

ISSN: 2309-0677

СЕВЕР-ВОСТОЧНЫЙ АЗИАТСКИЙ
АКАДЕМИЧЕСКИЙ ФОРУМ

东北亚学术论坛

***NORTH – EAST ASIA
ACADEMIC FORUM***

Harbin University of Commerce 2013

IDC 378
BBK 74.58
№ 32

Novosibirsk State Technical Universit
Harbin University of Commerce
Siberian University of Consumers' Cooperative Societies
Innovative University of Eurasia
Naryn State University. S. Naamatova (Kyrgyzstan)
Krasnoyarsk State Institute of Economics and Trade
Ural State Economic University
Baikal State University of Economy and Law (Russia)
Khabarovsk State Academy of Economy and Law
Altai Academy of Economics and Law
Donetsk National University
West – Siberian finance and law institute
Omsk Institute (branch) of Russian State Trade and Economics University

North – East Asia Academic Forum (Publication of scientific articles) , 2013 , – 468p.

ISSN 978 – 601 – 248 – 379 – 6

The publication contains research results of teachers and academics of participants NEAAF project on problems of industrial – innovative development of national economy, anti – crisis management of the enterprise, financial sector development, technical and technological innovation.

All articles are published in author's edition.

IDC 378
BBK 74.58

ISBN 978 – 601 – 248 – 379 – 6

© Printed in China by
Harbin University of Commerce, 11, 2013

CONTENTS

REGIONAL ECONOMIC DEVELOPMENT AND POLICY

Management of Human Development as a Strategy for Regional Growth	S. E. Metelev, S. E. Elkin(1)
Structure Indication in Economic Analysis	Natalia G. Nizovkina(5)
Formation of Special Economic Zones as Instrument of the Region Innovative Development's Acceleration (on the Example of the Pavlodar Region of the Republic of Kazakhstan)	A. Ye. Zhamiyeva(7)
Research and Evaluation of Innovation Potential of Russian Regions	D. I. Pushkar, E. V. Dragunova(10)
Socio – Economic Development of the Regions: the Problem of Interaction of Power and Business	Slesarchuk O. M. (14)
Institute of Self – Development of Territorial Systems as the Requirement of Spatial Modernization of Old – Industrial Regions	A. I. Tatarkin(16)
Modern Economic Cycles and Impact on the Economy	E. V. Boldanova(22)
Economic Modeling of Interactions in Regional Economy	E. A. Novoselova, Y. A. Novoselov (26)
Economic Aspects of Human Development	S. E. Elkin (31)
Strategic Planning of Municipal Development: the Experience of Foreign Countries	A. V. Ruchkin (35)
A Study of the Development of the Old Industrial Regions: a Perspective of Re – Industrialization Strategy in Heilongjiang Province	Zhu Degui, Xia Hailan (39)
The Problems of Chinese Economic Growth and the Analysis of Its Adjustment Strategies	Xu Linshi, Xu Ran (44)
Stimulation of Development of Monotowns of Russian Old – Industrial Regions	I. D. Turgel (50)
Deciding When Is the Best Moment to Sell a Fixed Asset	I. A. Slobodnyak (54)
The Peculiarities of Development and Management of Donbas Monofunctional Cities	L. M. Kyzmenko, M. O. Soldak(57)
Research on Development and Countermeasures of Urbanization in Heilongjiang Province	Lv Ping(63)

New Mechanisms and Principles of Intellectualization and Socialization of the Economy under Development Conditions of the Reproduction Process Innovative Model

..... Gasanov E. A. , Gasanov M. A. , Gasanova N. V. (69)

Growth Pole Theory: Determinants and Trends in Old - Industrial Region

..... Akberdina Victoria (73)

Analysis of Current Situation of Urban and Rural Commodity Circulation under the Perspective of Urbanization about the Three Provinces in Northeast China

..... Wei Jing, Liu Shiyuan (83)

THE WORLD ECONOMY AND REGIONAL ECONOMIC INTEGRATION

Problems of Technologies Commercialization's Effective System Formation in the CIS Countries and the Way of Their Decision

