

**5th INTERNATIONAL MULTIDISCIPLINARY
SCIENTIFIC CONFERENCE ON SOCIAL SCIENCES AND ARTS**

S G E M 2 0 1 8

CONFERENCE PROCEEDINGS

VOLUME 5



MODERN SCIENCE

ISSUE 1.3

**FINANCE,
ECONOMICS AND TOURISM**

26 August – 01 September, 2018

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 2018 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 © SGEM2018

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 978-619-7408-63-8

ISSN 2367-5659

DOI: 10.5593/sgemsocial2018/1.3

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

Secretariat Bureau

E-mail: **sgem@sgemsocial.org**

URL: **www.sgemsocial.org**

CONFERENCE PROCEEDINGS CONTENTS

SECTION FINANCE

1. ABOUT DIAGNOSTICS OF AN ENTERPRISE FINANCIAL CONDITION OF THE HOUSING AND PUBLIC UTILITIES, Prof. DSc Irina Kurochkina, Prof. DSc Elena Shuvalova, PhD Liudmila Mamatova, PhD st. Ilia Kalinin, Yaroslavl State University after P G Demidov Economic Faculty, Russia	3
2. ABOUT THE “BASE” VALUE OF NATIONAL CURRENCY AND THE IMPACT OF “BASE” VALUE FLUCTUATIONS ON THE WELL-BEING OF THE NATIONAL POPULATION AND COMPETITIVENESS OF NATIONAL ECONOMY, Associate Professor Tatyana Sizova. Associate Professor Darina Sizova. Associate Professor Julia V. Gordeeva, Plekhanov Russian University of Economics, Russia	11
3. ABSORPTION COSTING ANALYSIS AND ITS USE BY CZECH MANUFACTURING COMPANIES, Radana Hojna, Lenka Stryckova, Technical University of Liberec, Czech Republic	19
4. AGENCY THEORY RELATED EXPLANATIONS FOR INITIAL PUBLIC OFFERING ANOMALIES, Meltem Gurunlu, Istanbul Arel University, Turkey	27
5. ANALYSIS OF INTER-ENTERPRISE COMPARISON METHODS OF PERFORMANCE AND COMPETITIVENESS OF ENTERPRISES, Ing. Beata Sofrankova, PhD., PhDr. Svetlana Matkova, PhD., University of Presov in Presov, Slovakia	35
6. ANALYSIS OF THE DEVELOPMENT IN THE MECHANISM OF PUBLIC EXPENDITURE OF THE RUSSIAN FEDERATION IN THE SPHERE OF EDUCATION, Elena Shuvalova, Mikhail Gordienko, Natalia Sibatulina, Plekhanov Russian University of Economics, Russia	43
7. ANALYSIS OF THE FACTORS’ IMPACT ON FORMING OF LIABILITIES OF RUSSIAN BANKING SYSTEM, Babich S., Darda E., Klochkova E., Sadovnikova N., Plekhanov Russian University of Economics, Russia	51
8. ASSESSMENT OF CRS DISCLOSURES IN THE BUSINESS ENTITY’S ANNUAL REPORT IN THE LIGHT OF APPLICABLE LEGAL REGULATIONS ON THE EXAMPLE OF ENEA GROUP IN 2016-2017, Aneta Wszelaki, Katarzyna Tkocz-Wolny, University of Economics in Katowice, Poland	61
9. ASSESSMENT OF THE EFFECTIVENESS OF INSTITUTIONAL ACTIVITIES FOR THE REDUCTION OF TAX HAVENS WITHIN THE EU AND BEYOND, Mirecka Elzbieta, WSB University in Wroclaw, Poland	69

