



SUMMARY



В статье **Марина Чавлеишвили** «Микроэкономические аспекты регулирования электроэнергетики» представлены микроэкономические аспекты естественной монополии. Разъясняются проблемы ценообразования (тарифы), формы государственного регулирования и будущее развития естественной монополии в электроэнергетической отрасли Грузии.

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Vahan Gevush Baghdasaryan describes in the article “the Ways to improve the Efficiency of Tax control at the present stage of Tax Reform”. Among the economic levers by which the state affects a market economy, an important place take taxes. In the market economy, any State makes extensive use of tax policy as a specific regulator of the impact of the negative effects of the market, the apparatus for the promotion and development of priority sectors of the economy, through taxes, the state can pursue a vigorous policy in the development of knowledge-intensive production and the elimination of unprofitable businesses.

Necessary and required conditions for an effective system of tax administration are: achieving a balanced financial interests of the state and taxpayers, the observance of mutual obligations, the implementation of the principle of voluntary payment of taxes, the introduction of a bureaucratic system of state control of market mechanisms to regulate tax relations. The main factors determining the trends in tax administration systems in countries with market economies, including Armenia, are: improving the forms and methods of tax control over financial flows, and the inevitability of punishment for tax offenses, providing a high level of information services to taxpayers expansion of services provided by the taxpayer, contributing to the fulfillment of tax simplification of procedures, introduction to the work of tax authorities of modern information technology.

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В статье **Этер Такаландзе** - **Необходимость Социальной справедливости обуславливает перестройки согласно «Лазаре», политико-экономической системы страны – выявляется источник новой научной информации по миссии Человека на Земле, определенный исходя из**

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астро-физического Высшего закона – «Лазаре», открытого автором на базе нового слова – Второго Пришествия Иисуса Христа Духом (Новое христианско-православное познание); проясняется, что согласно этой информации, балансирующее социально-экономическое саморазвитие Земли а также, обновление и продолжительность по 2000-летним периодам, подобного саморазвития, является миссией Человека (нация, человечество); определена роль нации и конкретно, грузинской нации в деле исполнения этой миссии; выдвинута организованность системы производства и развитии национальной генеалогии и единокровии нации, что есть единственный путь к изменению согласно Высшего закона – «Лазаре» политико-экономического курса глобализации, (проводящегося в стране и, являющегося своими результатами, лишь античеловеческим); показывается, что на данном этапе времени единственным путем осуществления социальной справедливости и, тем самым: соблюдения социально-экономического баланса на Земле, является познание Высшего, астро-физического закона – «Лазаре» и на основе этого закона, осуществление реформы политико-экономической системы страны.

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In the work of **Ashot Matevosyan Varazdat** “The Features of venture capital financing of innovative projects and the role of clusters in fostering innovation” are discussed. Along with the major public funding of innovative projects in the past decade in a market economy there has been a general tendency to finance a large part of the limited nature of the industry innovation by private capital, ready to go on an informed risk in order to obtain excess returns. The most effective and common form of the intensification of innovation in a market economy is a venture (risky) project financing of small innovative companies associated with greater risk. In this business venture mainly interacts with the enterprises of the SME sector, which is about 2-3 times more effective than it sells investments in innovation compared to large enterprises.

Preliminary assessment of the prospects of innovative projects carried out by a major scientific and commercial expertise, making it possible commensurate perceived risks and benefits of contributing investments. Venture capital investments can significantly accelerate the development and implementation of innovation in the early stages to determine the future of their market prospects. Another advantage of venture capital, is the complete independence of the recipient companies to optimize the interaction between all project participants to obtain practical results and achieve commercial success in the shortest possible time.

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Eka Chokheli's article is about "Internationalization of High Education in the Era of Globalization". On the modern stage the meaning of high education internalization process grows much. It considers a creation of the united educational programs for students, professors and researchers, cooperation in the international research projects and etc. Almost all leader educational institutions in the world try to become the part of the international educational space, as it ensures: improvement of education and study, research level; accessibility of such international programs, as cannot be accessible in their country of origin, participation in the international researches and etc. In spite of internationalization priority, it is often connected to such negative results, as are: flow of brain, asymmetry in international institution and unequal profit and etc. But we should note, that internationalization of education is irreparable process, it is important for educational institutions to determine correctly their own places in the international space, work out strategies, which should be oriented not only on a reputation rising, but also this will fit to country's interests and ensures a progress of international standards.

