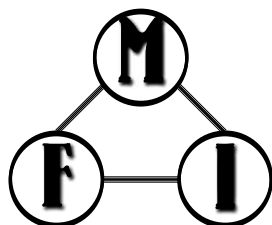


FINANCES, MONEY, INVESTMENTS

Analytical quarterly published since 2003

3/2016

(59)



Editorial Board:

Abramova M.A., Doctor of Economics, professor
Geronina N.R., Doctor of Economics, professor
Krasavina L.N., Doctor of Economics, professor
Mirkin Ya.M., Doctor of Economics, professor
Nasibyan S.S., Doctor of Economics, professor
Popova E.M., Doctor of Economics, professor
Rubtsov B.B., Doctor of Economics, professor
Semenkova E.V., Doctor of Economics, professor
Sumarokov V.N., Doctor of Economics, professor
Khandruiev A.A., Doctor of Economics, professor
Khominich I.P., Doctor of Economics, professor
Agop Sarkisyan, Doctor of Economics, professor,
(Bulgaria)

Chief/science editor

T.Yu. Kulakova, Ph. D.

The periodical is also in the list of Russian Science Citation Index (RSCI)

The journal is enlisted in recommended literature by Teaching Department (Economics), the G.V. Plekhanov Russian Economic University

Editorial Office:

Fininformservice NIKA, Ltd
MFPU Sinergia, 80 G Leningradskiy prospect, Moscow
phone: 8-916-646-09-30
<http://finvector.ru>
E-mail: nikainform@mail.ru

Subscription index 81652
in Rospechat Agency catalogue

The publishers bear no responsibility for publications and ads content
References to the journal are compulsory when using its materials
Reprinting of materials only by the written publishers authorization

Issue theme Economics and Finance: history and modernity

WORLD ECONOMY

Medvedeva M. B., Garckiya S. B.
QUANTITATIVE EASING IN DEVELOPED ECONOMIES AND THE EU: POSSIBLE ECONOMIC CONSEQUENCES FOR THE COUNTRIES OF BRIKS CORRECTLY..... 3

ECONOMY

Barkov N. A.
THE IMPROVEMENT OF RUSSIAN SYSTEM OF EXPORT SUPPORT: THE MAIN AREAS..... 10

INSURANCE

Chelukhina N. F.
FINANCIAL RISKS OF HUMAN CAPITAL AND THEIR INSURANCE..... 16

INVESTMENT ATTRACTIVENESS

Plotnikov A. Yu.
ECONOMIC & INVESTMENT HISTORY OF CHINA IN POST-WAR YEARS (1945-1960). THE FOUNDATION OF PRC & "NEW ECONOMIC POLICY" OF BEIJING..... 24

MANAGEMENT

Milyoutina V. O.
THE DEVELOPMENT OF REMOTE FORMS OF EMPLOYMENT IN TODAY'S GLOBAL ECONOMY..... 29

IN FINANCIAL MANAGEMENT

Dolgova M. V.
START-UPS: HOW TO MEET THE EXPECTATIONS OF INVESTORS AND NOT TO LOSE IN THE PRICE WAR..... 33

INFORMATION..... 39

QUANTITATIVE EASING IN DEVELOPED ECONOMIES AND THE EU: POSSIBLE ECONOMIC CONSEQUENCES FOR THE COUNTRIES OF BRIKS CORRECTLY

Medvedeva M. B., Ph. D., professor of department of the World economy and International Business of Financial University under the Government of Russian Federation
E-mail: MBMedvedeva@fa.ru

Garckiya S. B., graduate student, financial University under the Government of the Russian Federation
E-mail: sariagarckiya@rambler.ru

Abstract

The article is devoted to the influence of unconventional monetary policies, implemented by central banks of leading industrial countries after the last world financial and economic crisis, on developing countries, including BRICS economies. In particular, the possible consequences of the new quantitative easing program started in EU in spring 2015 for the economies of Brazil, Russia, China, and South African Republic have been considered in the article.

Keywords: unconventional monetary policies, quantitative easing, central banks, EU, BRICS, capital flows.

THE IMPROVEMENT OF RUSSIAN SYSTEM OF EXPORT SUPPORT: THE MAIN AREAS

Barkov N. A., master of economics, independent expert
E-mail: nbarkov@outlook.com

Abstract

The article substantiates the necessity of improving the efficiency of the Russian system of export support, implementation of new tools in the framework of support infrastructure.

Keywords: system of export support, public institutions promoting exports, Russian exporters of informational support of exporters.

FINANCIAL RISKS OF HUMAN CAPITAL AND THEIR INSURANCE

Chelukhina N. F., PhD associate professor, Plekhanov Russian University of Economics
E-mail: nfch2008@gmail.com

Abstract

Financial risks of human capital can be defined as adverse events that lead to a reduction, temporary or permanent loss of income from using human capital, as well as additional expenses caused by the need to maintain and develop human capital. These risks include disability, reduced (shortfall) of income rise to the costs of the maintenance of health, loss of employment, death, investment. The article considers the possibility and reasonability of using insurance to manage risk of the national, corporate and individual human capital.

Keywords: insurance, financial risks, human capital, human assets.

ECONOMIC & INVESTMENT HISTORY OF CHINA IN POST-WAR YEARS (1945-1960).

THE FOUNDATION OF PRC & "NEW ECONOMIC POLICY" OF BEIJING

Plotnikov A. Yu., D.Sc. (history), Professor, Higher School of Economics

E-mail: al.yu.plotnikov@yandex.ru

Abstract

Economic & investment history of China in the beginning of post-war years; reformation of economic and foreign trade policy after the foundation of PRC in 1949; soviet-chinese economic and foreign trade relations in 1950–1960.

Keywords: China's economic history in the post-war years – foreign investments in China before and after the WWII – soviet-chinese economic and foreign trade cooperation in 1950 – beginning of 1960.

THE DEVELOPMENT OF REMOTE FORMS OF EMPLOYMENT IN TODAY'S GLOBAL ECONOMY

Milyoutina V. O., master of economics, manager on work with agencies educational center Sheffield (Spain, Madrid)

E-mail: milyoutina@gmail.com

Abstract

The article analyses the most important trends in the development of remote forms of employment in economically developed countries, positive and negative features of this phenomenon, currently widespread.

Keywords: economically developed countries, remote employment, remote work, telecommuting, distance work, electronic means of communication.

START-UPS: HOW TO MEET THE EXPECTATIONS OF INVESTORS AND NOT TO LOSE IN THE PRICE WAR

Dolgova M. V., Candidate of Sciences (PhD) in Economy, Associate Professor of Finance and prices department, Plekhanov Russian University of Economics

E-mail: sigvariys@yandex.ru

Abstract

In estimating the cost of a new project taking into account future cash flows, including profit and revenue from sales of start-up's production. But many start-ups are defeated just because their pricing strategy does not correspond to market conditions. The article attempts analyze the relationship between the appreciation of start-ups attracting potential investors to the sector, and its pricing strategy that promotes rapid return on investment and improve the competitiveness of the project.

Keywords: start-up, investments, evaluation, pricing.