10. BANKING EFFICIENCY MEASUREMENT - EVIDENCE FROM ROMANIAN SYSTEMIC BANKS, Boitan Iustina-Alina, The Bucharest University of Economic Studies, Romania	77
11. CHALLENGES OF PUBLIC SECTOR GOVERNANCE ON MAXIMIZING CITIZENS WELFARE, Assoc. Prof Oana-Ramona Lobont, Assis. Prof. Iulia Para, Assis. Prof. Sorana Vataavu, Student Loredana Jicarean, West University of Timisoara - Faculty of Economics and Business Administration, Romania	85
12. COOPERATION FOR THE DEVELOPMENT OF FINANCIAL LITERACY IN LATVIA, Aija Eglite, Dace Kaufmane, Latvia University of Agriculture, Latvia....	93
13. DEVELOPMENT OF A METHODS FOR DETERMINING THE REGION'S SECTORAL INVESTMENT PRIORITIES IN ORDER TO SELECT SECTORS FOR INCLUSION IN THE INVESTMENT PORTFOLIO, Panyagina Asya Evgenievna, Murom Institute of Vladimir State University, Russia	101
14. DEVELOPMENT OF THE SMART CITY CONCEPT: EFFICIENCY OF NANOTECHNOLOGIES IN INVESTMENT AND CONSTRUCTION SPHERE, Prof. Dr. Natalia Gorodnova, Alexey Krupkin, Ural Federal University named after the first President of Russia B. N. Yeltsin, Russia	111
15. DOES THE DEMOCRACY OF THE EU MEMBER COUNTRIES STILL SHOW NOWADAYS ELEMENTS OF VULNERABILITY?, Assoc. Prof. Lobont Oana, Assis. Prof. Para Iulia, Professor Moldovan Nicoleta, PhD Student Bociu Alexandru, Student Jicarean Silvana, West University of Timisoara - Faculty of Economics and Business Administration, Romania.....	121
16. DOES THE FINANCIALIZATION OF POLISH ENTERPRISES EXIST?, Alina Rydzewska, Silesian University of Technology, Poland.....	129
17. ECONOMETRIC MODELING OF MICRO-ECONOMIC DEMAND FOR INSURANCE, Tatiana Sinyavskaya, Alexandra Tregubova, Anna Rudyaga, Maxim Shirochenko, Rostov State University of Economics, Russia	137
18. ECONOMIC GROWTH AND ITS DETERMINANTS IN REPUBLIC OF MACEDONIA, Elmi Aziri, South East European University, FYR of Macedonia	145
19. ENSEMBLE CLASSIFIERS APPROACH FOR CONSUMER CREDIT SCORING, dr Pisula Tomasz, Rzeszow University of Technology, Poland.....	153
20. EVALUATING THE IMPACT OF CRISIS ON ECONOMY IN THE BALTICS, Linas Cekanavicius, Vilius Vaitkus, Vilnius University, Lithuania	161
21. FACTUAL EFFECTIVENESS OF INVESTMENTS CO-FINANCED WITH EU FUNDS – CASE STUDY, Anna Motylska - Kuzma, WSB Universtity in Wroclaw, Poland	169

22. FINANCIAL INSTRUMENTS AS AN ALTERNATIVE FORM OF ASSISTANCE FROM THE EUROPEAN STRUCTURAL AND INVESTMENT FUNDS AND THEIR IMPLEMENTATION UNDER THE CONDITIONS OF THE SLOVAK REPUBLIC, Boris Mucha, Tomas Peracek, Patricia Brestovanska, Comenius University Bratislava, Slovakia.....	181
23. FISCAL MECHANISMS FOR THE DEOFFSHORIZATION OF THE RUSSIAN ECONOMY, Ph. D. Gordienko, Mikhail Sergeevich, Prof. Gryzunova Natalia Vladimirovna, Ph. D., Zakharova Jamila Safarova., Ph.D Polyakova, Alexandra Grigorievna, Plekhanov Russian University of Economics, Russia.....	191
24. FISCAL POLICY OF SLOVAKIA AND ITS IMPACT ON THE STATE BUDGET DEFICIT, Assist. Prof. Eleonora Matouskova, University of Economics in Bratislava, Slovakia	199
25. IMPACT OF TECHNOLOGICAL CHANGES ON EMPLOYEES' KEY PROFESSIONAL COMPETENCES IN THE FIELD OF FINANCE AND ACCOUNTANCY, Grazyna Voss, Robert Hutterski, Agnieszka Hutterska, Nicolaus Copernicus University in Torun, Poland	207
26. INTANGIBLE ASSETS IN ACCOUNTING AND TAX LEGISLATION IN THE CZECH REPUBLIC, Ing. Martina Cernikova, Ph.D., Ing. Zdenek Brabec, Ph.D., Technical University of Liberec, Czech Republic	215
27. MECHANISMS OF INTERACTION BETWEEN MONETARY POLICY AND COMPETITIVENESS OF A COMPANY, Prof. Gryzunova Natalia Vladimirovna, Ph. D. Zakharova Jamila Safarova, Ph.D. Pyatanova Viktoriya Ivanovna, Ph.D. Polyakova, Alexandra Grigorievna, Plekhanov Russian University of Economics, Russia.....	223
28. METHODOLOGY FOR IMPLEMENTING THE BALANCED SCORECARD INTO STRATEGIC PLANNING SYSTEM OF INDUSTRY DEVELOPMENT IN THE REGION, Vitaly V. Melnikov, Irina S. Stapova, Natalia P. Zhukovskaya, Natalia V. Medyanik, Oksana N. Taranenko, Southern Federal University, Russia	231
29. MINIMIZATION OF TAX RISKS AT THE REPORTING OF INCOME FROM FOREIGN ORGANIZATIONS, Elena Shuvalova, Irina Kurochkina, Natalia Sibatulina, Aleksey Yershov, Plekhanov Russian University of Economics, Russia ...	241
30. MODERN ASPECTS OF FINANCIAL RELATIONS WITH THE INTERNATIONAL FINANCIAL INSTITUTIONS, Oleg Aseev, Irina Aseeva, Petr Sergeev, Nadezhda Serebryakova, Southwest State University - Department of Philosophy and Sociology, Russia	249
31. NONFINANCIAL INFORMATION IN ACCOUNTING – AN OPPORTUNITY OR A THREAT FOR ENTERPRISE, Jacek Adamek, Melania Bak, Joanna Kogut, Wroclaw University of Economics, Poland.....	257

