



# ACTUAL ECONOMY:

EURASIAN DISCOURSE ON GLOBAL  
CHALLENGES

PROGRAM OF INTERNATIONAL CONFERENCE

BAKU.AZ  
JANUARY, 2017

Dear ladies and gentleman, participants of International Conference on Actual Economy-2017, academics and scholars, presenters of research centers, educational institutes and business!



In the era of globalization, spreading of modern digitized forms of business and public administration, re-evaluation of local resources for global competitiveness and self-sufficiency, an effectiveness of international collaboration in discussing on actual economical issues and challenges, searching for maximum effective solutions of local, regional and global development is timely increasing.

And I would like to express my deep gratitude to Ukrainian National academy of Management, editorial board of scientific journal “Actual problems of economics”, educational institutions of Russia, Indonesia, Kazakhstan, Slovakia whose efforts made possible this meeting of scholars and businessmen, interested in effective solution of global economy challenges using local resources of competitiveness and economical, social, cultural and innovative success.

And, of course, I would like to thank all participants for coming here, for their wonderful and useful research submitted during last year. I want to say, that Azerbaijan Technology University is very proud to be an organizer of this significant and important conference.

To each participant I wish success, finding a new colleagues and friends, development of scientific and business contacts, new scientific discoveries that are benefit for society, business and government. And also enjoy your time in the hospitable capital of beautiful Azerbaijan.

*Associate Professor, Dr. Yusifov Sabuhi  
Vice-rector for science and  
international relations,  
Azerbaijan Technology University*

In the modern conditions world economy transfers from the multilevel system of national economies with strictly identified boundaries of economical interests and kinds of international collaboration to the absolutely complicated mix of transnational business, national states and international organizations whose economical interests are actively interact, intersect, overlap and even conflict each other's! Private sector is effectively using advantages of globalization, is mostly able to create multilevel markets and complex market strategies, to spread internal corporative net-work outside – to the directions of states, customers, competitors.



It shows how important and how significant is international science collaboration, international research and discussions on different issues of actual economy development. Practical experience in economical stimulation, reformation of tax systems, regional integration, governmental support of small business, increasing of national external competitiveness is very difficult to over-evaluate.

Being an educational and science leader of Eastern Europe, an effective example of business-government-science collaboration in Ukraine, National Academy of Management is really appreciated to be a co-organizer and informational partner of International conference “Actual economy: EurAsian discourse on global challenges”, to be involved in the processes of international science collaborations and innovative ideas’ transfer! Hope these collaborations will have bright and significant prospects.

Finally, I would like to welcome all participants of ACE.EA – 2017 and to wish new science results and findings, ideas and conclusions!

*Dr. Serhiy Yerokhin  
Rector (acting President) of National Academy of Management  
Kyiv, Ukraine*

Welcome to the 6<sup>th</sup> International Conference “Actual Economy: Eurasian discourse on global challenges (ACE.EA) – 2017” being held concurrently in shining Baku!

These conferences have attracted great interest from delegates around the world, and we are lucky to have representatives from so many countries submitting papers and attending our conference.



We have delegates from Thailand, Indonesia, Russia, Slovakia, Kazakhstan, Azerbaijan and others. We received over 55 abstracts and full papers and this is testament to the importance of research in actual economical problems and identifying of local sources for global competitiveness development.

The papers that are included in the proceedings and that will be presented during the conference cover a wide range of topics, including national economy’s development in context of globalization and integration; issues on Multinational business development and global competitiveness; World trade and world markets dynamic; marketing findings for economic progress provision; problems of Government, business and society collaboration; dynamic of Labor markets and so on.

Despite our first time experience to organize International conference in Thailand, in collaboration with International College Suan Sunandha Rajabhat University, we got abilities to provide an effective research platform for delegates to share concepts, methodologies, and research findings with peers, editors, and practitioners to improve the quality of their research and to help them successfully submit papers to our ranked and refereed journal – “Actual problems of economics”.

