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TÍTULO: Evaluación del poder de compras de la población.

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RESUMEN: La economía agrícola en desarrollo dinámico no siempre muestra buenos resultados en términos de eficiencia social, en particular el nivel de salarios y el poder adquisitivo de la población rural, lo que contribuye a un aumento de la tensión social en el campo y la búsqueda de trabajo diferente del ámbito de la agricultura, creando cierta tensión del personal en el campo, agravado por el hecho de que los salarios en la agricultura son un 35% más bajos que en la economía en general con un impacto significativo en el poder adquisitivo de la población rural. De estos aspectos se profundizan en el artículo.

PALABRAS CLAVES: poder adquisitivo de la población, recursos disponibles en hogares, relación salarios en la agricultura y salarios promedio en la economía, paridad del poder adquisitivo de los salarios, la confianza del consumidor.

TITLE: Evaluation of the purchasing power of the population.

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ABSTRACT: The agricultural economy in dynamic development does not always show good results in terms of social efficiency, in particular, in the level of wages and the purchasing power of the rural population; this contributes to an increase in the social tension in the countryside and the job search different from the field of agriculture, creating some tension of the personnel in the field, aggravated by the fact that wages in agriculture are 35% lower than in the economy in general with a significant impact on the purchasing power of the rural population. These aspects are deepened in the article.

KEY WORDS: purchasing power of the population, resources available in households, ratio wages in agriculture and average wages in the economy, parity of purchasing power of wages, consumer confidence.

INTRODUCTION.

As you know, the purchasing power of the population is determined by the amount of resources accumulated by households, which in turn determine the capacity of the domestic consumption market. The rate of economic growth in turn depends on the capacity of the market. Consequently,

the level of welfare of citizens determines the growth rate of the state economy [Official portal of the Federal State Statistics Service. [Electronic resource] URL: <http://www.gks.ru>; Main indicators of agriculture in Russia // Federal State Statistics Service: official website. ULR: <http://www.gks.ru>; <https://deepcool-ma.com/dolya-rasxodov-na-pitanie-edu-v-stranax-mira/>.html; Ashmarov I.A. 2018; Minakova I.V. 2017; Gnatyuk S.N., Pekert N.A. 2018; Olkhovskiy V.V. 2018; Narkevich, L.V., Narkevich, E.A. 2018; Novikov S.V. 2017].

Unfortunately, in practice, the opposite is true. The rate of economic growth determines the level of income of rural households and the level of their consumption. As you know, the purchasing power of the population is determined by two main components: the level of income of rural households and the purchasing power of the national currency.

To a large extent, the depreciation of the national currency led, on the one hand, to an increase in the export component, in particular in agriculture. On the other hand, the population, especially the poor, lost the opportunity to buy most imported goods, and this is if they do not mention the possibility of increasing savings. Thus, the purchasing power of the national currency determined not only the population buying power, but also the state of health, and insufficient consumption of food, especially in children, leads to defective physiological development [Schwarzkopf N.V. 2018; Moiseenko Zh.N. 2017; Bogatov H.L., Abazova M.V., Yaitskaya E.A. 2017; Shcherbinina A.G. 2017; Moiseenko Zh.N. 2017; Komarova S.L. 2018; Kobets E.A. 2017; Kupryushin P.A., Chernyatina G.N. 2017; Narkevich L.V. 2018; Vernigor N.F. 2017].

The problem of the purchasing power of the population is one of the determinants of the quality of life and health of the population. In a number of developed countries, the state spends huge amounts of money to provide food to the poor, thus making a feasible contribution to the welfare of citizens and the health of the nation.

In modern conditions, the problem of welfare of citizens, increase of their purchasing power should be the most important state priority.

DEVELOPMENT.

Materials and methods of research.

The information base of the research is published works of research institutions of the Russian Academy of Sciences, higher educational institutions, statistical materials at the federal and regional levels. Abstract-logical, monographic, systems, comparative, economic-mathematical, economic-statistical and other methods of economic research were used in the work.

Results.

The main source of income, both in urban and rural areas is cash income received, as a rule, in the form of wages. In rural areas, up to 88% of income is generated by money receipts, while in the city this figure is 90.4%. Over the past 18 years, the level of wages of workers in rural and urban areas has differed significantly.

Agricultural scientists have repeatedly drawn the attention to this fact, giving concrete proposals to eliminate this kind of injustice. In modern conditions, wages in rural areas are at least 35% less than in the city, without performing any motivating function, and not fully performing a social function.