32. ON ACCOUNTING FOR THE COSTS OF BREEDING TRIBAL BIOLOGICAL ASSETS IN RUSSIA , Prof. DSc Irina Kurochkina, PhD Liudmila Mamatova, PhD st. Natalia Bystrova, Yaroslavl State University after P G Demidov Economic Faculty, Russia	269
33. PEER ANALYSIS OF EUROPEAN LARGE BANKS' KEY FINANCIAL RATIOS , Boitan Iustina-Alina, The Bucharest University of Economic Studies, Romania.....	277
34. PUBLIC DEBT AND MACROECONOMIC STABILITY IN REPUBLIC OF MACEDONIA , Elmi Aziri, South East European University, FYR of Macedonia	285
35. REGIONAL INNOVATION CLUSTERS AS CATALYST FOR DEVELOPMENT OF THE REGIONAL ECONOMY OF THE RUSSIAN FEDERATION , Galina N. Guzhina, Yuriy P. Kozhayev, Alexander A. Guzhin, Nazarsho M. Nazarshoyev, Evgeny S. Ogurtsov, Kuban State University, Russia	293
36. RESHAPING THE FUTURE OF TRAINING IN FINANCIAL SERVICES , Assoc. Professor Laura Elly Naghi, Academy of Economic Studies, Romania	303
37. SELECTION OF CRITERIA AND DEVELOPMENT OF THE FINANCIAL TRANSPARENCY EVALUATION ALGORITHM , Assoc. Prof. Roman Kuzmich, Assoc. Prof. Nataliia Grishchenko, Assoc. Prof. Ekaterina Yakimova, Siberian Federal University, Russia.....	309
38. STATISTICAL ANALYSIS OF MULTIDIMENSIONAL DATA IN FINANCIAL ANALYSIS , Igor Petruska, Sylvia Jencova, Viktoria Ali Taha, Eva Litavcova, University of Presov in Presov, Slovakia	317
39. STUDY REGARDING THE EVOLUTION OF THE DEPOSITS OF NON-GOVERNMENTAL CLIENTS OFFERED BY THE ROMANIAN BANKING SYSTEM , Sirbulescu Claudia, Pirvulescu Luminita, Chirila Mariana, Chirila Daniel, Dincu Ana- Mariana, Banat University of Agronomical Sciences and Veterinary Medicine, Romania.....	325
40. TAX-FREE INCOME AND BORDERLINE OF POVERTY , Agnieszka Huterska, Ewa Zdunek-Rosa, Nicolaus Copernicus University in Torun, Poland.....	333
41. THE ANALYSIS OF THE IMPACT OF OPERATIONAL AND NON-OPERATIONAL ACTIVITIES ON ROE , Ph. D., M. Sc. Eng. Anna Kijewska, Silesian University of Technology, Poland	341
42. THE APPLICATION OF THE ACTIVITY BASED COSTING METHOD AND ITS INFLUENCE ON THE SELECTED FINANCIAL PERFORMANCE INDICATORS , PhDr. Ing. Helena Jacova, Ph.D., Ing. Radana Hojna, Ph.D., Technical University of Liberec, Czech Republic	349

43. THE BARGAIN PURCHASE GAIN IN PRACTICE OF POLISH COMPANIES , MSc Papaj Wlislodka, MSc Olga Grzybek, University of Economics in Katowice, Poland.....	357
44. THE DEVELOPMENT'S TENDENCIES OF THE GLOBAL INSURANCE MARKET , Assoc. Prof. Anna Obukhova, Dr.S., Prof. Irina Aseeva, Dr.S., Prof. Tatiana Kolmykova, Evgeny Grivachev, Southwest State University - Department of Philosophy and Sociology, Russia	365
45. THE ECONOMIC EFFICIENCY OF INTEGRATION PROCESSES ON THE EXAMPLE OF EURASIAN ECONOMIC UNION , Assoc. Prof. Olga Ergunova, Assoc. Prof. Victor Kovalev, Assoc. Prof. Alexandr Lebedev, Ural Federal University named after the first President of Russia B.N.Yeltsin, Russia	371
46. THE EXTERNAL STATE FINANCIAL CONTROL FORMATION IN THE RUSSIAN FEDERATION: TRENDS AND CHALLENGES , Doc. Andrew Izmodenov, Prof. Lyudmila Shaybakova, Ural State University of economics, Russia	379
47. THE INCREASE TENDENCY IN THE DEFENCE BUDGET AND STATE SECURITY AND ITS INFLUENCE ON ECONOMIC DEVELOPMENT IN THE CURRENT POLITICAL CONTEXT. THE CASE OF THE EU AND NATO MEMBER STATES IN WESTERN EUROPE. , PhD Stud. Oana Ramona Glont, West University of Timisoara - Faculty of Economics and Business Administration, Romania.....	387
48. THE LEGISLATIVE IMPACT ON INVESTMENTS FLOWS APPLIED ON THE CAPITAL MARKET. ROMANIAN CASE , Assoc. Prof. Laura Elly Naghi Adina Alexandra Darmaz-Guzun PhD. Candidate, Academy of Economic Studies, Romania.....	395
49. THE MOTIVES FOR PASSING PRIVATE NON-RETURNABLE FINANCIAL TRANSFERS TO FAMILY MEMBERS – EVIDENCE FROM POLAND , Dr. Malgorzata Solarz, Wroclaw University of Economics, Poland.....	403
50. THE NATURE OF SYSTEMIC RISKS, THEIR CONCEPT AND REGULATION , Prof. Irina Shaker, Professor Natalia Kondrakhina, Finance University Moscow, Russia.....	411
51. THE PROBLEM OF PRESERVING THE PRINCIPLE OF TRUE AND FAIR VIEW ON EXAMPLES , Maciej Tuskiewicz, University of Economics in Katowice, Poland.....	417
52. ON THE NEED TO DEVELOP A DISTINCT TECHNIQUE FOR FORENSIC AUDIT OF EXPENSES INCURRED BY COMMUTER RAIL SERVICE COMPANIES , PhD Marina Motolianetc, Yaroslavl State University after P G Demidov Economic Faculty, Russia	425

