

SCIENTIFIC PROGRAMM

International Conference on Recent Trends in Marketing, Accounting, Business, Economics and Tourism

Amsterdam,
Netherlands

February 28th, 2017

International Conference on Recent Trends in Marketing, Accounting, Business, Economics and Tourism

Editor-in-chief
Natalya Krasnova
Professional Science
Nizhny Novgorod,
Beketova 53

Co- editor-in-chief
Yuliya Kanaeva
Professional Science
Nizhny Novgorod,
Beketova 53

Publishing
Smashwords. Inc.
USA, Los Gatos (CA)
15951
Gatos Blvd., Suite 16
Los Gatos, CA
95032

EDITORIAL BOARD

Krasnova Natalya	PhD, Associate Professor of Accounting and Auditing	Nizhny Novgorod State Architectural Universit
Degtyarev Sergey	PhD, Associate Professor, Department of International Law and International Relation	Lobachevsky Nizhny Novgorod State University
Shagalova Tatiana	PhD, Associate Professor	Nizhny Novgorod State Architectural Universit
Luca Starori	PhD	Italy, PhD, Università degli Studi di Napoli Federico II

Editorial Office: Professional Science Nizhny Novgorod, Beketova 53, mail@scipro.ru

Publishing Office: Smashwords. Inc. USA, Los Gatos (CA) 15951 Gatos Blvd., Suite 16 Los Gatos, CA 95032

Scientific Program

13:00 – 13:30	Registrations
13:30 – 14:30	Opening Ceremony Introduction
14:30 – 19:00	General Conference Schedule

CONFERENCE PARTICIPANTS

Malygina Tatyana Yurevna	Student	Orenburg State University
Melnikova Tatyana Fedorovna	Candidate of economic sciences, associate professor of the department of marketing, commerce and advertising	
Dudkina Olga Vladimirovna	Candidate of Sociological Sciences, Associate Professor of the Department of "Service, Tourism and Hospitality Industry"	Don State Technical University
Dovby Irina Pavlovna	Doctor of Science (Economics) / Associate Professor, Department of economic security	Institute of economy and management, Southern Ural state university
Mitrofanova Inna Vasilyevna	Doctor of Science (Economics) / Leading Scientific Researcher; Professor, Department of World and Regional Economy	Institute social and economic and humanitarian researches of the Southern Russian Academy of Sciences scientific center, Rostov-on-Don; Volgograd state university, Volgograd
Shkarupa Ekaterina Aleksandrovna	PhD in Economics / Associate Professor, Department of theory of finance, credit and taxation	Volgograd state university, Volgograd Institute social and economic and humanitarian researches of the Southern Russian Academy , Volgograd state university
Sher Marina Leonidovna	Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Economics	North-Caucasian Branch "Russian State University of Justice"
Opryshko Elena Leonidovna	Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Economics	Kuban State University
Kovaleva Olga Victorovna	Candidate of Technical Sciences, Associate Professor of the Department of Geocology and Nature Management	
Mironov Leonid Valerievitch	Fourth year student of the Faculty of Economics	
Mustafina Alfiya A.	Associate professor of chair Service and tourism	Volga Region State Academy of Physical Culture, Sports and Tourism, Kazan, Republic of Tatarstan, Russian Federation
Borodai V.V.	Doctor of Sociology / Professor	Don State Technical University
Nadutkina Irina Eduardovna	Candidate of Sociological Sciences, Associate Professor, Professor of the Department of Social Technologies	Belgorod State National Research University
Kompaniets Svetlana Aleksandrovna	Senior Lecturer of the Department of Personnel Management	
Novikov Alexander Vasilyevich,	senior lecturer	Department of General and Engineering Ecology Russian State Agrarian University –

Sumarukova Olga Viktorovna	senior lecturer	Moscow Timiryazev Agricultural Academy Russia, Moscow, Department of General and Engineering Ecology Russian State Agrarian University – Moscow Timiryazev Agricultural Academy Russia, Moscow
Kiselova Alena Sergeevna	master student	Nizhny Novgorod State University Nizhny Novgorod (Arzamas Branch),
Ponomareva Svetlana Vasilievna Merzliakova Natalia Andreevna	Candidate of Economic Sciences/ Associate Professor, Bachelor/ Applicant	Department of Economic and Finance Perm national research polytechnic university, Department of Economic and Finance Perm national research polytechnic university
Pethechel Tatyana Aleksandrovna Rekeda Alena Sergeevna	Candidate of economic sciences / associate professor of the department "Finance and credit", student	Far Eastern Federal University Vladivosto
Kabirov Ildar Sarvarovich.	Candidate of economical science, associate professor	Kazan innovative university of V.G. Timiryasov (IEML), Kazan
Kucherenko Margarita	student	Don State Technical University
Kosmarova Nadezhda	Associate Professor, Doctor of Economics / Professor of the Department of World Economy	Crimean Federal University
Morozova Nayalya Ivanovna	Natalia Morozova, Doctor of Philology, professor, Head of the Department of management, technologies of trade and public food consumption	Volgograd Cooperative Institute (branch) Russian University of Cooperation
Gonenko Daniel Vladimirovich Safronov Ivan Vladimirovich Kalmykov Nikolai Nikolaevich Klyukin Andrew Igorevich Molotkov Sergey Nikolaevich Chernyaeva Irina Vasil'evna	Ph.D., Associate Professor, School of Public Administration of Civil Service of the Institute of economy and management RANHiGS Ph.D., senior lecturer in public and municipal administration of the Tambov branch RANHiGS candidate of sociological sciences, director of the Expert-Analytical Center RANHiGS Ph.D., Associate Professor of Public and Municipal Administration of the Tambov branch RANHiGS Ph.D., Associate Professor of Public and Municipal Administration of the Tambov branch RANHiGS Doctor of Economics, Professor of Economics and Finance of the Tver branch RANHiGS	Russian Academy of National Economy and Public Service