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ლია ძეზბისაური - Статистический аудит экспортного потенциала Грузинской продукции. Грузия страна богатого экспортного потенциала. Преимущественное географическое положение, природное богатство, традиции ведения сельского хозяйства, возможности производства и экспортирования вина и минеральных вод, даёт право рационального участия нашей страны в процессах активной международной интеграции в мировую экономическую систему.

По итогам статистического анализа экспорта товарных потоков, одной из стратегических отраслей является виноделие. Грузия отличается конкурентным преимуществом среди стран с высоко развитым производством вина. Одним из четко отличительных признаков этой продукции является высокое качество.

Вторая продукция, чем Грузия может заинтересовать европейский рынок, это орехи, крупнейшими экспортёрами которого являются Германия и Италия. И наконец, минеральные воды для производства которых страна обладает природным преимуществом.

В таких условиях рациональная торговая политика ориентированная на экспорт национальной продукции послужит катализатором для стимулирования развития производства и эффективного использования экспортного потенциала страны.

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Ashot Matevosyan Varazdat's article describes "FINANCIAL RECOVERY OF COMPANIES: CRITERION, STRATEGIES. METHODS. In one ever changing factors of the financial environment and internal conditions of the financial activities it increases the likelihood of periodic crisis within the company, which can take several forms. One of these forms is a financial crisis of the company that carries the greatest threats to its functioning and development. Consider the most important intrinsic characteristics of the financial crisis, the company, allowing the complex to characterize it as an object of financial management. In view of the circumstances there is mentioned that restructuring of Russian enterprises becomes critical, it can be said of paramount importance and, therefore, it requires a well-developed, modern and on building -focused management theory of domestic enterprises, which could be used effectively in solving specific problems of the enterprise restructuring in order to their survival and development.

Developed the theoretical aspects of the financial recovery of companies it brought to the specific techniques, proven in various enterprises, and can then be used in the practice of crisis management, as well as in the educational process for training in crisis management, and financial management.

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In the Article of **Asie Tsintsadze, Lilit Meloyan-Phutkaradze** "Financial mechanism of social insurance fund" is discussed. In contemporary condition social insurance mostly has a compulsory character in many countries, and individual and collective insurance complements in social insurance system. Compulsory social insurance is realized in socially-oriented countries, with the help of social funds formation and usage. The Financial mechanism of this fund is the following: with the help of employed population and employers social tax will form a financial fund, from where those citizens who need social protection will be provided by it.

Most of the social tax calculation models are based on the calculation of tax and social insurance taxes payment on three subjects: state, employer and employee participation.

In accordance with the today's current economic situation social taxation is possible, but its administration mechanism should be properly defined and it should not be only under control of the state, but also it should be under control of society, who carries out the use of these contributions.

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In her work **EKA Devidze** discusses “Tourism Development Problems In Imereti Region and Measures Foreseen”.

The represented article deals with the tourism development problems fixed in Imereti region, the author speaks about the real potential the region possesses and admits that in the frames of the joint project of Italy, Moldova and Kutaisi (Tourism Product Sustainability) the research of tourism problems within Imereti region was investigated, the problems met were shared in SWOT analyze, as the strengths, weaknesses, opportunities and threats. SWOT analyze created the base for preparing SMART and PESTLE analyses which in the text are given in the tables 1.1 and 1.2.

The author according to SMART and PESTLE analyses gives recommendations and solutions for the problems met in tourism sector in Imereti region, which absolutely addresses and appeals to regulations of the Resolution of the Government of Georgia, N 172 June 25, 2010 Tbilisi, on approval of the State Strategy on Regional Development of Georgia for 2010-2017 and on creation of the Government Commission on Regional Development.

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Eka Chokheli's article deals with “Selection of competent staff- an important guarantee of the organization's success”. The selection of competent Staff is important for organization's success, because, on the one hand, the organization can do everything right, develop a perfect plan, create the exact organizational schemes, make an impressive control, but don't achieve success in the selection process, as the wrong and unmotivated people are employed; on the other hand, the organization may conduct inadequate planning, organization, control, but achieve the best results, because they have the proper human resources selection programs. It is true, selection of competent personnel is difficult and expensive process, but, for the fact, that the organization will not make any mistake and has a competent staff, it is necessary: to assess a candidate in complex, comprehensively and objectively. The most effective method of assessment of candidates are: checking of documents, testing, interview. Each has the advantages and the disadvantages, but using complex these methods along with the professional HR specialists it allows the company to select the suitable personnel and achieve its goals.