53. THE SPECIAL FEATURES OF THE TECHNIQUE FOR CONDUCTING FORENSIC AUDIT OF THE OWN EXPENSES OF COMMUTER RAIL SERVICE COMPANIES, PhD Marina Motolianetc, Prof. DofS. Irina Kurochkina, Prof. DofS. Tamara Sadykova, Yaroslavl State University after P G Demidov Economic Faculty, Russia435

54. THE USAGE OF THE BALANCED SCORECARD CONCEPT BY CZECH COMPANIES, Ing. Zdenek Brabec, Ph.D., PhDr. Ing. Helena Jacova, Ph.D., Technical University of Liberec, Czech Republic443

55. TO THE QUESTION OF TAX BURDEN ON INDIVIDUALS, Assoc. Prof., Elena Ordynskaia, Institute of Economic Forecasting of the Russian Academy of Sciences, Russia.....451

SECTION ECONOMICS AND TOURISM

56. ADDRESSING SOME PROBLEMS OF INTEGRATION OF MIGRANTS IN THE SLOVAK LABOR MARKET, Ing. Andrej Privara, PhD., Prof. Ing. Magdalena Privarova, CSc., University of Economics in Bratislava, Slovakia461

57. ANALYSIS OF DISPARITIES IN INVESTMENT PROCESSES IN RUSSIAN ECONOMY, Associate Professor Elvira Bulatova, Associate Professor Liliya Aliakberova, Associate Professor Alsu Shakiryanova, PhD Natalia Antonova, PhD Leysan Leto, Kazan (Volga Region) Federal University, Russia.....469

58. ANALYSIS OF INTERNET MARKETING IMPACT TO CONSUMER, Prof. Ing. Dr. Robert Stefko, Ph.D. PhDr. Jaroslava Gburova, PhD. PhDr. Daniela Matusikova, PhD., Aarhus University, Denmark.....477

59. ANALYSIS OF MARKETING ACTIVITIES OF TOURIST INFORMATION CENTRES, PhDr. Daniela Matusikova, PhD. PhDr. Jaroslava Gburova, PhD., Aarhus University, Denmark483

60. ASSESSMENT OF ENERGY FACTORS INFLUENCE ON FUNCTIONAL EFFICIENCY OF REGIONAL INTEGRATED INDUSTRIAL STRUCTURES, Assoc. Prof. Alena Dyrdonova, Assoc. Prof. Elena Girfanova, Assoc. Prof. Nailya Gareeva, Assoc. Prof. Irina Morozova, Kazan National Research Technological University, Russia.....491

61. ASSESSMENT OF ENVIRONMENTAL WELL-BEING IN LARGE CITIES: CASE OF VOLGA FEDERAL DISTRICT IN RUSSIA, Assoc. Prof. Dr. Ruslan Sadyrtidinov, Assoc. Prof. Dr. Dmitry Rodnyansky, Assoc. Prof. Dr. Elena Nekrasova, Assoc. Prof. Dr. Viktor Kolesnikov, Kazan (Volga Region) Federal University, Russia499

