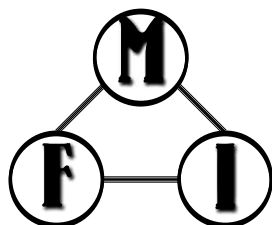


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**CHANGES IN COMPETITIVE ENVIRONMENT OF INTERNATIONAL COMPANIES**

Abstract

The article contains the analysis of the current world competitive environment and its impact on business development. The new and various challenges and threats dictate the necessity to focus on its origin, reconsider priorities, methods and business models. Different international organizations make their merit proposing new ways, instruments for future performance of many corporations. One of the main aspects of these transformations belongs to the development of innovations which encourage the competitiveness of companies, and profit increase.

**Keywords:** international business, nonmaterial assets, innovation, R&D, internationalization, transformation.

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**THE REPUBLIC OF ABKHAZIA ON THE WAY TO INTEGRATION INTO THE SYSTEM OF FINANCIAL MARKETS**

Abstract

The article examines possible ways for the Republic of Abkhazia to integrate into the system of international financial markets, identifies the directions and objectives of financial integration. The implementation mechanisms have been proposed.

**Keywords:** financial integration, sustainable development, enterprises with foreign capital, investment projects, implementation mechanisms.

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**EFFICIENCY INCREASE OF GOVERNMENT SUPPORT MEASURES OF THE RUSSIAN ECONOMY UNDER SANCTIONS**

Abstract

The article contains a conceptual proposal for improving the effectiveness of state support for the economy, analyzes a set of measures to ensure import substitution, proanalizirovat us the tools to develop the export potential of the Russian Federation.

**Keywords:** measures of state support, the Russian Federation, the crisis, industrial development, export, JSC "Russian export centre", JSC "Eximbank of Russia".

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**EVALUATION OF MODERN BANKING PRACTICES IN THE FIGHT AGAINST CREDIT FRAUD**

Annotation

The article considers the issues of credit fraud of bank funds

using various methods and tools of economic, legal and organizational nature. The estimation of the typical schemes of legal entities credit fraud and analysis of their implementation is done. The instruments of counteract credit fraud, including biometric security systems, are suggested.

**Keywords:** credit fraud, responsibility, embezzlement, simulation activities, forgery, fictitious bankruptcy, falsification of collateral, manipulation of bank methodology, bypass the protection circuits.

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**BUILDING A MODEL OF ENTERPRISE FINANCIAL PERFORMANCE ASSESSMENT**

Abstract

The article contains a classification of modern quantitative and qualitative methods of enterprise financial performance assessment. Specifications of different models are described, their disadvantages and limitations for use to evaluate enterprises are shown.

**Keywords:** assessment, financial performance, enterprise, classification of methods.

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**RENT AS A SPECIAL KIND OF PRICE AT THE MODERN RETAIL REAL ESTATE MARKET**

Annotation

We analyse the rent as a special kind of price at the retail real estate market and market forces influencing the rent in modern conditions.

**Keywords:** retail real estate, rent, market forces, supply and demand.

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**BANKS AND FINANCIAL MARKETS – CHALLENGES OF TIME AND NEW OPPORTUNITIES**

Research letters survey of Section "Banks and Financial Markets – Challenges of Time and New Opportunities" (Beloglazova's readings), that was arranged as part of VIII International Scientific and Practical Conference "The Architecture of Finance: the Illusion of Global Stabilization and the Prospects for Economic Growth" in St. Petersburg State University of Economics 6 April, 2017.

**Keywords:** Conference "The Architecture of Finance: the Illusion of Global Stabilization and the Prospects for Economic Growth", Section "Banks and Financial Markets – Challenges of Time and New Opportunities", Beloglazova's readings.