D. S. Bekniyazova (91)

Changes in Geographical Structure and Key Features of Cross - Border Mergers and Acquisitions Flows during Financial Crises in World Economy

..... Svetlana Nikolaevna Khobotova (94)

Modernization Strategies in the Global Economic Practice: Key Messages

..... Al. A. Maltsev (99)

State Regulation of Youth Employment: A Review of International Practice

..... A. A. Borisova, M. M. Kiseleva (101)

Features of the Socio - Economic Development of the Kazakh - Russian Border in Integration Transformations

Bozhko Larissa Leonidovna (107)

Does Foreign Trade Really Contribute to the Economic Growth for Developing Countries?

—Taking China as a Case Based on Var Model

..... Zhang Qiuping, Fu Jianhua (112)

Globalization as a Cause of Transformation of the Structure of Russian Industry

..... S. N. Lyubyschenko (118)

Research Report on the Agricultural Cooperation between Heilongjiang Province and Russian Federation

An Chunsheng, Ma Jun, Yang Fang (124)

The Countermeasure Study on Improving the Level of Economic and Trade Cooperation in Northeast Asia

Xu Rui, Sun Jingzhou (128)

Review and Prospect on Logistics Cooperation between Heilongjiang Province and Russia

..... Chen Qiujie (133)

Promote Economic and Trade Cooperation between Sino - Russian in Open to the Russian Border

Zhang Xiujie (139)

Foreign Economic Activities of Small Businesses in Globalizing World Economy	Yuriy Makogon, Ilyya Khadzhynov (143)
Analysis on the Factors for the Strategy Upgrade of Heilongjiang Province Trade and Economic Cooperation with Russia	Zhang Jinping, Zhang Ye (147)
Analysis of Trade Commodity Structure and Complementarity of the Regional Cooperation between China and Russia	Kang Chengwen (154)
The Countermeasure Research on Transformation and Upgrading of Economic and Trade Cooperation of Heilongjiang Province to Russia	Xiang Yijun, Shao Xinyao (161)

ENTERPRISES MANAGEMENT AND INNOVATION DEVELOPMENT

Enterprise Climate of the Kazakhstan Economy: Assessment, Improvement Ways for Business Integration	L. M. Davidenko (164)
Estimation of the Russian Experience of the Communication between Universities and Business	Valeria A. Loginova, Elena V. Murashova (169)
Problems of Ensuring the Competitiveness of Manufacturers of Machinery Products in Context of Increasing Innovation Activity	I. K. Morozova, S. N. Ivanov (176)
Development of Electronic Logistics as an Innovation Programme for Modernisation of the Ukrainian Economy	V. Ya. Omelchenko, A. P. Omelchenko, A. V. Omelchenko (182)
Effectiveness of Industrial Break – Through Innovation Project in Russian Economic Conditions	N. A. Scherbakova, V. A. Scherbakov (186)
The Entrepreneurial Environment Influence on Innovative Activity of Enterprises	N. N. Kulikova (190)
Basic Adaptation Factors of Personnel to Organizational Innovations	O. V. Milekhina, I. B. Adova (195)
ABC – Method Adaptation for the Analysis of the Production Processes Efficiency of Industrial Enterprises	A. V. Chuvaev, O. L. Lyamzin (200)
Business Process Analysis as a Management Tool for Consumer Co – Operative Enterprises	O. P. Zaytseva, V. L. Karakchieva (203)
Research on Logistics Industry and Manufacturing Industry Linkage Development Strategies of Northeast China	Zhao Yingxia (208)
Study on the Technology Innovation Model of Development of Northeast Old Industrial Base	Guo Zhen, Sun Aijuan, Guo Yuduo (212)
The Background and Significance of RBV and Its Effect on the Modern Service Industry	Xu Jiawen, Zhou Han, Zhang Jinsong (216)