I would like to thank all those anonymous reviewers who helped to review the full papers, and I would also like to thank the Conference Organizing Committee members for their work on paper management.

I hope that you enjoy the conference and Caspian hospitality, and I trust that you will find the conference an interesting and rewarding experience.

*Ms. Darina Prokhorova,  
Chief-editor of “Actual problems of economics”  
Peer-reviewed journal (Kyiv, Ukraine)*

Warm greetings from ACE.EA – 2017 organizing committee!

As a coordinator of our International conference organization I tried to do everything for making this year conference the best one!

We spent many hours for choosing the place; we spent a lot of cups of coffee during discussions with more than 5 hotels in Baku before we choose the best one; we spent gigabytes of internet traffic sending mails and calls for papers!

Hope, all these spent were not useless. And our conference will be very successful, productive and important for society, science and business.

We warmly welcome participants from Slovakia, Ukraine, Russia, Indonesia, Azerbaijan, Kazakhstan!

Enjoy Caspian hospitality and nature, historical sites and cultural background! Don't forget to make selfie near Flame Towers, eat some juice kebab and watch cultural show!

And to get new knowledge, new ideas and new friends from ACE.EA – 2017!!!



*Dr. Denis Ushakov  
ACE,EA- 2017 coordinator  
International college  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*

ACTUAL ECONOMY: EURASIAN DISCOURSE ON GLOBAL CHALLENGES  
ACE.EA-2017 @ BAKU.AZ  
=AGENDA=

Day 1		Park Inn Hotel, Baku
8.30	Registration open	Nesimi meeting room
9.00	Opening ceremony	Nesimi meeting room
	Welcome speeches:	
-	Dr. Yusifov Sabuhi	
		<i>Vice-rector for science and international relations, Azerbaijan Technology University</i>
-	Ms. Darina Prokhorova	
		<i>Executive editor of science journal "Actual problems of economics", Kyiv, Ukraine</i>
9.15	Key-note speech	
		<i>Sustainable Development: Challenges and Perspectives</i>
	by Dr. Yusifov Sabuhi	
		<i>Azerbaijan Technology University</i>
10.00	Special work-shop	
		<i>"Current trends in international editorial standards: how to get published at one dash"</i>
	by Ms. Darina Prokhorova	
		<i>Executive editor of science journal "Actual problems of economics", Kyiv, Ukraine</i>
10.30	Coffee – break	
10.45	Sessions 1	Nesimi meeting room
12.30	Lunch	Restaurant. Ground floor
13.30	Session 2	Nesimi meeting room
15.00	Coffee-break	
15.15	Session 3	Nesimi meeting room
18.00	Dinner. Closing ceremony	

Day 2

9.00

Session 4

11.00

Coffee-break

Park Inn Hotel, Baku

Nesimi meeting room

## LIST OF SESSIONS:

Day 1 // 10.45 – 12.30

Nesimi meeting room

### **Session 1 – Modern business practices: local and global marks for modernization**

Chairman: Dr. Yusifov Sabuhi

*Azerbaijan Technology University*

- 1 Taridi K Ridho (State Islamic University “Syarif Hidayatullah”, Jakarta, Indonesia)  
*CSR in Indonesia: Company`s perception, implementation and its impact  
on company`s performance*
- 2 Pavel Slutskiy (Chulalonghorn University, Bangkok, Thailand)  
*CSR reporting in Thailand: analysing top 25 companies*
- 3 Stephen Beaumont (Centro de Tecnología para el Desarrollo (CENTED), Buenos Aires, Argentina)  
*Implementation of E-Governance programs in developing countries: benefits,  
challenges and examples*
- 4 Karol Janas, Rudolf Kucharčík (Alexander Dubcek University in Trencin, Slovakia)  
*On the Issue of Crisis Management in Slovakia at the Level of  
Regional Government and Self-Government*
- 5 Liudmila A. Guzikova  
*Optimization approach for management of small business  
In regions of Russia*
- 6 Oleg Patlasov (Omsk Humanitarian Academy, Omsk, Russia)  
*Instruments to Shape Up Spirituality as Opposed to  
Global Economic Dominants*
- 7 Shaqiri Fisnik, Trendov M. Nikola (Szent Istvan University, Godollo, Hungary)  
*Agricultural Subsidies` Effects on the agricultural productivity in Kosovo*