In the year 2000, the level of wages in rural areas was 44.3% of the same indicator in the city. And only with the start of the PNP “Development of Agriculture” and the State Program, the situation has moved from a dead point. In 2008, the ratio of wages in rural areas to wages in the city was 49%, and in 2017 it was 65.5%. Based on this, it can be argued that the purchasing power of the rural population is 35% lower than that of the urban population.

Table 1 - The ratio of wages in agriculture to wages in the average on economy.

Years	On economy	In agriculture	Ratio, %	Years	On economy	In agriculture	Ratio, %
2000	2223	985	44,3	2010	20952	10668	50,9
2001	3240	1435	44,3	2011	23369	12464	53,3
2002	4360	1876	43,0	2012	26629	14129	53,1
2003	5499	2340	42,6	2013	29792	15724	52,8
2004	6740	3015	44,7	2014	32495	17724	54,5
2005	8555	3646	42,6	2015	34030	19721	58,0
2006	10634	4569	43,0	2016	36709	21755	59,3
2007	13593	6144	45,2	2017	39167	25671	65,5
2008	17290	8475	49,0	2018	43445	28185	64,9
2009	18638	9619	51,6				

The villagers, who receive lower wages, are deprived of their rights to access the benefits that urban residents can afford, not because they do not have them in the countryside, but because their income level is significantly less than that of urban residents. All this forms a stable negative attitude both to life in rural areas and to the people living there. Work in rural areas is inherently undervalued. And this is despite the rapid growth in agricultural production, investment, and the introduction of new technologies, faster growth of labor productivity and other factors. As it was noted above, the structure of income and expenditure of rural and urban households differs significantly. If in the structure of income of urban households up to 90.4% are cash income, with a clear tendency to increase, in rural areas only up to 88.1% of income is formed at the expense of cash income.

Rural households have 3 times more in-kind income than urban households. Due to the fact that the amount of available resources of rural households is less than urban, they are less likely to use savings and attract additional funds. The resulting cash income does not allow rural households to make sufficient savings and attract credit resources in the necessary amounts. Urban households use between 29.8 and 31.2% of household food expenditure, while rural households use between 41.6 and 43.7%. This significant difference can largely be explained by the higher level of available resources in urban households.

Table 2 - Structure of household disposable resources and consumption expenditure, %

	Households living in							
	in urban areas				in rural areas			
	2010	2015	2016	2017	2010	2015	2016	2017
Disposable resources – total	100	100	100	100	100	100	100	100
including:								
cash income	89,0	89,7	90,2	90,4	84,3	87,7	88,1	86,7
value of in-kind receipts	2,4	2,5	2,3	2,2	9,1	7,3	7,3	6,9
amount of funds raised and savings spent	8,6	7,7	7,5	7,4	6,7	5,0	4,6	6,4
Consumption costs - total	100	100	100	100	100	100	100	100
of them on:								
home meals	29,8	31,7	32,1	31,2	43,0	43,5	43,7	41,6
including:								
cash expenses	27,5	29,4	29,9	29,1	31,5	33,9	34,5	32,8
the cost of natural receipts of food	2,3	2,3	2,2	2,1	11,5	9,6	9,2	8,8
including:								
income from personal subsidiary farm	1,6	1,4	1,4	1,3	10,1	8,0	7,7	7,3
gifts received and other receipts	0,7	0,9	0,8	0,8	1,5	1,6	1,5	1,5
alcoholic beverages, tobacco products	2,3	2,8	3,0	2,8	2,6	3,2	3,2	3,2
clothes and shoes	10,7	9,0	9,1	8,7	9,1	8,0	7,6	7,5
housing and communal services and fuel	11,0	10,9	11,1	10,7	10,4	9,9	10,0	10,2
household items, appliances and home care	5,9	5,2	5,8	5,1	6,3	5,8	5,5	5,4
healthcare	3,2	3,6	3,6	3,8	2,7	3,0	3,1	3,3
transport	15,0	14,4	13,1	16,0	11,6	11,6	11,6	13,3
connection	3,7	3,1	3,1	3,0	3,3	3,3	3,3	3,4
organization of recreation and cultural events	7,1	7,1	7,0	7,3	4,0	3,7	3,8	3,8
education	1,3	0,9	0,8	0,7	1,1	0,7	0,8	0,7
hotels, cafes and restaurants	3,6	3,7	3,7	3,5	1,5	1,9	1,8	1,8
other goods and services	6,3	7,0	7,3	7,0	4,2	5,2	5,5	5,7
the cost of services provided by the employer free of charge or at reduced prices.	0,1	0,6	0,3	0,2	0,2	0,2	0,1	0,1

This is a very high figure for both urban and rural households. It shows their poverty rather than the high cost of food, which once again confirms the thesis that the incomes of rural households need to be increased by creating high-performance, high-tech jobs that provide a decent level of wages.