The Scale – Free of Commerce System and the Character of Commerce	Zheng Xiaojing (219)
Development Mechanism Study on High – End Services System	Li Juan (225)
Sort of Tertiary Industry Development in Heilongjiang Province	
—Based on the Gray Relational Dynamic Analysis Method	Lei Shuwen, Cai Defa(229)
Assessment of Level of the Siberian Federal District Regions Industry Development	G. P. Litvintseva, N. A. Gakhova(233)
Enterprise Management of Power Supplying Companies	Viktoriia Gurova (239)
Methods and Instruments of Prediction the Economy Needs in Hired Labor	M. I. Razumovskaya (242)
Small and Medium Size Business of Khabarovsk Krai in WTO Terms: Status and Prospects	T. S. Boyko, N. S. Frolova(248)
Problems of Estimation Effectiveness in Industrial Innovation Development of National Economy	D. E. Moon (253)
Analysis of Tendencies and Priorities in Development of the Fishing and Fish – Processing Industrial Enterprises in the Far East in the Modern Management Conditions	A. R. Plotkina, L. V. Biryukova (257)
Role of Judicial – Expert Researches in Preservation of the Environment	Plesovskikh Y. G. (262)
Estimating Socio – Economic Efficiency of Measures to Support Small and Medium – Sized Innovative Enterprises (The Case of Sverdlovsk Oblast)	Olga B. Veretennikova, Yekaterina G. Sheina (264)

RISK MANAGEMENT OF BUSINESS ORGANIZATION

Evaluating Business Climate in Russia in 2011 – 2013	M. V. Fyodorov, E. V. Peshina(269)
To the Question of the Concept's Content of "Crisis at the Enterprise"	E. G. Titova (272)
Risk Analysis of the Cobweb Theory Based on the Export of Agricultural Products in Heilongjiang Market	Min Yingying (276)
Founding Corporation Monitoring New System of Tax – Involved Risk	
—Taking Harbin IRS Corporation Tax "Manage and Check Synergy" for Example	Cai Defa, Jiang Jingchun (281)

Determining Efficient Methods of Overburden Operations	Z. R. Rahimov (287)
Iron – Concentrating Complex: Use of Neural Networks for Technological Processes Control	M. U. Zarubin, V. R. Zarubina (290)
A Probe into the Theoretical Basis of Psychological Capital	Tian Shiqin, Li Xingchang (296)
Special Features of Company Business Evaluation That Have Impact on Management Decisions Making	S. V. Bepaly (301)
The Impact of Decision Making Process of Medical Tourists for a Destination Branding	T. A. Burmenko (308)
Status and Factors Estimate in Investment Climate of Khabarovsk Krai	T. V. Mazankova (313)

PUBLIC ADMINISTRATION AND FINANCIAL POLICY

International Ratings: the Way to Foreign Capitals	E. O. Ryabko, I. G. Knyazeva (321)
Financial Systems and Terrorism: Problem Analysis	S. E. Metelev (323)
International Currency Market as Part Offinancial Market	T. V. Zavgorodnyaya (328)
The Theory of Capital Structure for the Conditions of Innovative Enterprise Development (Cluster)	A. E. Metelev, K. A. Metelev (332)
Investment Potential of the Global Art Market ...	Dvornaya A. N. , Knyazeva I. G. (338)
The Analysis of Competitive Advantage of Regional Differences in Chinese Rural Credit Cooperatives Based on Panel Data Model	Dong Xiaohong (341)
Program – Oriented Method as an Effectual Approach in Territorial Development Management	Leskova Liliya G. (345)
Environment Pollution and Mechanisms of Compensation for Detriment to Public Health	A. P. Kireenko, G. D. Rusetskaja, O. I. Gorbunova (347)
The Impact of Foreign Direct Investment on the Russian Economy and Business Climate	L. M. Kapustina, O. D. Falchenkol (353)
The Use of Private Pension Funds to Finance Innovation	V. V. Chemarev (359)
Legal Deposit Reserve Rate Adjustment Impact Analysis of China's Commercial Banks	Yao Fengge, Wang Tianhang (366)
Analysis of the Effect of Rural Financial Development in Northeast China the Increase Efficiency of the Rural Economy	Wen Hongmei, Wang Kun (376)
Some Thoughts of How to Train the Innovative Talents of the Chinese University – an Answer of "Qian Xuesen's Question"	Yang Zhongwei, Zhang Qing (384)