62. ASSESSMENT OF OPPORTUNITIES OF APPLICATION THE BEST PRACTICES TO ACTIVATION OF THE INVESTMENT PROCESSES IN THE REPUBLIC OF BASHKORTOSTAN, Prof. Oxana Kazakova, Assistant Professor Natalia Kuzminykh, Bashkir State University, Russia.....	507
63. BIBLIOMETRIC STUDY ON AGRICULTURE FINANCE, Assist. Prof. Dr. Alina Zaharia, Dr. Alexandru Cosmin Ionescu, PhD student Daniela Mihai, Bucharest University of Economic Studies, Romania	515
64. BRICS: STRATEGIC ECONOMIC PARTNERSHIP, Assoc. Prof. S. Revinova, Assoc. Prof. I. Lazanyuk, Peoples Friendship University of Russia (RUDN University), Russia	523
65. COMPARATIVE ANALYSIS OF THE EUROPEAN UNION INNOVATION PERFORMANCE IN RELATION WITH MAJOR INTERNATIONAL COMPETITORS, Assoc. Prof. Dr. Angela Albu, Lecturer PhD Mihaela State, Stefan cel Mare University of Suceava, Romania	533
66. CORRELATION BETWEEN INNOVATION AND COMPETITIVENESS IN EUROPEAN UNION COUNTRIES, Lecturer PhD Mihaela State, Assoc. Prof. Dr. Angela Albu, Stefan cel Mare University of Suceava, Romania	541
67. CORRUPTION AND ECONOMIC THEORY, Assoc. Prof. Dr. Jolana Volejnikova, Ph.D.; Dr. Radka Malinovsk6, University of Pardubice, Czech Republic.....	549
68. CREATION AND DEVELOPMENT OF SPECIAL ECONOMIC ZONES: RUSSIAN AND INTERNATIONAL PRACTICE, Assoc. Prof. Phd. Yulia Polozhentseva, Assoc. Prof. Phd. Maria Klevtsova, South-West State University, Russia	557
69. DIAGNOSTICS OF THE WELFARE OF INDIVIDUALS AND INHABITED AREA: MULTIFACTORIAL ANALYSIS OF SOCIO-ECONOMIC DEVELOPMENT, Prof., Doctor of Economic Sciences, A.A. Kuklin, Leading Economist I.V. Korobkov, Institute of Economics Russian Academy of Sciences - Ural Branch, Russia.....	567
70. DOES LIVING DISTANCE FROM THE CENTRE OF TOURISM ACTIVITIES INFLUENCE ON LOCAL RESIDENTS' QUALITY OF LIFE?, Assoc. Prof. Dr. Pavlic, Ivana, Assoc. Prof. Dr. Portolan Ana, Assoc. Prof. Dr. Puh Barbara, University of Dubrovnik Department of Economics and Business Economics, Croatia	575
71. ECOTOURISM DEVELOPMENT MANAGEMENT STRATEGIES FOR CARAS SEVERIN COUNTY, Assoc.Prof. Sirbu Constanta Corina, Lecturer Micula Lia, Prof.Iancu Tiberiu, Assoc.Prof. Tonea Elena, Assist. Firu Adrian, Banat University of Agronomical Sciences and Veterinary Medicine, Romania	585

72. ENERGY EFFICIENCY OF ACCOMMODATION UNITS FOR AN SUSTAINABLE TOURISM , PhD Student. Eng. Danut Tokar, Asist. Prof. Dr.Eng Diana Foris, Assoc. Prof. Dr.Eng Mirela Toropoc, Prof. Dr. Tiberiu Foris, Transilvania University of Brasov, Romania	591
73. EVALUATION OF STRATEGIC DEVELOPMENT PLANS FOR CITIES WITH MORE THAN MILLION POPULATION: CASE OF VOLGA FEDERAL DISTRICT IN THE RUSSIAN FEDERATION , Assoc. Prof. Dr. Ruslan Sadyrtidinov, Assoc. Prof. Dr. Dmitry Rodnyansky, Assoc. Prof. Dr. Ivan Makarov, Assoc. Prof. Dr. Elena Ryazantseva, Kazan (Volga Region) Federal University, Russia	599
74. EVALUATION OF THE ECOLOGICAL ACTIVITY OF THE REGIONS IN RUSSIA , Assoc. Prof. Alina Khamidulina, Assoc. Prof. Dmitry Rodnyansky, Assoc. Prof. Olga Smyslova, Assoc. Prof. Elena Kukina, Kazan (Volga Region) Federal University, Russia.....	605
75. EXPANSIVENESS / RESTRICTIVENESS OF MONETARY AND FISCAL POLICY IN CZECH REPUBLIC AND HUNGARY - COMPARATIVE ANALYSIS , Dr. Joanna Stawska, Ph.D., University of Lodz, Poland.....	613
76. IMPACT OF INDUSTRY ON THE ENVIRONMENTAL POLLUTION IN THE MACROREGION , Evgeny S. Ogurtsov, Lyudmila V. Sharonina, Elena N. Bogdanova, Lyubov K. Satushieva, Inara R. Nakhushcheva, Southern Federal University, Russia	621
77. IMPACT OF SUBJECTIVE EVALUATION OF ECONOMIC STATUS ON YOUTH'S SATISFACTION AND CONCERN WITH OWN APPEARANCE , Prof. Dr. Vera Labunskaya, Southern Federal University, Russia	631
78. IMPROVING THE QUALITY OF LIFE OF POPULATION IN THE RUSSIAN REGIONS: HOW TO SOLVE OPTIMIZATION PROBLEMS , Prof. Dr. Alexander TYRSIN, PhD Elena CHISTOVA, Kirill KOSTIN, Institute of Economics Russian Academy of Sciences - Ural Branch, Russia	639
79. IT INDUSTRY AS A PREREQUISITE FOR DIGITAL ECONOMY (CASES OF RUSSIA AND INDIA) , Assoc. Prof. I.Lazanyuk, Assoc. Prof. S.Revinova, Assoc. Prof. S.Balashova, Prof. N.Volgina, Peoples Friendship University of Russia, Russia	647
80. LEISURE TOURISM: MEANS OF LOCOMOTION , Assoc. Prof. Dr. Iasmina Iosim, Assistant Dr. Carmen Dumitrescu, Assoc. Prof. Dr. Simona Constantinescu, Assoc. Prof. Dr. Dora Orboi, Assoc. Prof. Dr. Gabriela Popescu, Banat University of Agronomical Sciences and Veterinary Medicine, Romania.....	655

