
Marketing and Logistic Instrumentarium of Activation of Inter-Country Cooperation of Russia and Solving the Issue of Import Substitution

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Abstract:

The article is devoted to identification of current realia and perspectives of realization of mechanisms of import substitution, together with development and strengthening of cooperation with foreign partners. As a result of the research, the authors came to the conclusion on the necessity for scientific and methodological substantiation and objective use of marketing & logistic instrumentarium for activation of programs of effective import substitution and entering external markets, minimization of risks and orientation at consumers' needs.

Key Words: *logistics, marketing, import substitution, external and internal markets, consumers' behavior.*

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1. Introduction

In the modern global economy, trade and economic cooperation is a basis for provision of demands of consumers and formation of competitive positions in external markets. Apart from these problems, there is a problem of self-provision of Russian socio-economic system, effectiveness of logistic processes, national security, and striving for independence on import of certain commodity groups, which pre-determines the significance of study of possibilities for import substitution of products and formation of the most effective trajectories of logistic processes and corresponding marketing processes.

The 2014-2016 is an answer to a powerful and well-planned external policy of Russia. Patriotic feelings and proud for their country give Russians the strength to cope with hard times and sacrifice their well-being. Still, recession is caused not only by anti-Russian sanctions, reduction of oil prices, financial problems, cost of credits, budget limitations, and other reasons. The main reason is following the economic model based on study of consumption, which failed; consumption growth constituted not 22 % of GDP, but only 6%. Adaptation to crisis does not take place instantly: a consumer's conscience realizes the coming of crisis, panics, tries to refuse it, and then gets used to a certain state of the market – if the relative stability in society is preserved (Akimova, 2014; Breckova, 2016).

Marketing dictates what logistics should be. The most important strategic issue consists in finding such combinations of services and level of service that would help concluding the profitable deals. Logistic activities should be viewed on the basis of consumers' needs which constantly change. Success of production enterprise largely depends on the possibilities of logistic servicing of consumers and fulfilling the needs for reliability and functionality. Behavior of consumers as a separate man and as a group is rational – achievement of maximum usefulness. Usefulness is satisfaction received by people from goods or services. Each consumer, based on his profit, tries to purchase various goods in the quantity and proportions that would bring him maximum satisfaction from their use. Such behavior of the consumer in the market is called rational. Rational consumer manages his expenses for purchasing goods and services, in order to obtain maximum “satisfaction” or maximum usefulness. Each consumer wants to have a lot of different benefits. Usefulness, which is within goods and services, is related to qualities and characteristics that allow satisfying the people wishes (Altukhov, 2015).

Over the recent decades, formation of sustainable production base was not a key task of domestic economy, as after the transition to market rails it was logical to provide a socio-economic components, sustainable budget financing of population and social needs, so the possibility for attraction of investments into industry and provision of competitiveness of manufactured goods and services in international markets went into the background. However, at the end of 2014, the situation changes radically,

and new realia that appeared as a result of directed influence from the world market corrected not only commodity market but logistic processes, which provide its continuous functioning. Most of sectorial Russian and even foreign experts agree that such situation, formed from abroad as a targeted destabilizing influence, provides a wide circle of possibilities for Russian manufacturers, as well as for logistic and other organizations. In our opinion – as that is confirmed by statistics of two recent years – socio-economic situation is leveling, and Russian society, which was used to temporary instability, relives another crisis with honor and patriotism.

2. Theoretical, Informational and Empirical, and Methodological Grounds of the Research

The issues of import substitution and price regulation are urgent for Russia, as sanction limitations for the Russia's economy from the USA and the EU are still active (sanctions influence the Russians' payment capacity), as well as anti-sanctions for prohibition of importing certain food products. It should be noted that many countries that announced the sanctions already reconsider the current situation, making conclusions in favor of cancelling the sanctions. Thus, such countries as Greece, Spain, Italy, and others, that used to export food products and fruit into Russia, are hostages to the EU decisions.

Effectiveness of realization of programs of import substitution on the territory of the Russian Federation allowed for creation of new jobs, increasing effective demand and logistic capacities. However, it is necessary to emphasize that development of production base is accompanied by a range of objective difficulties, related primarily to lack of investment resources for realization of entrepreneurial projects and difficulties with possible budget financing and government guarantees for business crediting due to lack of money for such articles in the budgets.