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Marina Alania's article deals with “Distribution in hotel Industry”. Distribution channel is a collection of independent organizations involved in the process of making goods or services available to the consumer or business

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user. Distribution channels hospitality industry perform the following functions: information, promotion, contact, adaptation, negotiation, physical distribution, financing, risk taking.

Market intermediaries in hospitality include: travel agencies, tour operators, travel brokers, specialists, consortium and other.

In the hotel industry, there are various channels of distribution: usual, the traditional system, vertical, horizontal and multichannel marketing system.

If a hotel company has identified several options for building a distribution channel, and intends to choose the best of them, can best realize its long-term goals and objectives, it must evaluate each of the available options according to several criteria: economic, adaptive and monitoring.

After selecting the best options for channel sales company starts to work and manage that selected channel. Management includes selection of the participants of distribution channel and their motivation, assessment of performance.

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The Article **Nino faresashvili** “The Methods of Management of Organizational Stress” gives a consideration that stress is one of the costly loss for the firms owing to its probable negative impact either on employees or gains of a company. As a result it creates a tense environment and consequently low level of the control while working. The entities and private persons are considerably disturbed by the stress problems and their consequences. The stress supervision implies the following solutions: preventive measures and the control to avoid identified stress. Such measures improve the skills of managers, extend participation of employees in the management, enrich the labor process and promotes introduction of a PR program which aims to reduce and eradicate stress factors. In order to overcome a stress situation the joint efforts should be made including various programs of managers, employees, and social relief, vacations and biofeedback.

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Vahan Gevush Baghdasaryan's article describes “General Principles of Formation, Operation and Development of Tax Systems in Countries With Developed Market Economies”. In developed countries, the role of a fiscal policy in the formation and income distribution in businesses is extremely high. Depending on the nature of the tax policy of the state there are three types of it - the maximum tax policy, the policy of “reasonable taxes,” Tax Policy, which provides a high level of taxation with a considerable social protection. Considering the level of taxation in different countries, we found

that the determination of the optimal size of the tax burden - the central macroeconomic problem of any country. In terms of tax burden on all countries can be divided into two groups - a high tax jurisdiction and the jurisdiction of the liberal taxation. To estimate the tax burden in foreign practice there are two key indicators - gross cumulative rate of value added tax (SPE) and the effective tax rate (ENS). Both figures characterize the overall tax burden in terms of feasibility of investment.

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In her article **Eka Chokheli** discusses “The Perfecting Tasks of Management of Organizational Changes in Business Companies”. On the modern stage, companies want to be successful. But fast changing environment does not give them such opportunities. Company always should to strengthen its positions, work out new strategies and conduct corresponding organizational changes. Irrigational changes are very harmful process for any company, especially when it is on wide range and connects to the radical changes. Organizational changes needs complex attitude. After it is decided in which direction goes organization, it should be estimated organizational condition, work out a changing plan, realize it practically and control it. But it is known that almost one-third of organizational changing ends with failure. The reason often is a resistance from the co-workers during realization process. That is why we should pay attention to personnel emotional, condition, management during organizational changes for realization and for to be fast and successful.

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Aleksandre Shengelia, Zurab Shengelia's article deals with “Logistics-management method of economic activity”.

In the 90s of the last century in Georgia and post-Soviet countries, logistics - a new scientific and practical direction developed and expanded rapidly within the period of formation market relations. Correlated particularly to the increased demand for freight transport, the new trend organically embodied entirely all new business and economical conditions. Initially, the companies tried to minimize production cost. However, currently, the logistics attracts attention of business relationship absolutely from different angle. Nowadays, supply significantly exceeds demand for whatever products and under such storage and transport conditions reducing costs is an important factor for the entrepreneur to maintain the position of a decent player in the market place.

Logistics combine a completely new, previously unknown and unused in our country enterprises, first of all, transport, a variety of associations and firms that are more or less related to the distribution of goods in the market,

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organization and management principles. Consequently, all these points are provided by the logistics. Actually, the company management has changed from its stages of formation to its ultimate goal which is to supply its customer with goods and services. The new concept has made the process of optimization possible in every business.

In Modern sense, the concept simultaneously comprises several directions of business and is divided as follows: Management strategies, as the effective management of the procurement; Supply, as a separate field for each individual enterprise; Transportation and storage of finished inventory, Equipment, parts, materials; One of the primary objectives of logistics is to minimize the cost and to get maximum profit in the process of long-term planning of the activities of various companies. Undoubtedly, the reduction of the damage is also considered, which has been probably caused by inefficient investments.