In the developed world, the share of expenditure on food, as a rule, does not exceed 15%, for example, in the US-6.69%, England-8.55%, Germany-10.13%, Japan-14.11% [3].

Rural households spend less money on clothes and shoes, as well as due to the seasonality of work and less income, less money is spent on recreation and cultural events, trips to cafes, restaurants. The table shows that rural households spend much less on basic food. Urban households on basic food spend per month 6028 rubles per member, while in rural areas 5211 rubles. On the one hand, this differentiation is explained not only by the level of wages, but also characterizes the level of poverty of the rural population.

Table 3 – The cost of basic food consumed in households in 2017 (on average per household member per month; rubles).

	Bread products	Vegetables and melons	Fruit and berries	Meat and meat products	Milk and dairy products	Eggs	Fish and fish products	Sugar and confectionery products	Vegetable oil and other fats
All households	868,1	624,0	564,7	1775,8	971,0	103,0	417,3	385,8	89,5
in urban areas	898,5	641,9	576,2	1866,8	1023,6	104,8	441,9	384,7	89,5
in rural areas	789,8	578,9	538,0	1532,6	829,6	98,9	351,1	392,7	90,4

According to Rosstat, in the year 2016, 18.2% of low-income rural households were employed in rural areas, while in the city this figure was 4.7%. In 2013, the rate in rural areas was 14.8%. Among all rural households in 2016 – 27.1% is the poor rural population. In 2013, the proportion of poor villagers was 22%.

In urban areas, poverty is much lower, due to higher wages and available resources. In 2016, the share of low-income urban households was 8.3%, compared to 5.2% in 2013. From the above analytical data, even for such a short period it is clear that both rural and urban population of Russia is rapidly getting poorer. Here, in our opinion, the state needs to develop measures of social support for poor families, and especially large families.

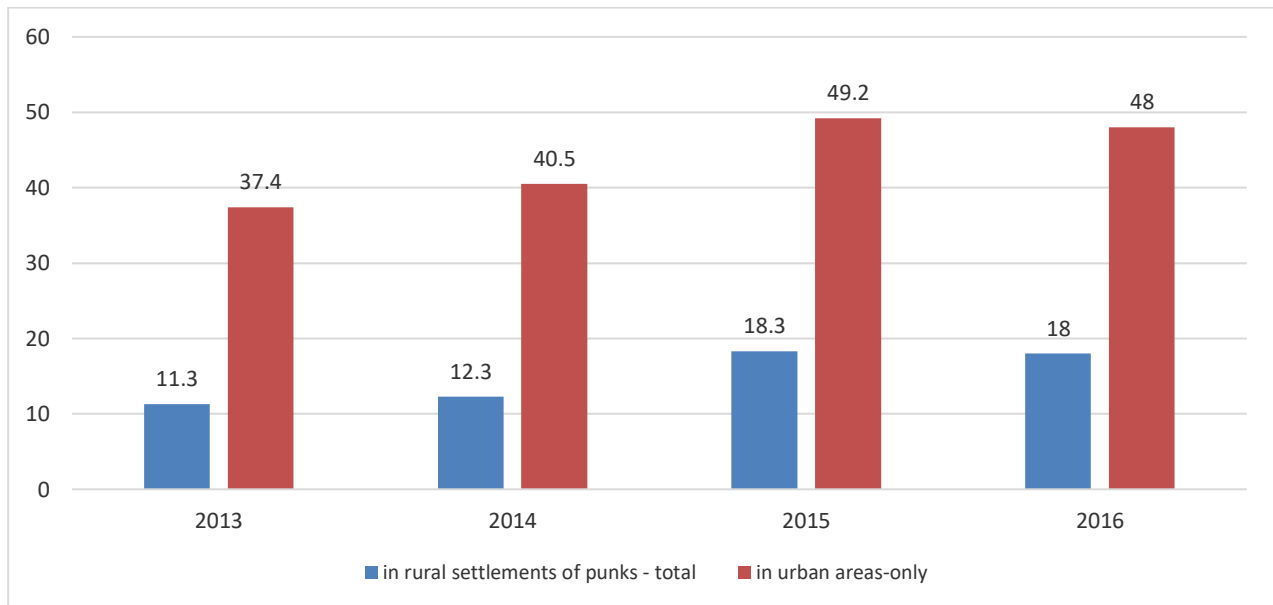


Figure 1 - Proportion of the poor in the total population of the relevant group.