Chicherova Elena Yur'evna	Doctor of Economics, Professor of Economics and Finance, public sector institutions and civil service management RANHiGS	
Shestakov Maxim Valer'evich	Ph.D., Associate Professor of Public and Municipal Administration of the Tambov branch RANHiGS	
Fedorova Svetlana Vladimirovna	senior lecturer	Marketing Department Volgograd State University
Kurametova M	DBA student	Kazakh humanitarian-law university

**Conference Schedule for the International Conference on Recent Trends in Marketing,
Accounting, Business, Economics and Tourism (agenda order)
February 28, 2017**

SECTION 1. MARKETING

1. DUDKINA O. BIOSOCIAL ASPECTS OF MANAGING A SERVICE ORGANIZATION
2. FEDOROVA S. V. THE BRAND PLATFORM AS THE BASIS FOR THE EFFECTIVE MANAGEMENT OF BRAND TORUS (FOR EXAMPLE, REGIONAL TRADE MARKET VOLGOGRAD REGION)

SECTION 2. ACCOUNTING

1. PONOMAREVA S.V., MERZLIAKOVA N.A. THE FAIR VALUE INVESTMENT PROPERTY ACCOUNTING MODEL

SECTION 3. BUSINESS & ECOMMERCE

1. PETECHEL T.A., REKEDA A.S. TAX PROBLEMS OF E-COMMERCE: INTERNATIONAL EXPERIENCE AND RUSSIAN PRACTICAL ACTIVITY

SECTION 4. TRADE, ECONOMICS AND FINANCE

1. DOVBY I.P., MITROFANOVA I.V., SHKARUPA E.A. STATE SUPPORT OF BUSINESS IN AGRARIAN AND INDUSTRIAL COMPLEX: PROGRAM AND TARGET APPROACH
2. GONENKO D.V., SAFRONOV I.V., KALMYKOV N.N., KLYUKIN A.I., MOLOTKOV S.N., CHERNYAEVA I.V., SHESTAKOV M.V. ON THE IMPLEMENTATION OF THE RUSSIAN FEDERATION, "THE DEVELOPMENT OF THE INDUSTRY AND INCREASE ITS COMPETITIVENESS" OF THE STATE PROGRAM: ARCHIVE FOR 2014
3. KOSMAROVA N.A. GLOBALISATION AND WELFARE ACROSS THE GLOBE
4. KUCHERENKO M. THE DIFFUSION OF INNOVATIVE TECHNOLOGIES IN THE FIELD OF TOURISM
5. KURAMETOVA M. ADAPTATION OF THE INTEGRATED MANAGEMENT MODELS OF INNOVATIVE PROCESSES

6. MALYGINA T.Y. FEATURES OF INNOVATION IN THE MARKET OF DENTAL SERVICES
7. MOROZOVA N.I. LOCAL GOVERNMENT AS THE BASIS FOR THE PROCESS OF DEMOCRATIZATION OF SOCIETY AND IMPROVE THE QUALITY OF LIFE
8. SHER M.L., DUDNIK D.V., OPRYSHKO E.L., KOVALEVA O.V., MIRONOV L.V. SOCIO-ECONOMIC DEVELOPMENT AND LAND MANAGEMENT IN MODERN CONDITIONS

SECTION 5. TOURISM

1. BORODAI V. FEATURES INNOVATIVE TRENDS IN TOURISM DEVELOPMENT
2. KABIROV I.S. TENDENCIES OF DEVELOPMENT OF MACRO-REGIONAL TOURIST MARKETS
3. MUHAMEDKARIMOVA L. THE EFFECTS OF THE UNIVERSIADE IN KAZAN
4. NADUTKINA I.E., KOMPANIETS S.A. PROBLEMS OF TOURISM PROMOTION OF THE BORDER REGION: EFFECTIVE ADVERTISING
5. NOVIKOV A.V., SUMARUKOVA O.V. A RANGE OF SOCIO-ECOLOGICAL ISSUES IN TOURISM

SECTION 8. BUSINESS EDUCATION

1. BORODAI V. INSTITUTIONAL DISSONANCE AS A FACTOR IN THE LOW EFFICIENCY OF EDUCATIONAL INVESTMENT
2. KISELEVA A. IMAGE OF COMPREHENSIVE SCHOOL: A GENDER PERSPECTIVE

