

Materials of Conferences

**HUMAN CAPITAL AS THE FACTOR
OF THE MAKING MORE ACTIVE
OF THE INNOVATION DEVELOPMENT**

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In the contemporary society human capital is the determining factor of growth and economic development. Public health is the most important sphere of the market economy, in the process of activity of which occurs the restoration of human potential for the expanded reproduction by redistributing the temporarily free cash resources of all participants in the reproductive process - state, the economic subjects and population.

Public health, demonstrating during the last few years the high rates of development and the specific stability of functioning, acquires the gradually new qualitative level, characteristic of the subjects of the market system of relations. The development of medical science and pharmaceuticals becomes one of the most important tasks of the modernization of the domestic economy.

Meanwhile under the conditions of world financial crisis, the important significance have problems of financing public health. Their substantial part is connected with the serious deficiencies in control of the finances: making administrative decisions without their necessary economic study; the absence of systems approach in the realization not only tactical missions, but also of strategic purposes of development; the underestimation of the role of innovations and market technologies of control of financing.

The market economy manufactured the extensive system of financial methods and market technologies on the innovation basis. These methods make it possible to reveal at the early stage and to remove the negative factors of development, to outline the basic directions of improvement.

Analysis of the system of financing the sphere of public health is impossible separately from the theoretical-methodological and practical developments of the domestic and foreign authors. At the same time, it is necessary to note that the foreign experience is now and then seldom applicable to the conditions of the contemporary Russian economy, or it needs essential adaptation.

The reasons pointed out above led to the updating of the problems, connected with study and improvement of the system of financing the sphere of public health on the innovation basis.

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**TO THE QUESTION OF CREATING
COMPLEX SYSTEM OF MARKETING
LOGISTIC CONTROLLING**

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In contemporary conditions of management researches dedicated to perfection of methodic approaches in sales administration are especially important. As the aim to increase sales result under the condition of financial crisis is responsible for a great quantity of problems, centre goal of which is to find priorities in management that will answer condition and tendency of marketing development and that are based on strong sides of a company.

In this regard, creation and development of complex system of marketing logistic controlling (CS MLC) appears an important factor of further increase of work efficiency. In author's point of view, a complex approach for information system formation, including profiles "production" and "economics and finances" is necessary to come to a decision in CS MLC.

Creation and implementation of CS MLC supposes fulfillment of five important functions:

- sales planning, canvass;
- end product stock management;
- sales budget approval;
- scheduling production and shipping of commodities and materials;
- sales and logistics controlling;

The most perspective branch of companies' sales logistics is formation of CS MLC on the basis of CRM system (*consumer relationship management*), which includes consumer relationship management tools.

Special attention is given to the strategy of product stock management that includes:

- 1) budget planning;
- 2) "sales manager reserve" management according to the market character: keeping minimal value of reserve at a "falling" market and maximum- at a "growing" market;
- 3) choice of strategic clients depending on consumer category estimation according to the following factors: volume of purchases, due day failure, cooperation period, "profitability" per hour, constancy of monthly volume of purchases.

In conditions of growing market the choice of consumer category allows receiving maximum profit. In conditions of falling market and financial crisis applicability of this method doesn't lose as it allows optimizing machine load while making of production program.

All company's expenses connected with organization and function of CS MLC, in author's opinion, may be defined the following way (1,2):