81. MILLIONAIRE CITY ATTRACTIVENESS FOR LIVING: CASE OF THE RUSSIAN FEDERATION , Assoc. Prof. Dr. Ruslan Sadyrtidinov, Assoc. Prof. Dr. Dmitry Rodnyansky, Assoc. Prof. Dr. Maxim Evsin, Assoc. Prof. Dr. Anatoly Guskov, Kazan (Volga Region) Federal University, Russia	663
82. MODERN TRENDS OF DEVELOPMENT OF INTERNATIONAL COOPERATION IN THE FRAMEWORK OF THE DIGITAL ECONOMY , Dr. Yulia Vertakova, Assoc. Prof. Dr. Maria Plakhotnikova, Dr. Vladimir Gurov, Southwest State University, Russia.....	671
83. MOSCOW LABOR MARKET: ASSESSMENT OF TRENDS AND DEVELOPMENT PROSPECTS , Dr. Prof. Darda E., Dr. Prof. Klochkova E., Dr. Prof. Sadovnikova N., Dr. Prof. Babich S., Plekhanov Russian University of Economics, Russia	679
84. MYSTERY SHOPPING - A TOOL FOR MEASURING THE SATISFACTION OF GUESTS IN ACCOMMODATION SERVICES , Ing. Kristina Sambronska, University of Presov in Presov - Faculty of management, Slovakia	687
85. NATURAL CAPITAL FROM THE "GREEN" ECONOMY OF SUSTAINABLE INNOVATION DEVELOPMENT PERSPECTIVE MANAGING IDENTIFICATION: AN INSTRUMENTAL VIEW , Prof. Dr. Elena Lazareva Assoc. Prof. Dr. Olga Karaycheva, Southern Federal University, Russia	693
86. ORIENTATION AND OPTIMIZATION OF RESOURCES CULTURAL HERITAGE MATERIAL IN DEVELOPMENT OF TOURISM IN BANAT, ROMANIA , Lecturer PhD. Camelia TEODORESCU, Lecturer PhD. Mihaela GADOIU, Assoc. Prof. Cristian Constantin DRAGHICI, Assoc. Prof. Radu Daniel PINTILII, Marian MARIN, University of Bucharest, Romania.....	701
87. PLANNING AND IMPLEMENTATION OF INNOVATIONS IN THE ENTERPRISE , Assoc. Prof. Natalia Nikolaeva, D.Mendeleyev University of Chemical Technology of Russia, Russia	709
88. POSSIBLE DEVELOPMENT DIRECTIONS FOR BRASOV TOURIST DESTINATION, IN ACCORDANCE WITH THE CHANGES IN THE TOURISM MARKET , Assist. Prof. Dr. Diana Foris, Assoc. Prof. Dr. Ruxandra-Gabriela Albu, Prof. Dr. Tiberiu Foris, Assist. Prof. Dr. Cristina Nicolau, Transilvania University of Brasov, Romania	717
89. PRELIMINARY ISSUES ON THE POSITIONING OF CONTROL IN THE GOVERNANCE OF ENTITIES , PhD. Dragomir Victoria Isabela, Prof. Dr. Domnisoru Sorinel, Prof. Dr. Avram Marioara, University of Craiova, Romania	725
90. REGIONAL DISPARITIES IN SLOVAK REPUBLIC , Ing. Eva Koisoa, Ing. Jana Masarova, Alexander Dubcek University in Trencin. Faculty of Social and Economic relations, Slovakia	731