In Russia, in 2016, 26.7% of children under the age of 18 lived in low-income households, compared to 19.1% in 2013. 48% of minor children living in rural areas live in low-income households! In 2013, the figure was 37.4%.

In 2016, 18% of underage children lived in urban poor households, compared to 11.3% in 2013. And here it is no longer necessary to talk about the purchasing power of these households. Their real daily task is to survive by any means.

Catastrophically rapidly impoverishing rural youth will not in the future be a productive force in the countryside. By any means they would seek a high-paying job, which would most likely be provided in the city. As a result of this socio-economic policy, which does not take into account the needs of the rural population – primarily small rural settlements are doomed to extinction.

Despite the increase in nominal wages, the rural population is becoming poorer. Its purchasing power is falling at a more dynamic rate than the purchasing power of citizens. In rural areas, you can even talk not about poverty, but about beggary.

As it was noted above, agrifood policy in this direction should be aimed at creating high-tech jobs in rural areas with a decent level of wages. To do this, all business initiatives related to high-tech production in rural areas need to be supported. Otherwise, in the near future, the state will pay money to those who go to the village not even to work, but simply buy housing. This practice is already in many, even highly developed countries, such as the United States, Canada, Italy, Holland, etc. In these countries, the authorities pay extra to families moving to cities and villages, in which the number of local populations is rapidly decreasing. The level of extra payment reaches several tens of thousands of dollars per family.

If we consider the classic example of the ratio of wages received by rural residents with the subsistence minimum and compare with similar indicators in the city, we will see that the ratio will be in favor of the urban population. On average, in 2018, citizens received only in the form of wages 4 subsistence minimum, while in rural areas only 2.7. The reason for this significant differentiation lies not in the rate of wage growth. Over the last 18 years, the total rate of wage growth was 332.1% in the city and 376.4% in the village. Hence, the reason is in the “initial starting conditions”.

Table 4 – The ratio of the subsistence minimum and wages in rural and urban areas

Years	The ratio of wages and living wage of the working population, %		The pace of wage growth, %		The growth rate of the subsistence minimum, %	Inflation rate, %
	in city	in village	in city	in village		
2000	168,4	74,6	-	-	-	20,1
2001	198,9	88,1	145,7	145,6	123,4	18,8
2002	221,5	95,3	134,6	130,7	120,8	15,1
2003	238,7	101,6	126,1	124,7	117,1	12,0
2004	259,0	115,9	122,6	128,8	112,9	11,7
2005	262,8	112,0	126,9	120,9	125,1	10,9
2006	287,7	123,7	124,3	125,3	113,5	9,0
2007	326,8	147,7	127,8	134,5	112,6	11,9
2008	347,8	170,5	127,2	137,9	119,5	13,3
2009	334,5	172,6	107,8	113,5	112,1	8,8
2010	341,3	173,8	112,4	110,9	110,2	8,8
2011	339,8	181,2	111,5	116,8	112,1	6,1
2012	377,7	200,4	114,0	113,4	102,5	6,6
2013	378,5	199,8	111,9	111,3	111,2	6,5
2014	374,2	204,1	109,1	112,7	110,3	11,4
2015	325,5	188,6	104,7	111,3	120,4	12,9
2016	374,7	205,3	107,9	110,3	101,4	5,4
2017	359,4	235,5	106,7	118,0	102,8	2,5
2018 (3 KB.)	415,7	269,7	110,9	109,8	95,9	4,3
Increase over 2000-2018, %	-	-	332,1	376,4	223,8	196,1

In urban areas in 2000, wages amounted to 2223 rubles, and in rural only 985 rubles. Despite the higher rates of wage growth in rural areas, it has not equaled the urban yet. The rate of growth of the subsistence minimum in almost all years was less than the rate of growth of wages, both in the countryside and in the city, but more than the rate of inflation.

Over the past 18 years, the combined rate of growth in the subsistence minimum increased by 223.8%, and the inflation rate was 196.1%. From which it follows that the real rate of growth of the subsistence minimum amounted to only 27.7 per cent. It is obvious that the population buying power grew by the same amount.