The productions with high share of added value develop very quickly: waste-free technologies and equipment for environment protection from pollution within the development of "green logistics"; technical means of information processing; flexible production systems controlled by ECU; new types of industrial robots and other innovational technologies. It is necessary to have such a situation when small size of one subject of logistic system does not lead to a large subject wishing to acquire it – which is often seen in the practice of the world and Russian markets. From the point of view of logistics, there is only one variant for that – search for a compromise between all members of logistic system. Logistic development of the spheres of national economy of the country and regions and their direct financing in the period of adaptation to consequences of yet another economic crisis are influenced by regularities and tendencies of the world economy and largely depend on external and internal factors (Bondarenko and Guzenko, 2015; Epifanova *et al.*, 2015).

Indeed, most of the problems accumulated in domestic economic mechanism cannot be solved simultaneously. The state supports and stimulates entrepreneurial activity, which comes to a new level in 2016, providing the growth of agrarian production by means of compensation of a part of expenses for capital construction, reconstruction of capacities, and development of information and innovational technologies. Production and logistic capacities require investments, but it is impossible to help them momentarily; under the conditions of destabilized cost of oil in the world market, this situation aggravates.

In the modern society, logistic technologies play a decisive role, and their wise use influences hidden added value of a commodity and shown value, which might become a basis for long and successful partnership, as well as a reason for disappointment of clients with the company's work. In order to evaluate the application of effective logistic technologies in any spheres, it is necessary to base on criteria of consumers' expectations and realize that their demands can have quantitative and qualitative character and their equal classification is impossible. However, it is necessary to understand how incorrect measures may influence the general economic and reputational result of the works of a separate company or sphere.

Speaking of development of logistics in Russia, it is necessary to note that despite a significant progress in providers' activities, as well as long experience of work with current technologies, within the Russian market, the designed logistic schemes do not always provide the necessary effect, and the best planning could be destroyed by force majeure circumstances. At that, steps for determination of reasons for untimeliness of performance of complex logistic schemes are necessary – for the purpose of implementing the effective algorithms of functioning. Development of such mechanisms is possible with thorough analysis of reasons for failures in the logistic scheme that ensure accounting of a larger number of influence factors and determination of possible ways of solving the emerging emergencies.

These problems actualize the search for scientifically substantiated and approbated variants of support for initiatives of entrepreneurs who realize the task of import substitution. For the purpose of provision of national security of the state in view of various unexpected circumstances (anthropogenic reasons, climate changes, and tense cross-country relations), it is necessary to support self-provision for the main types of food positions at the level of at least 80% of the existing need. This criterion was reflected in the State program of development of agriculture and regulation of markets of agricultural products, raw materials, and food for 2013-2020 and the Doctrine of food security (Bondarenko, 2015; Bondarenko and Kostoglodov, 2015).

Timeliness of development of programs of import substitution under the conditions of national economy is supported by a lot of scientific publications, devoted to this issue, as well as by the state's top-management aiming for solving this task. The key issue is achievability of the level of sustainable self-provision for the main food

products (Erokhina, 2015; Erokhina, 2016; Fateev, 2012; Katasonov, *et al.*, 2014; Rusanov *et al.*, 2015; Salimova and Makolov, 2016; Thalassinos and Liapis, 2014).

The initial point for starting the policy of import substitution in the Russian Federation was the Decree No. 560 dated August 6, 2014 and the Decree of the Government of the RF No. 778 dated August 7, 2014 “On measures of realization of the Decree of the President of the Russian Federation” dated August 6, 2014, which prohibited import of the main agricultural products from the USA, Canada, Australia, and Norway (Ketels, 2016).

This prohibition covers cattle meat, pork, poultry meat, fish and crabs, vegetables, fruits and nuts, wurst and similar products of meat, cheese, curd, dairy products on the basis of vegetable oil. This circumstance supposes that Russian agricultural manufacturers received obvious advantages in the internal market, as they do not have to compete with suppliers of the similar products from abroad.

Studying the possibilities for application of marketing and logistic instrumentarium in the processes of import substitution, let us conclude that almost all market players understand that logistics mistakes lead to serious losses, analysis of which will lead to reduction of their quantity and will become a necessary step to formation of a new algorithm of logistic servicing of the processes of import substitution.

