoc. Prof. Murashova N.A., Nizhny Novgorod State Technical University named after R.Y. Alekseev, Russia.....873
- 114. THE PROBLEM OF POVERTY IN RUSSIA: STATE REGULATION ISSUES**, Elena Nikolaevna Sochneva, Anna Andreevna Malakhova, Igor Vasilyevitch Malimonov, Dmitry Ivanovitch Kravtsov, Dmitry Valeryevitch Zyablikov, Siberian Federal University, Russia.....881
- 115. THE RATING FACTORS IN TERRITORIAL AND SECTORAL DEVELOPMENT OF A MIXED ECONOMY**, Assoc. Prof. Anna Khanina, Assoc. Prof. Juliya Razvadovskaya, Student Kristina Rudneva, Southern Federal University, Russia889
- 116. THE RELATIONSHIP BETWEEN THE CONCEPTS OF ECONOMIC SECURITY AND PSEUDO-SECURITY**, Prof. Natalia Nikulina, Prof. Dr. Aleksandr Kuklin, Institute of Economics of the Ural Branch of the Russian Academy of Sciences, Russia897
- 117. THE ROLE OF THE RUSSIAN BASIC UNIVERSITY OF FEDERAL IMPORTANCE IN THE ECONOMIC DEVELOPMENT OF THE REGION**, Dr. Dmitriev S.M., Assoc. Prof. Shiryayev M.V., Dr. Babanov N.Yu., Dr. Mityakov S.N., Nizhny Novgorod State Technical University named after R.Y. Alekseev, Russia905
- 118. THE STRATEGIES OF MARKETING MIX IN TECHNICAL UNIVERSITY EDUCATION SERVICES**, Lecturer Natalia Manea, University Politehnica of Bucharest, Romania913
- 119. THE STRATEGY OF LABOUR PRODUCTIVITY GROWTH IN POLAND IN THE LIGHT OF THE CHALLENGES OF THE INTERNATIONAL ECONOMY**, Renata Pietowska-Laska, Rzeszow University of Technology, Poland921

120. THE SYSTEM OF INDICATORS OF SUSTAINABLE DEVELOPMENT OF REGIONS , Assoc. Prof. Mityakov E.S., Assoc. Prof. Shiryaev M.V., Dr. Mityakov S.N., Dr. Mityakova O.I., Assoc. Prof. Yakovleva N.N., Nizhny Novgorod State Technical University named after R.Y. Alekseev, Russia	929
121. THE WELFARE OF INDIVIDUAL AND THE AREA OF RESIDENCE: RISK ASSESSMENT , Prof. Natalia Nikulina, Maria Pecherkina, Institute of Economics Russian Academy of Sciences - Ural Branch, Russia	937
122. TOURISM AS A NEW FORM OF DEVELOPMENT OF THE ARCTIC REGIONS OF THE REPUBLIC OF SAKHA (YAKUTIA) OF RUSSIA , Totonova Elena, North-Eastern Federal University named after M.K.Ammosov, Russia.....	945
123. TOURISM IN RURAL AREAS IN POLAND IN THE YEARS 1999-2016 , Eligiusz Malolepszy, Teresa Drozdek-Malolepsza, Daniel Bakota, Jan Dlugosz University in Czestochowa, Poland.....	953
124. TOURISM SUPRASTRUCTURE IN THE REGIONS OF LATVIA , Assoc. Prof. DSc. Aina Mushka, Assoc. Prof. DSc. Inara Jurgena, Latvia University of Agriculture, Latvia	961
125. TRENDS AND PROSPECTS OF INDUSTRIAL DEVELOPMENT IN THE RUSSIAN FEDERATION , Svetlana Stash, Tatiana Makarenka, Assist. Prof. Galina Nazarenko, Southern Federal University, Russia.....	969
126. VOLUNTARY ASSOCIATIONS OF MUNICIPALITIES AND THEIR INFLUENCE ON THE DEVELOPMENT OF TECHNICAL INFRASTRUCTURE , Gabriela Kocourkova, M.Sc., Ph.D., Dagmar Hrabincova, M.Sc. et M.Sc., Assoc. Prof. Alena Ticha, M.Sc, Ph.D., Roman Hladik, University of technology Faculty of civil engineering, Czech Republic.....	977
127. EFFECTS OF WATER POLLUTION NEAR THE ANIMAL FARMS , Ispravnic Liana, Marin Diana, Ienovan Daniela, Petroman Cornelia, Petroman Ioan, University of Agricultural Science and Veterinary Medicine of Banat Timisoara, Romania.....	985
128. WORKING IMMIGRATION AND ITS IMPACT ON THE LABOR MARKET OF SLOVAK REPUBLIC , Sergej Vojtovic, Magdalena Tupa, Marcel Kordos, Alexander Dubcek University in Trencin. Faculty of Social and Economic relations, Slovensko.....	991
129. WORLD MARKET TENDENCIES DEVELOPMENT OF ENERGY RESOURCES , Dr. Prof. Elena Klochkova, Dr. Prof. Ekaterina Darda, Dr. Prof. Ludmila Moiseykina, Dr. Prof. Olga Ledneva, Plekhanov Russian University of Economics, Russia.....	999