CULTIVATION OF MARKETING ECONOMY AND REGULATIONS

Clusters: Need of Formation and Development

..... Kaidarova S. E. , Narynbayeva A. S. (387)

The Harmony of Stakeholders Interests in Marketing Management

..... Kalynychenko Maksym (390)

Budgeting as Instrument of Expenses Management

O. I. Zhaltyrova (397)

The Main Factors of Forming Innovation Economy in Russia

..... N. I. Aksenova, E. A. Prikhodko (399)

Logical Framework Approach and Monitoring System of Smes' Development in Russia

..... E. V. Dragunova, P. V. Shterk (404)

Organizational and Economic Analysis in Contract Activity of an Enterprise

..... Vyzhitovich A. , Lyamzin O. , Levchenko M. (407)

Educational Services Marketing as a Tool of Increasing the Universities Competitiveness

..... Shemetova N. (409)

Research on the Development Strategy of Chinese Bank Card Industry from the Perspective of Network Economy

Zhou Zheng, Chen Fei (412)

Analysis of Trends in the Development of Average and Large Specialized Livestock Farms in Pavlodar Region of Republic of Kazakhstan

L. K. Kaidarova (416)

The Demand for Higher Education and Labor Market of Highly Skilled Workforce (for Irkutsk Region)

O. N. Baeva (421)

GOVERNMENTAL REGULATIONS AND ECONOMIC DEVELOPMENT

Legal Regulation of Drug Trafficking: Comparative Analysis

A. A. Sergeeva (423)

The Study on Black Humor Novel and Contemporary American Society from Then We Came to the End

Song Linlin (426)

The Three Northeastern Provinces Tourism Competitiveness Evaluation and Comparison

..... Zhao Lei (430)

Decent Work as a Priority Vector of State Personnel Policy

O. A. Doronina (435)

The Environmental Customary Law Theory of Hezhe Nationality

Yang Guang (440)

Graduation Design Quality Control of Civil Transportation Direction of Civil Engineering Specialty

Wang Haijun, Yang Yanjuan, Liu Yaqi (443)

Small - Scale Mining in the Context of the Rules of the Institution of Property Rights (Case of Coal)

Nevzorova E. N. (447)

General Electoral Right: Novellas of Legal Regulation

..... Yu. N. Lebedeva, I. L. Ilinykh (454)

PROBLEMS OF TECHNOLOGIES COMMERCIALIZATION'S EFFECTIVE SYSTEM FORMATION IN THE CIS COUNTRIES AND THE WAY OF THEIR DECISION

D. S. Bekniyazova

(Innovative University of Eurasia 140000, Republic of Kazakhstan, Pavlodar city, M. Gorky 102/4,
E - mail: dana_bekniyazova.26@mail.ru)

Abstract: Creation of scientific researches' effective system of commercialization is a new task of innovative policy of countries of the international commonwealth (CIS), which demands effective mechanisms of stimulation of innovative activity, effective use of intellectual property and its operation by business. Steady functioning of commercialization system of new knowledge allows to strengthen competitive positions of CIS countries in the world market.

Today intensity of innovative activity is in many respects reflected in level of economic development; in the global competition win those countries which provide favorable conditions for innovations. Therefore development of innovative activity – one of effective way of increase of the country competitiveness [1, p. 9].

According to experience of foreign countries it is possible to make a conclusion that the national innovative system will be effective and to bring high income only if at the country there is a developed business sector and culture of perception society of innovations. The innovations transformed in new scientific knowledge, products, technologies, services, qualifications of personnel, methods of management, are the main factor of competitiveness in all economically developed countries. So, in Kazakhstan in 2011 level of innovative activity consisted 4,3%, while in Germany this indicator consists – 30%, in the USA, Sweden, France – about 50%, in Russia – 9,1% [2, p. 27].

Still, a key problem there is a low demand for innovations in economy, and also its inefficient structure – an excess distortion towards purchase of the ready equipment abroad to the detriment of introduction of own new developed techniques. All this causes need of increase of all national innovative system efficiency and system of commercialization of scientific researches in particular.