91. REGIONAL STRUCTURE OF POTATOS PRODUCTION IN ROMANIA (2014-2016), Radu Lucian PANZARU, Dragos Mihai MEDELETE, Marius VLADU, Gheorghe MATEI, University Of Craiova, Romania.....	739
92. RESEARCH QUALITY SWEET POTATOES ON SANDY SOIL, Dr. Reta Draghici, Dr. Mihaela Croitoru, Dr. Aurelia Diaconu, Dr. Milica Dima, Drd. Cotet Gheorghe, Plants Crops Research and Development Center on sandy soils Dabuleni, Romania.....	747
93. RESEARCH TRENDS IN FOOD SAFETY – SHORT ANALYSIS, PhD Maria Claudia Diaconeasa, Assist. Prof. PhD Alina Zaharia, Assist. Prof. PhD Mihai Dinu, Bucharest University of Economic Studies, Romania.....	755
94. RESULTS ON THE BIOLOGICAL MATERIAL USED TO MULTIPLY SWEET POTATO VARIETIES UNDER THE CONDITIONS OF ROMANIA, Dr. Draghici Reta, Dr. Diaconu Aurelia, Dr. Draghici Iulian, Assistant Research Paraschiv Alina Nicoleta, Dr. Dima Milica, Plants Crops Research and Development Center on sandy soils Dabuleni, Romania	763
95. SCENARIO PREDICTION OF IMPLEMENTING COGNITIVE MAP METHODOLOGY IN TERMS OF COUNTERACTING PROTEST ACTIVITY IN RUSSIA, Dr. Alexey Naydyonov, Institute of Economics UB RAS, Russia.....	771
96. SILVER ECONOMY DEMAND FOR CREATIVE TOURISM, Mgr. Jarmila Hudakova, Constantine The Philosopher University in Nitra, Slovakia	779
97. SOCIAL INNOVATIONS FOR SUSTAINABLE LATVIA’S RURAL DEVELOPMENT, Mgr. Ligita Melece, Ilze Shena, Institute of Agrarian Resources and Economics, Latvia	785
98. STATISTICAL ESTIMATION OF INTEGRATED MACRO RISKS OF THE FUEL AND ENERGY COMPLEX DEVELOPMENT, Prof. Dr. Arzhenovskiy Sergey, Sinyavskaya Tatiana, Rostov State University of Economics, Russia.....	795
99. STUDY REGARDING THE ROLE OF THE TRADITIONAL ROMANIAN PRODUCT IN PROMOTING AGROTOURIST SERVICES, Assoc. Prof. PhD Simona Cristina Constantinescu, PhD Simona Alice Man, PhD. Ecaterina Isac, PhD Stud. Laura Strain, Ramona Ciolac, Banat University of Agronomical Sciences and Veterinary Medicine, Romania.....	803
100. THE ANALYZE OF THE CONSUMERS PREFERENCES OF TOURIST FOOD SERVICES AND RAISING THE LEVEL OF CONSUMER PROTECTION, PhD. Stud. Ionut Rista, Assoc. Prof. Phd Simona Cristina Constantinescu, PhD. Stud. Elena Per, Prof. PhD. Cornelia Petroman, Prof. PhD. Ioan Petroman, Banat University of Agronomical Sciences and Veterinary Medicine, Romania.....	811

101. THE EVOLUTION OF PRICE AT CORN IN ROMANIA (2013-2017), Radu Lucian PANZARU, Marius VLADU, Dragos Mihai MEDELETE, Gheorghe MATEI, University of Craiova, Romania.....	819
102. THE FOREIGN ECONOMIC RELATIONS OF MODERN REGIONS: AN ASSESSMENT OF TRADE MODELS POTENTIAL IN ECONOMIC DEVELOPMENT IN THE EXTERNAL RESTRICTIONS CONDITIONS (ON THE EXAMPLE OF THE REPUBLIC OF TATARSTAN), Assoc. Prof. Shikhalev A.M., Assist. Prof. Vorontsov D.P., Assoc. Prof. Akhmetova I.A., Prof. Khamidullina G.R., Assoc. Prof. Rozhko O.N., Kazan (Volga Region) Federal University, Russia...	827
103. THE HOSPITALITY INDUSTRY IN TOUR ITINERARIES, Assoc. Prof. PhD Mosalev A.I., Russian State Social University, Russia	835
104. THE IMPLICATIONS OF GLOBALIZATION ON BEHAVIORAL PATTERNS IN TOURISM, Assoc.Prof. Ph.D. Gabriela Popescu, Prof. Ph.D. Brad Ioan, Assoc.Prof. Ph.D. Iosim Iasmina, Lect.Ph.D. Adamov Tabita, Lect.Ph.D. Ciolac Ramona, Banat University of Agronomical Sciences and Veterinary Medicine, Romania.....	843
105. THE IMPORTANCE OF TOURISM MANAGERS IN ECOLOGICAL ACTIONS IN THE ORSOVA AREA, Assoc. Prof. Sirbu Constanta Corina, Lecturer Dr. Micula Lia, Banat University of Agronomical Sciences and Veterinary Medicine, Romania.....	853
106. THE LATEST EVOLUTION OF THE MAIN TOURISM INDICES IN ROMANIA, Phd. Lecturer Cheia Gheorghe, Phd. Lecturer Lupchian Magdalena, Phd. Attendant Horodnic Vasilica-Danut, Phd. Attendant Afloari Mihai, Stefan cel Mare University of Suceava, Romania	861
107. THE PHENOMENON AND FUNCTION OF TOURISM IN SOCIETY, Prof. Olga Bashina, Ass. Prof. Natalia Mamaeva, Ass. Prof. Evgeny Karpov, Ass. Prof. Artem Fedoseev, The Russian Presidential Academy of National Economy and Public Administration, Russia	869
108. THE PROSPECTS OF RUSSIA’S FOREIGN ECONOMIC ACTIVITY DEVELOPMENT: GLOBAL TRENDS AND NATIONAL CONTEXTS, Assist. Prof. Dr. Denis Borisov, Assist. Prof. Dr. Vera Gavrilova, Assist. Prof. Svetlana Klyuchanskaya, Prof. Evgenii Savkovich, Assist. Prof. Anna Serbina, Novosibirsk State University of Economics and Management, Russia.....	877
109. THE ROLE OF REGIONAL DEVELOPMENT INSTITUTIONS IN THE SOCIAL AND ECONOMIC DEVELOPMENT, Assoc. Prof. Olga Ergunova, Prof. Svetlana Pyankova, Ural Federal University named after the first President of Russia B.N.Yeltsin, Russia	885