Thus, all the above mentioned is related to logistics and thereupon, we will discuss the specialized terms of business which are related to this particular scientific - practical direction of business. In addition, this will give businesses the opportunity to figure out the areas where the system is only now starting to be launched.

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Nino faresashvili's article "Number of Aspects of Organizational Behavior" discusses the problematic field of organizational behavior, which at present times embraces the main subjects of organizational behavior and those considerable conceptions which are connected with formation of behaviour of people and the groups.

If we are striving to make our work fruitful in the organization – the complicated system, then we should make certain of the tools which trigger the organization. The employee's actions while working process are less envisaged. The behavior of colleagues, authorities and customers proceeds from their requirements, experience and the individual system of values.

As a result of a survey conducted in the entities existed in Georgia it has been found out that the majority of the companies employees consider that their pursuits are completely in conformity to their qualification. Though they are not confident concerning their self-actualization in the office. As to the second part of the questionnaire, here are distinguished the following main tendencies: demands set forward by the authorities towards their employees are not always purposeful and they don't take into account "addressee" principle; the company doesn't review the employees ideas and proposals; despite the fact that the authorities appreciate the activities implemented by the

employees, they don't express their satisfaction; to the opinion of employees their career is unstable.

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The scientific article by **Tamar Bachiasvili** examines the influence of culture on the increase of competitiveness of the tourist company.

The article analyses, that the development of complex programs for staff motivation by the companies can't be effective if it doesn't foresee the individual peculiarities of each employee.

The scientific article underlines the fact that exactly the reasonably formed corporative culture greatly affects on many factors, including the motivation of employees, which significantly increases the competitiveness of the tourist company.

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Rati Abuladze's article is about "The Limitation and Regulation of Internet Space".

Majority of the countries, obviously or secretly, are using Internet-censorship and are producing internet-filtration of the certain quality, as a compounding component of state administration.

The idea of censorship is shown in the article, the internet of circulating of which, as an impulse of censorship, supporting of regulation and control resource presented by technical and non-technical actions limiting the information and which may be masked in face of three main social institutions-protecting the family, church and state.

In the article there are analyzed the horizons, lacks and trends of censorship, it's reviewed as unnecessary, illegal from the party of authority, irrational attempt to control the flow of information in civil and private sector in internet. It's unfair from the point of view of moral, it's creating the great opportunity for internal governmental corruption, is resulting the hermeicity of the country, network vacuum and "closed protectionalism".

The technologies, knot factors and the actions of social character to be made presented on the basis of literary materials, is giving the opportunity for avoiding the censorship.

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Khatuna Kharkhelaury's scientific article describes "The Modern Tendencies of International Investing and the Perspectives of their Attraction in Georgia". One of the most remarkable features of the last two decades has been the rapidly growing trans-nationalisation of most economies in the world. In this paper, we shall be primarily concerned with the impact of re-

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cent economic and political events, and the likely course of future events, on the geography of FDI. It can be seen that FDI flows still remain one of the most dynamic constituents of the global economy; As set out in the UNCDAT World Investment Reports. (See in Exhibit 1;), Or will the burgeoning of regional integration schemes; and the promising opportunities for foreign investors now being opened up by the larger developing countries –notably China and India. Our focus in this paper is on the changes in the significance of some Host Country Determinants Of FDI over the last decade or so. To do this, we think it useful to look at the four types of FDI set out in Exhibits.

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The author **Olga Pachulia** in her article “**Modern Trends of International Business Management**” discusses the goals, tasks, characteristics of international business management. Also the mentioned article includes problems of taking business abroad, in especially problems caused by cultural differences and suggests some settlements, which help to handle these problems.

This article shows the newest forms of international business, such as outsourcing and out stuffing. Based on this, the author concludes, that it is possible to use the forms of international business effectively only after taking into consideration the national and cultural peculiarities.

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The author **Nana Okruashvili** in her article “**Regional Marketing - Contemporary methodology of working out of regional social policy**” discusses: working out contemporary methodology of regional social policy is discussed in the work. regional marketing, its positive experience has been made by western developed countries, its peculiarities and advantages are discussed. This usage and wide-spread will contribute to social economic development of as in separate regions as in the entire country and developing of social service market.



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გამომცემი 6
საქართველოს
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