Obstacle to increase in demand for domestic scientific developed techniques is not only problems of sector of researches and development, it is also the problems connected with backwardness of innovative infrastructure, first of all, its information components, and imperfections of innovations stimulation

system.

In CIS countries for many years it was used traditional approach to the commercialization, based on technology in process heart, while the role of the state had to consist in helping the inventor to develop the scheme of advance of result of scientific idea.

In this case lack of his enterprise skills is compensated by the professional expert who is capable to make an idea assessment, to give “green” or “red” light, by this method removing risks. However, at such approach too often even very good technologies with a potential in the market didn't bring economic success because of insufficient studying of demand of consumers and lack of specific administrative skills at the inventor.

For system support of technologies commercialization process in the Republic of Kazakhstan in 2012 year JSC “National Agency for Technological Development” (NATD) is created. This is the uniform national operator on the technological development, targetted to assist subjects of industrial and innovative activity in commercialization of technologies. NATD is assigned peculiar “the innovative lift”, that is providing exchange of information about perspective projects of commercialization between institutes of innovative development and business for “joining” of perspective innovative projects. Within this direction of NATD the network of regional offices of commercialization on the basis of leading research institutes of country and higher education institutions is created. There are created 21 offices of commercialization and 5 regional centers of commercialization. Main goal of offices of commercialization is commercialization of scientific researches res-

ults of higher education institutions' structural divisions or research institutes.

For example, in the model of realization of domestic innovative products given below "The innovator - Office of commercialization / the project of business - plan / - the businessman - Office of commercialization - the investor" (figure 1) exists a significant problem for Kazakhstan, including for CIS countries, in the enterprise environment which is afraid of the high risks connected with implementation of domestic innovative projects: "Better a tomtit in your hand than a crane in the sky!". It is much more reliable to buy the approved foreign technologies, than "to start from zero" realizing the domestic innovative project.

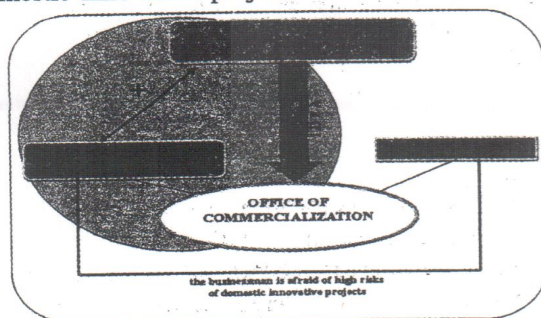


Figure 1. Model of realization of domestic innovative products "The innovator - Office of commercialization /business plan of the project / - the businessman - Office of commercialization - the investor"

Model of realization of domestic innovative products "The innovator - Office of commercialization /business plan of the project / - the investor" (figure 2) also can not work as neither the innovator, nor the employee of Technologies Commercialization Office, in most cases, don't own skills of business.

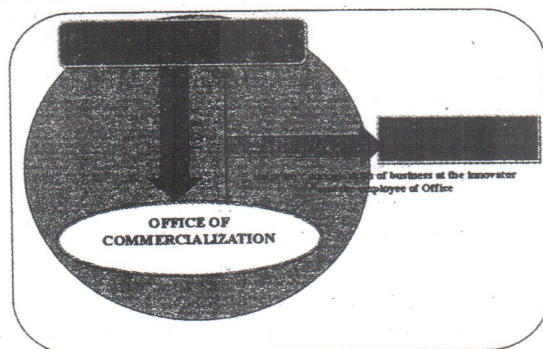


Figure 2. Model of realization of domestic innovative products "The innovator - Office of commercialization /business plan of the project / - the investor"

Successful commercialization demands something bigger, than the assessment of potential ideas, namely it is required practical vision on development of the business focused, first of all, on demand,

including global demand.

As a rule, the scientist isn't a businessman and he is badly guided in the course of identification of scientific development in a product or new goods. Therefore a key figure in heart of process of commercialization is not the inventor, it is the businessman, the team operating process of commercialization is more right.