Day 1 // 13.30 – 15.00

Nesimi meeting room

**Session 2 - Labor markets development and social issues of economic progress**

Chairman: Dr. Zahid Mamedov

*Azerbaijan State University of Economics*

- 1 Karácsony Peter (J. Selye University, Komárno, Slovak Republic)  
*The analyze of the employees motivation methods in small and medium-sized companies*
- 2 Magdaléna Přívarová, Andrej Přívara  
(University of Economics in Bratislava, Slovakia)  
Maria Pitukhina (Petrozavodsk State University, Russia)  
*Circular migration study impact on “back up zones” development in the Russian Arctic macroregion*
- 3 Galina Konopyanova, Yuliya Novitskaya, Zhassulan Baikenov  
(Kazakh American free university, Ust-Kamenogorsk, Kazakhstan)  
*Organizational And Economic Aspects Of Introducing Trilingual Education In Kazakhstan*
- 4 Maria Pitukhina, Svetlana Shabaeva (Petrozavodsk State University, Russia),  
Andrej Přívara (University of Economics in Bratislava, Slovakia)  
*Migration Policy And Development Policy Interconnection: Case Of Mi Gration Flows From The CIS In Russia*
- 5 Apenko S.N., Gileva K.V. (Dostoevsky Omsk State University, Omsk, Russia)  
*The project approach to the implementation of independent assessment of qualifications at the regional level*
- 6 Apenko S. N. (Dostoevsky Omsk State University, Omsk, Russia), Romanenko M. A. (JSC UK Sberinvest, Moscow, Russia)  
*Monitoring of flexible technologies of personnel management in projects as a new form of social-labor relations in Russia*
- 7 Yulia A. Antokhina, Liudmila A. Guzikova, Aleksandr M. Kolesnikov  
*Interrelation of information, research and innovation in regions of Russia*
- 8 Zahid Mamedov (Azerbaijan State University of Economics)  
*The role of universities in the development of innovative Economy*
- 9 Vinichenko M.V., Frolova E. V., Melnichuk A.V., Makushkin S. A.  
(Russian State Social University, Moscow, Russia)  
*Staff Incentives Educational Organization in Efficiency*

Day 1 // 15.15 – 17.00

Nesimi meeting room

**Session 3 - Industrial issues of modern economical development**

Chairman: Dr. Somdech Rungsisawat

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

- 1 Tatiana V. Skryl (Plekhanov Russian University of Economics, Moscow, Russia)  
*A Paradigm Shift in Russia's Industrial Policy: from a Raw Model to Innovation - technological Growth Points*
- 2 Mariia Ermilova, Julia Finogenova (Plekhanov Russian University of Economics, Moscow, Russia)  
*Systematic risks effect on the housing market*
- 3 Valentina V. Zozulya, Olga V. Romanchenko  
(Plekhanov Russian University of Economics, Moscow, Russia),  
Viktor V. Sakhanov  
(Corporation "State Scientific Centre for Timber Processing", Moscow, Russia)  
*Import Replacement in Timber Processing Industry. Problems and Solution.*
- 4 Nina Trubnikova ("RUDN" University, Moscow, Russia)  
*Indicators of development of the advertising market: Russian specifics*
- 5 Somdech Rungsisawat (Suan Sunandha Rajabhat University, Bangkok, Thailand)  
*Countries' Competitiveness As A Factor Of Mncs Foreign Economic Expansion*
- 6 Denis Ushakov (Suan Sunandha Rajabhat University, Bangkok, Thailand)  
*Sufficiency Economy as an Alter-Globalist Development Concept*