110. THE ROLE OF RELATIONS WITH CUSTOMERS AND OF THE COMMUNICATION PROCESS IN IMPROVING FARM SANITARY-VETERINARY SERVICES , Assoc.Prof. PhD. Simona Cristina Constantinescu, PhD. Stud. Gheorghe Danciu, PhD. Stud. Laura Străin, Lecturer PhD. Bogdan Radoi, Prof. PhD. Ioan Petroman, Ioan Petroman, Banat University of Agronomical Sciences and Veterinary Medicine, Romania.....	893
111. THE STATISTICAL ANALYSIS OF THE PLACE OF THE RUSSIAN FEDERATION IN THE GLOBAL SUGAR MARKET IN THE CONTEXT OF IMPORT REPLACEMENT , Dr., Prof. Natalia Sadovnikova, Marina Sidak, Dr., Prof. Elena Klochkova, Dr., Prof. Ekaterina Darda, Plekhanov Russian University of Economics, Russia.....	901
112. TOURISTS' PERCEPTION TOWARDS AUTOCHTHONOUS PRODUCT QUALITY IN THE AREA OF DUBROVNIK, CROATIA , Assoc. Prof. Marija Dragicevic, University of Dubrovnik, Croatia	909
113. TOWARDS GENUINE CORPORATE GOVERNANCE , PhD Student Dragomir Victoria Isabela, University of Craiova, Romania.....	915
114. UNEMPLOYMENT OF GRADUATES IN SLOVAKIA AND IN THE CZECH REPUBLIC , Assist. Prof. Eleonora Matouskova, PhD., University of Economics in Bratislava, Slovakia	921
115. USING THE HUMAN DEVELOPMENT INDEX IN MEASURING ECONOMIC DEVELOPMENT , Prof. Dr. Nada Karaman Aksentijevic, Assoc. Prof. Dr. Zoran Jezic, University of Rijeka - Faculty of Economics, Croatia	929
116. VOLUNTEERING: TRENDS OF DEVELOPMENT IN ECOLOGICAL TOURISM , Prof. Dr. Platonova Natalia, Prof. Dr. Fedulin Alexander, Cand. Vapnyarskaya Olga, Cand. Krivosheeva Tatiana, Russian State University of Tourism and Service, Russia.....	937
117. COULD BANKS SURVIVE A PERIOD OF INTEREST RATES BELOW ZERO? , Assoc. Prof. Dr. Silvia Trifonova, University of National and World Economy (UNWE), Sofia, Bulgaria.....	945
118. LIQUIDITY AS A MEASURE OF COMPANY RISKS: ASSESSMENT AND MANAGEMENT PRINCIPLES. THE EVIDENCE OF THE RUSSIAN METALLURGICAL INDUSTRY , Assoc. Prof. Vasilisa Makarova, Assoc. Prof. Dr. Inna Skobeleva, National Research University Higher School of Economics, Russia	957
119. HEALTH SYSTEMS FINANCING IN THE EU MEMBER STATES , Assoc. Prof. Dr. Silvia Trifonova, PhD student Anton Pramatarov, University of National and World Economy (UNWE), Sofia, Bulgaria	965
120. SPECIFICS AND PROBLEMS OF TAXATION OF RENEWABLE AND NON-RENEWABLE NATURAL RESOURCES , Assoc. Prof. Svetlana B. Globa, Assist. Prof Victoria V. Berezovaya, Siberian Federal University, Russia.....	977