Being traditional suppliers of food, southern regions provided a fundamental basis for import substitution of food products in the internal market, which is confirmed by large indicators of crops in 2015 in Rostov Oblast, which is regarded to be a “garner” of Russia. There are a lot of traditional and innovational recipes for “starting” the effective programs of import substitution. One of the most popular elements of theoretical and methodological instrumentarium is the mechanism of formation of agricultural clusters that work on the basis of observing the logistic principles which will be supported by state and business structures for developing relations with suppliers and intermediaries, as well as search for investment resources (Kuznetsov and Levchenko, 2014; LaLonde *et al.*, 1988; Levchenko, 2015; Dasanayaka and Sardana, 2015; Keisidou *et al.*, 2013).

C. Ketels specified “critical” characteristics of cluster: proximity of enterprises of the cluster oriented at common resources; cluster connection, i.e., orientation at the common economic goal; cooperative, competitive, information, and personnel interactions within cluster; sufficient number of cluster projects members for its effective work.

While analyzing the works of C. Ketels, it is necessary to note that Rostov Oblast has all necessary conditions for activation of work within agrarian and industrial clusters that are formed on the basis of principles of logistics. Thus, despite difficulties of the period of market reforms, which led to partial loss of economic connections, the basic structures remained – production and scientific; the

population of Rostov Oblast possesses skills of labor activities in the sphere of agricultural production (Parkhomenko, 2015; Voronin and Donnik, 2014).

3. Results

It is easier to attract necessary assets for activation of manufacture of food, organized on the basis of logistic principles, in cluster entities, involved in production, which are patronized by the regional administrative system.

For example, in Rostov Oblast, approximate 33% of population live in rural territories and have the experience of agricultural works – accordingly, these people could be potentially involved in production and promotion of goods. The region is characterized by geographical and climatic determinants which are favorable for conduct of agriculture, and there is scientific and production basis, which allows stating that, with corresponding normative and legal provision, creation of agricultural clusters in Rostov Oblast can be substantiated for solving the topical task of import substitution. These issues are discussed in a range of scientific publications. Besides, the concept of “Cluster development of Rostov Oblast until 2020” is established, which supposes creation of capacities for processing of agricultural raw materials.

The above allows supposing that creation of logistic clusters in the sphere of production is efficient for realization of programs of innovational development of Russian economy, which should be directed for export-oriented import substitution. With weakening of competitive factors in the internal market due to external players’ exit, there is an objective risk of unreasoned growth of prices or loss of products’ quality. Only high-quality product or service with optimal cost can occupy a decent position in external and internal markets.

Study of the problems of import substitution and cross-cultural cooperation dictates involvement of logistic laws and application of marketing instrumentarium, which ensures the initiative of Russian manufacturers, adapted to consumers’ needs. Marketing studies of high-quality products’ demand allows stating that possibilities of Southern Russia, real and potential demand, and existing and achievable logistic advantages are high, as the region is located at crossing of trade and transport routes that unite Europe and Asia and open wide horizons for socio-economic development.

Very often we speak of possibilities of logistics development and account of requirements for timely supply, but omit other parameters, leaving the quality issues beyond the limits of discussion and execution. Russian legal base is highly developed, which allows stating the unified rank of requirements to transport market members, which eventually must lead to increase of the level and quality of service. Still, it is impossible to be really competitive with the Western logistics, as, as to the level of requirements and number of observed rights, foreign transporters are more

connected to demands of final consumers and take into account mandatory requirements of labor conditions, control over quality standards in the sphere of transportation, requirements to cleanness of transport, and level of servicing of transport means.

In Russia, this situation is not so ideal. Certain aspects could be observed only nominally, especially in the sphere of car transportation, where private owners of vehicles work under the brand of large logistic operators, and tough economy take logistics not into area of expenses optimization – for the purpose of creation of necessary level of service quality, but into minimization area, where quality components is formal.

Very often, observation of all logistics components could be brought down to observation of several ones – without consideration of quality components of transportation in food shipment. Large manufactures can allow for observation of high standards in this sphere. Certain network retailers use their own car part for the purpose of increasing control during shipment of various shipments from a distribution center to trade stores, and others use services of large logistic providers. However, despite a rather authoritative name, these companies do not always satisfy the needs of clients with their own transport. Very often, they work according to the contract with owners of vehicles, which, in its turn, lead to aggravation of the level of provision of transport services. Observation of basic requirements in the sphere of food products transportation does not always coincide with expectations and internal requirements of a certain market segment. Thus, it is possible to speak of qualities of each large market player, but transfer of execution of a part of business processes, even in transportation, may negatively influence the very process of services provision and lead to the service losing its quality component, thus leaving only the basic level of service execution.