As you know, purchasing power is determined by the ability to purchase certain goods. In the world, to build countries on the purchasing power parity rating, the ratio of GDP per capita is used. In 2017, Russia ranked 53rd place in the world in this indicator, one inhabitant of Russia accounted for \$ 27,892. 54.

From 2000 to 2018, wages in agriculture increased by 28.6 times, from 985 rubles to 28185 rubles. In 2000, the dollar exchange rate was 28.1287 rubles, thus, based on the available basic wage in agriculture in 2000 - 984 rubles or 35.01 dollars and wage growth rates may make the calculation of the wages of villagers, in foreign currency since 2001.

We convert the results into the national currency at the exchange rate and the Central Bank of the Russian Federation and get the current salary at purchasing power parity.

Table 5 – Wages in agriculture, calculated in US dollars based on available growth rates

Years	Dollar exchange rate	Wages calculated on the basis of growth rate, dollars	Wages based on growth rates and translated into rubles at the current exchange rate, rubles	Years	Dollar exchange rate	Wages calculated on the basis of growth rate, dollars	Wages based on growth rates and translated into rubles at the current exchange rate, rubles
2000	28,13	35,01	984,83	2010	30,48	383,56	11691,02
2001	29,17	50,97	1486,92	2011	32,2	427,67	13771,09
2002	31,35	66,62	2088,65	2012	30,37	487,54	14806,83
2003	29,45	83,07	2446,70	2013	32,73	545,56	17856,37
2004	27,74	107,00	2968,36	2014	56,26	595,21	33486,66
2005	28,78	129,37	3723,30	2015	72,88	623,18	45417,90
2006	26,33	162,10	4268,14	2016	60,66	672,41	40788,95
2007	24,55	218,02	5352,57	2017	57,6	717,47	41326,35
2008	29,38	300,65	8833,38	2018	69,47	795,67	55275,6
2009	30,24	341,24	10319,36				

In 2018, wages in agricultural production were supposed to be 55.3 thousand rubles, and in fact amounted to 28.2 rubles, that is, 2 times less. In this regard, the purchasing power of the villagers is currently less than 2 times than it could be. This is largely due to the devaluation policy of the state in relation to the national currency. Such a policy should bear fruit in the form of a substantial increase in exports of virtually all types of products, although at the expense of purchasing power, especially of the rural population. Unfortunately, this is not happening, and this is confirmed by the data of Rosstat.

If we talk about consumer confidence, the consumer confidence index, reflecting the total consumer expectations of the population, in the IV quarter of 2018 compared to the III quarter of 2018 decreased by 3 percentage points and amounted to 17%, due to the negative dynamics of most of its components. During the analyzed period, the consumer confidence index is characterized by negative dynamics.

Table 6- Purchasing power per capita income of the population.

	Years								2017 to	
	1991	1995	2000	2005	2010	2015	2016	2017	1991 +/-	2010 +/-
beef, kg per month	53,0	49,3	40,6	61,6	85,0	82,1	81,8	82,6	29,6	-2,4
drinking milk, l per month	886,8	238,5	313,0	543,1	548,6	565,0	539,0	510,1	-376,7	-38,5
cottage cheese, kg per month	223,8	70,8	77,3	119,0	131,6	117,9	111,9	106,6	-117,2	-25
chicken eggs, Pcs per month	1880	1329	1700	3383	5548	5302	5241	5803	3923	255
sugar, kg per month	209,8	139,6	190,5	406,4	525,5	571,6	575,8	727,6	517,8	202,1
vegetable oil, kg per month	128,4	63,2	96,6	202,1	315,5	318,3	278,3	305,5	177,1	-10
butter, kg per month	52,3	26,4	35,2	82,6	89,1	78,6	72,9	61,2	8,9	-27,9
potatoes, kg per month	338,1	299,6	394,0	794,1	928,9	1112,7	1415,6	1209,7	871,6	280,8
wheat flour, kg per month	356,1	267,7	284,5	650,4	975,7	941,8	924,2	961,1	605	-14,6
bread and bakery products from wheat flour, kg per month	552,9	205,1	228,9	424,3	560,2	601,7	577,2	568,1	15,2	7,9
rice ground, kg per month	233,8	156,2	159,2	383,1	446,5	461,5	466,5	499,6	265,8	53,1
cereals, kg per month	338,1	220,7	224,9	591,3	755,9	731,8	696,0	774	435,9	18,1

At the same time, the deterioration of the subjective opinion of the population regarding the changes that occurred in the Russian economy during the year has the greatest impact. As it can be seen from the chart, the consumer confidence index in Russia was almost always low and did not rise above the zero level, which indicates a bad mood of citizens in relation to the market and to their purchasing power.

