

**Cover Story**

*Yemelyanova T.,*

*Snitko L.*

**Price Stimulation of Sales in Retail Trade within Information-Oriented Society..... 3**

The article discusses the features of price stimulation in retail trade within information-oriented society and substantiates the necessity of taking into account the interrelation of the goals and techniques of sales promotion. Promising trends of price stimulation of sales within consumers' loyalty programs have been examined on the basis of studying and generalizing the experience of successful retail networks operating in the Republic of Belarus and the Russian Federation. The authors have proved the necessity of improvement of price stimulation of sales in consumer cooperatives, use of computerized trade systems and modern IT means of communication.

**Key words:** retail trade; sales networks; price; price stimulation; valuable stimulation; techniques of sales promotion; discount cards; consumers loyalty programs; consumer cooperatives; computerized trade systems.

**Actual Problems of Consumer Cooperatives**

*Kozyreva N.*

**Actual Areas of Development of Procurement Industry ..... 12**

The article deals with actual problem points in developing procurement industry of consumer cooperatives in the Republic of Belarus, and offers some areas for its improvement.

**Key words:** personal sector of agrarian economy; purchases of agricultural products from the population; efficiency of procurement industry; trends in developing the agrarian sector of the Republic of Belarus.

*Sidunyak A.*

**Consumer Societies and Public-Private Partnership: Social Basis of Cooperation ..... 18**

The article identifies the role of consumer cooperatives as a necessary component of the social sphere development. It proves the necessity to use the techniques of public-private partnership for regulation of ownership problems and risks distribution between consumer society members. It's shown that this form of cooperation will attract private capital to social facilities development and at the same time will keep regulating functions of the state.

**Key words:** consumer societies; social sphere; public-private partnership; customers; form of ownership; state resources; business; society; forms of public-private partnership.

*Aksyonov A.*

### **Youth Forums of Cooperators: History and Traditions** ..... 24

The article tells about the Second All-Union meeting of heads of Komsomol and youth collectives of consumer cooperatives, an important page of history of consumer cooperatives under the Soviet period. The meeting took place 15-17 September 1983 in Volgograd. The Belarusian delegation headed by N. Galenko, the Vice Chairman of the Board of Belkoopsoyuz, participated in this forum of young cooperators. In 1981-1984 the author of the article headed the Komsomol organization of the Gomel Cooperative Institute which was the largest organization within ones of BSSR consumer cooperatives and had the status of a district committee of LKSMB. So, the author was the member of the Belarusian delegation and took part in all events of a youth forum.

But the article is not only about the main events of the Second All-Union meeting of young cooperators of the USSR or the participation of Belarusian representatives in the forum, it also lets us feel the atmosphere of the 1980s. Both author's private papers and photos, and materials from "The Soviet consumer cooperatives", Tsentrosoyuz scientific theoretical and practical review. The report on the All-Union meeting was published in November 1983 issue.

The events of the meeting of young Soviet cooperators which took place in heroic Volgograd in 1983 are getting special relevance in 2015 declared "Year of Youth" in the Republic of Belarus especially since it's also 70<sup>th</sup> anniversary of Soviet people Victory in the Great Patriotic War. The experience of cooperative organizations wok with youth under the Soviet period also has some practical interest nowadays when implementing the state youth policy in the system of Belkoopsoyuz. Materials of this article can be applied in studying history of Belarusian consumer cooperatives and history of Belarus under the Soviet period.

**Key words:** forum; consumer cooperatives; ideology; competition; experience; mentoring; veterans; patriotism; history; traditions; world; Tsentrosoyuz; indicators; efficiency; organization; food program; socialist society.

*Berdin A.,*

*Lizakova R.*

### **Analysis of Main Problems Resulting from the Cooperation of Domestic Industrial Enterprises and Entities of Own, Joint and Dealer Commodity Distribution Networks** ..... 29

The article deals with main problems resulting from the cooperation of industrial enterprises and commodity distribution network entities. The authors analyze the origins of potential disagreements in the field of planning and implementing distribution, price and communication policy and give recommendations how to avoid clashes of commercial interests.