Solution of the set tasks should be conducted on the basis of application of theoretical and methodological basis of general scientific methods of research: conceptual modeling of general systemic structural forms; methods of analytical, analog, imitational, and game modeling; the theory of mass service; methods of analysis of differences and basic point; balance method; method of generalized variables; factor analysis; methods of expert evaluations and graphic interpretation; economic and static methods, each of which should be applied according to its parameter characteristics, which allows providing substantiation and authenticity of evaluations and conclusions of the research.

Functional and organizational peculiarities of operative management suppose full use of the compromise during formation of managing parameters and pre-determine the following possibilities: full analysis of complex formalizing factors and circumstances that determine economic environment of functional character of logistic systems; application of foresight methods in the natural process of solving organizational and managerial tasks of high value (compilation of foresight projects

of development); development of effective solutions for multi-criteria tasks that possess a range of constructed indicators; formation on the models of future development of the possible variants and planning of consequences of the taken managerial decisions. For the purpose of provision of strategic planning of national investment decisions, expediency of monitoring of managerial transformations and of functioning of economic complex of the whole is determined, obvious character of thorough and constant logistic and systemic & analytical study of the situation in the world markets is actualized. They are used to say in economic circles that recently the most significant world peculiarity has been the phenomenon of development of China: there was a situation when developing countries – and this has been vivid since 2011 – overcame the developed countries as to their share in the global GDP, and, what's more surprising, were ahead of them as to the volume of gross capital investments. China, which developed its economy on the basis of socialism, is about to transfer to a new model of economic growth, with possible appreciation of national currency (yuan). However, in the long-term, perspective and role of Chinese economy as a “growth locomotive” are not that clear, despite characteristics from national economists. There are drawbacks of forecasting, socio-economic planning, and scientific forecasting of development of national projects.

The given elements of instrumentarium and methodological basis of scientific research that could be applied both in marketing and logistics allow calculating the potential of realization of programs of import substitution, confirming or denying its representativeness. The complexity of realization of programs of import substitution, concentrated in limitation of financial resources, due to application of marketing & logistic instrumentarium, allows determining the most efficient projects that can correspond to demands of consumers – especially, under the conditions of crisis.

Performing even small purchases, the client supposes the following components: necessary commodity of a certain quality and quantity, purchased in the supposed time and place, with required packaging and proper information. Today, logistics is inseparable from satisfaction of consumer demand. Consumers' behavior is a process of formation of the demand, which could be characterized as a need supported by payment capacity and a wish to buy certain volume of products. At that, the consumer strives for obtaining profit – even relative (bonuses and discounts) – i.e., for maximizing the total usefulness. But in the process of appearance of this relative usefulness he is faced with limitations in which material possibilities, timeframes, or territorial accessibility of products are decisive. Growth of market prices, caused by the recent crisis, led to slowdown of growth of social consumption, but at this stage, when sanctions has been active for more than two years, it is possible to state that consumption is almost normalized.

Crisis influenced primarily all consumers; reduction of income leads to people reconsidering their consumption, as many of them face the problem of preservation of savings. Economic crisis is related to losses; having gotten used to a certain life style, a person has to refuse his everyday habits and seek for correction – people experience worry, aggression, fear, and depression, which leads to failure of hopes

(e.g., purchase of a new car or house). The usual model of consumers' behavior is ruined, increasing the difference between new conditions and previous behavioral habits. Real characteristics of quality of life are not just doubled by consumer's conscience, which reflects reality, but determine new attributive features and construct changed generalized models of reality, in which it is necessary to live. The expected behavior of consumers has popular strategies of purchasing actions that show differentiation: loyalty to the favorite brand makes purchasing these goods, but not so often; there is mandatory change of preferences and purchase of cheaper brands, transition to the segment of lower category, as a long crisis is expected; there is a group of consumers that have not changes their preferences and purchase the same brand in the same volume. Personal qualities of consumers differ from tolerant passive reaction – as crisis uncertainty of market environment makes people wait, which leads to reduction of competition and decrease of prices in the labor market – to wish for action, which has a lot of shades. In modern foreign scientific literature, consumer is seen as an inventive person that evaluates and collects experience and knowledge, and his behavior is regulated by socio-cultural, status & role, economic, and cognitive resources.

