

**MINISTRY OF EDUCATION AND SCIENCE OF THE RUSSIAN
FEDERATION**

**PLEKHANOV RUSSIAN UNIVERSITY OF ECONOMICS
SAMARA INSTITUTE (BRANCH)**

DEPARTMENT OF COMMERCE AND MARKETING

**MARKETING AND COMMERCE
OF THE XXI CENTURY:
PROBLEMS AND PROSPECTS
OF INTERNAL AND EXTERNAL
DEVELOPMENT**

**Proceedings of the
International scientific and practical conference**

FEBRUARY 14TH, 2014

**Science Book Publishing House
Yelm, WA, USA
2014**

UDC 330.47(076)

Reviewers:

M.E.Konovalova, Dr. Sci., Prof. (Samara State Economic University, Russian Federation);

A.A. Yudakov, Ph.D., financial director of "Pro-Line" ("Pro-Line", Russian Federation)

Proceedings Editorial Board:

X. Heisenberg, Dr. Sci., Prof. (Max Planck Institute for Mathematics in the Sciences, Germany), **T.N. Shatalova**, Dr. Sci., Prof. (Samara Institute of the Plekhanov Russian University of Economics, Russian Federation); **M.V. Chebykina**, Dr. Sci. (Samara Institute of the Plekhanov Russian University of Economics, Russian Federation); **V.A.Savchenko**, Dr. Sci. (Kirovograd National Technical University, Ukraine); **V.Meerova**, Ph.D., Prof. (Kirovograd National Technical University, Ukraine); **M.P. Sitnikova**, Ph.D. (Orenburg Branch of the Academy of Labour and Social Relations, Russian Federation); **S.B. Zaika** (Institute of Economics, Labour and Management in Agriculture, Moscow, Russian Federation); **E.Y. Bobkova**, Ph.D. (Samara Institute of the Plekhanov Russian University of Economics, Russian Federation).

Marketing and commerce of the XXI century: problems and prospects of internal and external development: Proceedings of the International scientific and practical conference (Yelm, WA, Usa, February 2014)/ Editor in Chief Dr. Sci., Prof. O.Ja. Kravets. - Yelm, WA, USA: Science Book Publishing House, 2014. – 88 p.

ISBN 978-1-62174-043-8

Proceedings are collected by the outcomes of the International online scientific-practical conference, organized by the Department of Commerce and Marketing of the SI REU for Russian and foreign marketers-researches, experts in the field of commerce and marketing. It contains research papers by the winners in various nominations of the conference. The proceedings present the authors' research generalizations of the urgent problems of commerce and marketing, many of which found their way in international practice.

UDC 330.47(076)

ISBN 978-1-62174-043-8

© Group of authors, 2014

CONTENTS

Artemyeva A.N. Goods quality as a factor of enterprise competitiveness	4
Sekretareva A.V. Basic directions of the company's image formation.....	17
Panicheva N.G. Standardization improvement in Russia.....	29
Dmitrieva N.A. Topical issues of marketing studies in Higher School.....	38
Rusakova N.A. The role of economic potential in the industrial policy of the enterprise	49
Kulikov A.K. Mechanisms of realization of the diversification process in gas industry.....	57
Kravets O.Ja. The retrospective analysis of a marketing and management perspective on the simulation, information technologies and the modern management systems basis	71

Scientific publication

**MARKETING AND COMMERCE OF THE XXI CENTURY:
PROBLEMS AND PROSPECTS OF INTERNAL AND EXTERNAL
DEVELOPMENT**

Proceedings of the International scientific and practical conference

February 14th, 2014

Issue is published in author's edition

Cover designed by Sofia A. Kravets

Assigned to print 14.02.2014. Format 60x84 1/16.

CPP 5,5. Order 0000. Circulation 500.

Science Book Publishing House
17200 153rd Ave SE, Yelm, Washington, 98597 USA
<http://www.sbook.us/>