Economic crises in 1998 and 2008 had a negative impact on the volume of investment in fixed assets. At the end of 2012, investments in fixed assets amounted to only 71.5% from 1990 levels. To identify the main trends of the index change in GDP and investment in fixed assets, an analytical alignment was made which shows a clear tendency of decrease and growth in the analyzed parameters, which are described by a polynomial trend (Table 1).
Comparative analysis of the trend of volume indices of GDP and investment in fixed capital in comparable prices, %

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Trend</th>
<th>Equation</th>
<th>R²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume indices of GDP in % to the previous year</td>
<td>Polynomial</td>
<td>$Y_t = -0.06t^2 + 2.19t + 86.96$</td>
<td>0.476</td>
</tr>
<tr>
<td>Volume indices of GDP in % of 1990</td>
<td>Polynomial</td>
<td>$Y_t = 0.319t^2 - 5.829t + 94.24$</td>
<td>0.819</td>
</tr>
<tr>
<td>Volume indices of investment in fixed assets in % to the previous year</td>
<td>Polynomial</td>
<td>$Y_t = -0.109t^2 + 4.07t + 71.42$</td>
<td>0.485</td>
</tr>
<tr>
<td>Volume indices of investment in fixed assets in % of 1990</td>
<td>Polynomial</td>
<td>$Y_t = 0.466t^2 - 10.853t + 88.97$</td>
<td>0.768</td>
</tr>
</tbody>
</table>

Analysis of the identified trends showed that the characters have a common trend direction of development, but at the same time they are inherent differences expressed in the descending and ascending branches aligned trends, accelerating and decelerating growth levels. Studying the dynamics of the index change of the main macroeconomic indicators of Russia’s economy that characterize economic growth allows the conclusion of serious structural changes over the last 22 years. Calculated indices of GDP and investment in fixed assets allow carrying out comparable analysis of real growth or decline in these indicators, allowing us to estimate the real change in the dynamics of long-term and on par with those at the level of different countries.

References


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FEATURES OF TECHNOLOGICAL PREPARATION OF CARRYING OUT MARKET RESEARCHES IN THE CONDITIONS OF THE SATURATED MARKET

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Any research on the structure is the organized cornerstone at the heart of which the certain technological scheme reflecting sequence and a combination of use of methods of research is. Modern technologies of market researches are based on introduction of the innovations borrowed from other fields of knowledge and sciences. Today there is no uniform standard definition and a type of technology of carrying out market researches that is explained by essential dependence of technology of market research on its purposes and tasks; continuous replenishment of receptions and methods of the organization of market researches by new advanced development, and also conscious simplification of the scheme of carrying out market researches.

Technological process of preparation of carrying out market research includes set of specific receptions and the methods united in complex process of research. It is directed on collecting, receiving, processing and formation of the marketing information distributed on four main stages of technological process of realization of research, such as: the initial stage of research connected with definition of problems, the purposes and the tasks, the subsequent development of the plan of research, its realization and preparation of the final reporting under results of implementation of the research project [1].

One of features of technological preparation of carrying out market researches in the conditions of a saturated market is increase of the importance of the analysis within a complex of marketing of sales channels of goods. Scrupulous research and the analysis of a state and tendencies of development of sales channels allows to create to the modern enterprises base for increase of profitability of the sales that in turn is an actual reference point of operating activities of trade enterprises.

Besides, for ensuring growth of profitability of sales it is necessary to consider requirements of the saturated market assuming transition from extensive growth at the expense of expansion of territories and new sales channels, to systematic dot work with each available trade enterprise within a network, an outlet [2].

The technology of carrying out market researches has to provide to trade enterprises information giving opportunity is thinner to adjust the