One of the most effective market mechanisms that ensure realization of economic subjects' strategies is logistics; its organizational and managerial arsenal includes a complex instrumentarium of construction and realization of supply chains, optimization of movement of material, financial, and information flows. Logistics allows market components to determine competitive advantages, this increasing effectiveness of commodity movement and of related services – which allows for fuller satisfaction of consumers' demands. Marketing distinguishes a special information logistics, which is developed with emergence of crisis situations – which created totally new communication means and their wide presence in various spheres of economy and consumer audiences. Information flow and actions for its processing have the decisive role in the sphere of commodity flow, as they ensure a huge – as compared to other channels – coverage of audience, connecting interested parties, which were territorially separated, and increasing limits of service complex, according to consumers' demands.

At this stage of development of Russian economy, due to complication of market field and influence of sanction limitations, the model of growth has to be their forced growth, but the development has to ensure modernization of the country's economic complex. The crisis caused by mutual sanctions between Russia and the Western countries, as well as reduction of oil prices by 45 %, which took place in late 2014, strengthened negative processes in economy, the results of which – in the form of prices growth – are to be held by consumers. The problem of consumers' behavior in the market is decisive for market relations and studies – as a matter of fact, marketing is development of technologies of company's feedback to consumers' behavior, and the tool of optimization of the process of cost creation and reduction of pricing pressure for goods and services is logistics.

4. Conclusions and recommendations

The system of values, established in conscience of the consumer, turns into a new one due to the crisis. A special role in this belongs to interconnection of factors of influence on consumer's behavior: ideology, culture, religion, means of mass information, public opinion, and many other things. In various situations, certain factors of influence dominate, subduing other market substances for their purpose – which makes people change their life style and type of activities. Being unable to change the behavior pattern, such consumers go into the risk area. Consumer risks are poorly viewed in scientific literature – they are studied mostly in economy and sociology, while marketing and logistics do not pay enough attention to them.

Stimulation of creation of a stable middle class in the region, capable of reviving and developing production funds of Russian South, with application of technologies that bring real profit, is a basis for socio-economic development. Study and analysis of the market with application of marketing and logistic laws and methodologies allow for determination of the most efficient tools for support for manufacturers and bringing the product to the consumer.

It is necessary to understand that increase of competitiveness of logistic services to the level of the model of world logistics is possible in Russia only in case of taking into account the process of optimization on the whole. Founding on principles of logistics is a necessary balance which has to become a basis for development of all logistic business in Russia. An inseparable part of the process of manufacture and promotion of commodities, together with quantitative indicators, should be qualitative parameters. They should be viewed by market members not as limitations of activities and additional expenses, but as foundations for formation of high-quality services. Creation of quality standards, related to transportation, will inevitably lead to improvement of the level of service and increase of the general level of transport and logistics services.

Evaluation of logistic service is usually performed with presence of two variables: expected (planned) and actual level of logistic service. At that, planning and execution of transportations for the long-term (for example, with railroad transport) does not mean that the level of performed logistic service is still high. Comparing these parameters with similar characteristics of world models of logistics, it is possible to see that these indicators are not competitive. Therefore, it is necessary to look systemically at the current processes of planning and realization of transport algorithms, but also from the position of improvement of their quality and increase of competitiveness within the world level.

At present, trade networks make large investments into their own distribution centers – as for storage and distribution logistics, the companies are ready to invest and organize processes so they allow for optimizing general logistic expenses. The processes of transport provision are left for outsource – this concept in this

functional sphere of logistics is rather developed. At that, Russian market requires consolidation of players for the purpose of establishment of general course for increase of high-quality components of logistic service, as well as active implementation of quality standards and “green logistics” into Russian companies’ activities. For Russian regions, the most effective mechanism of development is multi-variant model of import substitution of all spheres of production and commodity movement, without the possibility for classification, as conditions, tendencies, regularities, and factors of current development, as well as resource possibilities of territorial entities, are different. On the whole, recommendations for formation of marketing & logistic accompanying of the processes of import substitution could be brought down to the following:

- growth of middle class, in proportions close to the Pareto law;
- establishment of investment operations in a legal form, with provision of mutual profit for the parties that participate in the process of import substitution;
- provision of qualitative and quantitative parameters of logistic processes of commodity movements and servicing consumers according to the global standards;
- access to new technologies and innovational developments, development of scientific and methodological basis;
- rational use of personnel potential and resource base.

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