That's way the mechanisms of commercialization support in the CIS countries have to be concentrated on further development of technology, and, first of all, on demand studying, on development of enterprise competences for creation of the innovative business based on technology, demanded by the market. Thus, the policy of commercialization of innovative technologies, has to be closely interconnected with support of business in the country.

Thus, it is necessary to depart from traditional approach to commercialization of technologies and, considering specifics of CIS countries, to create practical and customer-oriented process of commercialization. Only such approach can provide fast results and creation of critical weight of innovations in commercialization system.

For example, now in Kazakhstan the infrastructure of technologies commercialization support is actively created. As shows world experiment, only 10% of scientific development of research institutes and universities reach the market, and the economic success comes most often from business. Thus, considering commercialization process, it shouldn't be considered only as process of creation of technology of the scientific organizations and higher education institutions to creation of the new company. It is also provision of market by new products and services by existing firms. For Kazakhstan, for example, this tendency only is formed. In this regard support of technologies commercialization of the existing enterprises is especially important, because a share of the innovative companies quite low and therefore there are many hidden opportunities for use of new knowledge for receiving commercial success of the existing enterprises.

Speaking about technologies commercialization, the state usually supports creation of the new enterprises, however today comes recognition, what even the companies with experience need commercialization support. Therefore in CIS countries would be correct that to all companies, both skilled, and new the help and incentives for commercialization of technologies was provided.

In this regard before institutes of innovative development in CIS countries, except work with the scientific organizations, there is a problem of involvement of the existing companies in commercialization.

ion process, creation of mechanisms of support on improvement of their business models and decrease in barriers to involvement to cooperation with scientific community. Thus it is also necessary to aspire to support the companies with the international potential of technologies and to create them conditions for an exit to foreign markets.

Thus, on the author's opinion, for creation of effective technologies commercialization system in CIS countries it is necessary to be guided on the following clients:

- certain scientists and innovators, groups of scientists;
- scientific organizations and higher educational institutions;
- the existing small, middle - side and large companies;
- new innovative companies.

As an example, this situation found reflection in the Concept of innovative development of the Republic of Kazakhstan till 2030 [3]. Here a main objective of development of effective technologies commercialization system in Kazakhstan is commercialization of 90 technologies - till 2014, 200 technologies - till 2020. In this regard the share of the innovative companies can reach 25%.

Achievement of established goals becomes possible thanks to transition of innovative system of Kazakhstan from the model movable by the state, to the steady system movable by the private sector where business environment will be provided.

For this purpose it is made measures for further stimulation of the competition, decrease in administrative barriers, tax incentives of innovations, improvement of access to finance, creation of conditions for attraction of direct foreign investments.

According to the Concept of innovative development of the Republic of Kazakhstan till 2030 these measures will be added with the following directions of administrative and tax incentives of innovative activity:

- introduction of the status of the innovative enterprise in the administrative and tax code for

administration of preferential regimes;

- development and introduction of mechanism on release of the innovative enterprise from all administrative checks;

- development and introduction of the particular tax regime facilitating conditions to the innovative enterprise within the first five years of development;

- development and introduction of tax measures for stimulation of venture investment.

Thus, the full - fledged regulatory and institutional base on transformation of traditional approach to commercialization of scientific development in customer - oriented (market) approach is developed. It is supposed that growth of the new innovative companies and increase in innovative activity of the operating enterprises that will make favorable impact on export structure, employment growth, increase of competitiveness of the country as a whole will be a consequence of this transformation.

In case of successful functioning of system of commercialization of CIS countries level of competitiveness of the scientific organizations, the companies will grow. Therefore, eventually they also need support for the solution of more complex challenges. In this regard, change of instruments of support can be demanded, probably, introduction of new financial or economic mechanisms of stimulation of technologies commercialization, because the system of commercialization has to be flexible and develops together with the participants and clients.

References

- [1] Dnishev F. Features of technological policy at a transition stage to economic growth//Economy and statistics, 2002, No. 1. Page 9.
- [2] Bizhanova E. Macroeconomic analysis of innovative development of Kazakhstan//Sayasat - Policy, 2009, No. 3: Page 27.
- [3] The concept of innovative development of the Republic of Kazakhstan till 2030, Astana, 2013.