

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):

$$E_{MLC} = E_{Tr} + E_{DI} + E_S + E_{DC} + E_{C\&O}, \quad (1)$$

or

$$E_{MLC} = A_{MLC} + M_{MLC} + W_{MLC} + WT_{MLC} + S_{MLC} + T_{MLC} + PM_{MLC}, \quad (2)$$

where E_{MLC} - expenses for the complex system of marketing logistic controlling; E_{Tr} - expenses for transactions (search of new consumers, new contracts formation); E_{DI} (... for definition of income) - expenses for sales volume estimation; E_S - expenses for storage of commodities and materials; E_{DC} - expenses for delivery to the consumer; $E_{C\&O}$ - expenses for the control and optimization of CS MLC; A_{MLC} - amortization, the integrated process of procurement; M_{MLC} - material cost necessary for CS MLC; W_{MLC} - wage of those who work in CS MLC; WT_{MLC} - wages tax; S_{MLC} - services from third-part companies necessary for CS MLC; T_{MLC} - taxes and other similar payments necessary for

CS MLC; PM_{MLC} - payments that can't be related to any of the above expenses necessary for CS MLC.

We should mark that the expenses amount necessary for CS MLC (E_{MLC}), determined by functions (see formula (1)) or by cost items (see formula (2)) allows getting the same dependence on business scale of the company.

Taking into consideration that the main aim of CS MLC is decreasing logistics losses while realizing products, goods, services. In absolute terms the result of CS MLC functioning is represented by logistics losses decrease (3):

$$R_{MLC} = L_0 - L_1, \quad (3)$$

where R_{MLC} - is a result of CS MLC functioning; L_0 - losses without CS MLC; L_1 - losses with working CS MLC.

Without regard to investments for CS MLC creation company's economy from its implementation represents difference between CS MLC functioning result (R_{MLC}) and cost of its support (E_{MLC}) (4):

$$Ef_{MLC} = R_{MLC} - E_{MLC}, \quad (4)$$

where Ef_{MLC} - is efficiency of CS MLC.

Obviously, application of CS MLC will be profitable only in case the result of its functioning will pass the cost of its support $Ef_{MLC} > 0$ or $R_{MLC} > E_{MLC}$.

We should mark that it is more difficult to organize CS MLC in holding companies while creating it we should take into consideration not only industry characteristics, company's size and range of its activity but also other factors, due to occurring integration processes.

References

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THE MODIFIED MODEL OF DISTRIBUTION SPEED OF INDIRECT ADVERTISING IN CONDITIONS OF AGING OF KNOWLEDGE

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The advertising of the various goods and services plays an appreciable role in a modern information society. However, not all knowledge of the consumer of the goods or service received by advertisement represents value for him. One of the important reasons of this phenomenon is the tendency of aging practically of any information due to factor of a time.

Such specific properties, as intangibility, namely absence of the material form up to the moment of realization, and impossibility of keeping are typical for the services [1].

The models of process of indirect advertising usually are based on the following basic assumptions [2, 3].

It is considered, that the speed of change in the time of quantity of the clients knowing about the object of advertising and ready to its purchase, is proportional to both quantity of buyers knowing about it, and quantity of buyers, not knowing about it. Also it is supposed, that to the moment of the beginning of process the some part from the total of the potential buyers already knows about object of the advertising.