**Key words:** commodity distribution network; distribution policy; system of distribution; marketing strategy; commercial risks; inventory management.

*Kuznetsov N.*

### **Methods of Managing the Development of Innovative Projects in Housing and Communal Services of the Region** ..... 34

The article deals with administrative methods of managing innovative projects in the field of housing and communal services and economic methods of managing housing and communal services projects. It's shown how methods of managing the development of housing and communal services are interrelated on the basis of project management methodology. Social and psychological methods of managing quality of innovative projects of developing housing and communal services are given.

**Key words:** organization of an innovative process; housing and communal services (municipal engineering); management of an innovative project; methods of management.

*Petuhova N.,*

*Bondareva T.*

**Transportation and Logistics Potential of the Republic of Belarus..... 38**

The article analyzes the status and problems of developing the transportation and logistics system in the Republic of Belarus and draws up the ways for its further improvement.

**Key words:** logistics system; infrastructure; means of communication; transportation network; international highways; transit; international carriages; cargo turnover; average rate of return in goods transportation.

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**Finance**

*Popov E.,*

*Popova T.*

**From Budgetary Payments to Tax System: Reality and Myths..... 49**

The article analyzes the history of forming and developing the tax system in the former USSR and draws parallels with the actual tax system operating in the Republic of Belarus in order to prove it hasn't arisen from scratch as some economists or tax officers say. It's shown that there is a need for critical reconsideration of available domestic and foreign experience and for learning lessons from history so that not to make previous mistakes but to move ahead.

**Key words:** taxes; tax system; tax mechanism; tax policy; tax reform.

*Tsyutsyak I.*

**Methodical Approaches to Carrying out Audit Operations of Forming and Consumption of the invested equity..... 56**

The article describes the goals and subjects of invested equity audit. The following stages of audit process are marked out: coordination of conditions for carrying out audit; audit planning; carrying out audit; generalization and assessment of audit results; further cooperation with a client after the audit opinion having been presented. Described are the main directions, objects and methods of audit. Offered are procedures for audit of invested equity.

**Key words:** audit; invested equity; authorized capital; constituent documents; stages and phases of audit; materiality; audit procedures.

*Muskinov K.*

**Improving Techniques of Forecasting Accounts Payable to Suppliers for the Received Raw Materials ..... 64**

The article describes the technique of forecasting accounts payable of the production organization offered by the author. The basis of forecasting is the balance sheet method which is for determination of the amount of raw materials to be purchased, necessary inventories and production process needs, as well as the period of keeping by the company financial receipts.

As a result offered is the technique of developing the schedule of accounts payable repayment and forecasting its ending balance.

**Key words:** accounts payable; amount of material resources; forecast of cash receipt; forecast period; schedule of accounts payable repayment; financial resources; bankruptcy of the organization.

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## Modern technologies

*Mityurich G.,*

*Zhidkova A.*

### Identification of Thermal Characteristics of Foodstuff with the Photoacoustic Method..... 68

The article analyses the possibility of determining thermal characteristics of foodstuff with laser photoacoustic spectroscopy method. It offers the way how to identify the thermal conductivity and specific heat of apple-pectin purée with the photoacoustic method.

**Key words:** photoacoustic spectroscopy; photoacoustic cell; thermal conductivity; specific heat; Bessel light beam; multicomponent purée; pectin substances; apple-pectin purée.

*Domantsevich N.,*

*Shunkina E.*

### Mathematical model operation of structure compositions for polymeric pipes of water supply ..... 72

There is an optimum structure composition for polymeric pipes of water supply done in the article. There is an optimum concentration of additives established for improving physical and mechanical parameters of polymeric pipes. The optimum structure composition for polymeric pipes is obtained with the simplex-lattice method of mathematical scheduling of an experiment.

**Key words:** polymeric pipes; composition; polyethylene; additives; optimization; mathematical scheduling; simplex- lattice method.

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## Novelty Books

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## Jubilees and dates

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