If we analyze the purchasing power of the population, expressed in the purchased food, we can say that compared with 1991, the purchasing power of milk and cottage cheese decreased. Over the past

7 years, the population purchasing power has decreased for such products as beef by 2.4 kg, drinking milk by 38.5 kg, cottage cheese by 25 kg, sunflower oil by 10 kg, butter by 27.9 kg, and wheat flour by 14.6 kg per month. In general, compared with 1991, the population purchasing power of Russia has increased significantly, but in recent years there has been a tendency of its decline.

Table 7- Consumption of basic food in rural households (average per household member), kg per year.

	Years					2017 to 2005	
	2005	2010	2015	2016	2017	+;-	%
Bread products	136	122	111	117	119	-17	87,5
Potatoes	101	76	68	70	71	-30	70,29
Vegetables and melons	95	97	99	104	102	7	107,36
Fruit, berries	38	60	61	65	68	30	178,94
Meat and meat products	56	71	78	82	86	30	153,57
Milk and dairy products	231	245	250	261	261	30	112,98
Eggs, Pcs	185	207	210	221	226	41	122,16
Fish and fish products	17	21	21	22	23	6	135,29
Sugar and confectionery products	39	36	34	36	36	-3	92,30
Vegetable oil and other fats	12	12	12	12	13	1	108,33
Nutritional value, g per day:							
Proteins	74	78	78	81	81	7	109,45
Fats	95	103	105	109	108	13	113,68
Carbohydrates	430	395	366	384	376	-54	87,44
Energy value, kcal per day	2876	2831	2729	2855	2818	-58	97,98

The situation with the consumption of basic foodstuffs in rural households is more prosaic. The dynamics of consumption of basic food by rural households is not stable for such products as bread, potatoes, sugar and confectionery. Obviously, this can be explained by the production of potatoes in rural households and the baking of bread from purchased flour. In quantitative terms, the consumption of bread products decreased by 17 kg or 12.5%, the consumption of potatoes decreased by 30 kg or almost 30% compared to 2005.

For the rest of the food there is a clear trend of increasing the amount of consumption. Even on such products as meat, vegetables and fruits consumption is growing. Over the past 12 years, the consumption of meat by rural households has increased by 30 kg or 53.57%, for fruits and berries by 30 kg or 78.94%, for fish by 6 kg or 35.29%.

The nutritional value of consumed food increased by 9.45% in protein, which is a positive factor in the quality of consumed food. Calorific value of consumed food decreased slightly from 2876 kcal in 2005 to 2818 kcal in 2017.

CONCLUSIONS.

Based on the above, we can say that, despite the low level of income of rural households, their poverty the purchasing power of the rural population for certain food has decreased. In general, consumption is unsustainable, which has a negative impact on physiological development. It is obvious that in this direction it is advisable to take a set of measures related to the reduction of the share of the poor in rural areas. For socially unprotected categories of citizens such measures can be: benefits issued for food, compensation of the cost of housing and communal services, compensation for the cost of purchased socially important food and medicines. Some of these measures are now being implemented, but they are not enough to ensure that the rural population, especially the socially vulnerable categories of citizens, does not remain below the poverty line.

The proportion of underage children living in poor rural households is of particular concern. We must understand that these children are now forming a negative outlook on life in the village. And what is outrageous, that for these categories of citizens, there is practically no policy to support their material well-being. Thus, the purchasing power of socially vulnerable segments of the population in rural areas wants to be more positive.

Another component of improving the well-being of rural households should be increasing the incomes of citizens living in rural areas. This issue is now not paid enough attention to, despite the increase in gross agricultural production, its other positive indicators.

In this direction, it is important to create new jobs. Here it is necessary to use integration processes. Large-scale production should refinance profits in the development of small forms of management, both for traditional types of agricultural production and for alternative ones. Refinancing should be carried out on the terms of repayment. The role of the authorities should be to support initiatives, motivation, and state support of small and large businesses that create new jobs. The next important aspect of increasing the profitability of rural households is that the jobs created should be high-performance and, if possible, innovation-intensive. Countries such as the United States and China provide GDP growth due to innovation-intensive products. In these areas the productivity and added value is higher. It is necessary to involve technological research institutes and universities, which would contribute to the solution of many technological problems, primarily related to reducing labor costs for production.

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