

The Problems of Urban Environment Sustainable Development in Georgia

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Annotation - Modern intensive urban development and a free market economy is becoming increasingly important in people's lives, political, legal, technological, construction industry, transport, physical and moral impact studies, to examine the development of the urban landscape, housing organization, these studies goinporm Appreciation and use of cartographic methods of setting.

This guideline serves the use of urban environmental landscapes, methods of elimination of urban housing deficiencies, the use of geo-informative researches and the directions and principles of their implementation in Georgia.

Corruption Analysis in Public Service and Process of Development Anti-Corruption Policy

Professor G.Iashvili, PhD Student L.Tsomaia

Resume: Corruption has a negative impact on the democratic development of the country, strengthening the rule of law and protection of basic human rights and freedoms. Corruption prevents the economic development, business growth and investment in the country. In addition, corruption, misappropriation of public resources, conflict of interest, trading in influence, favoritism in public institutions prevents public confidence and causes the great discontent of the public services. Therefore, prevention of corruption, eliminate corruption in state and public institutions, is one of the key priorities of the georgian government. The main aim of the Anti-Corruption Strategy is to create united anti-corruption policy for corruption prevention and to fight against them. By increasing the transparency of public sector, to improve public trust, strengthening civil society and establishment transparent and accountable governance.

Publishing: International Scientific Conference of GTU Business Technologies faculty, 19-20 May, 2017 Tbilisi., p.253-257.

Issues of improvement of public management strategy

Professor Tinatin Iashvili, Doctoral student Lela Kinkladze

Resume: The Strategy is the principle conceptual basis for decision making. It is very important to have it clearly and fully justified, and agreed upon with the public, and its active involvement in strategic priorities to have the country's political, economic and social development. The strategy will naturally remain unimplemented, if not the state, sectoral, regional or targeted programs created for its implementation, and it should be provided with all the resources available.

In order to ensure effective implementation of any strategy and appropriate approach of state management, it is necessary to perform various procedures and find out who is responsible, what, when and how to do it. The presented report will discuss specific procedures of realization of the strategy, in which some or less part of it is unreliable, to link to or interfere with each other as one of the major deficiencies in the systematic and strategic management of the government.

It should be emphasized that one of the strategic directions of improvement of the state management system is the proper delegation of functions and responsibilities between the state, private sector and society. It should be clear what the functions and responsibilities of the government are, what is delegated by them and how it helps the private sector and civil society.

Publishing: 11th International Scientific Conference "Government and Society - November 25, 2017, page 7, Tbilisi.

Public needs of what they are, and how correctly reflect the true needs of people

Dogonadze Shota

Resume: Public interests, these words are often understood by each of us and the more democratic is the state, the more responsibilities is to take into account the demands of the public in the country's management and everyday's life. In the article, on the basis of appropriate research and analysis, is cleared, that despite the existence of a central figure in a democratic society, public interests are not the interests of individual people and the common interests of these people. Here we can deal with a single synergy, but it does not even reflect reality. Public interests are, in some cases, the interests of the majority and in other cases, the interests of one part of society. In both cases it is necessary to coincide with the solution of the primary order for the country, whatever you ignored, all the interest can be lost.

Publishing: International Annual Scientific Conference "Government and Society - November 25, 2017, Tbilisi, 8p.

An alternative to peaceful settlement of the conflict

Doghonadze Sophie

Resume: Conflicts are not the new and unknown problem for humanity. The ways of their solution are different, though it is difficult, as no conflict is the same. This is mainly due to the fact that the conflict participants are different and diametrically different. The author has an attempt to prove that the long-term provision - a peaceful way to resolve conflicts has no alternative. All military conflicts end with peaceful negotiations. The path to the settlement of the conflicts in Georgia can only be peaceful, underlined by a survey of one part of the Georgian population. The absolute majority of the respondents do not see the alternatives to peaceful arrangement of conflicts.

Publishing: International Annual Scientific Conference "Government and Society - November 25, 2017, Tbilisi, 6p.

Higher education brand management process

Tamar rostiashvili, Tinatin rodonaia

Resume: Perception of the value of higher education institution as a brand depends on efficient means of communication, accurately selected messages and channels. The most efficient means of brand communication is integrated two-way communication with customers. Brand communications represent the voice of the brand and are means by which the brand can establish a dialogue and build relationships with consumers. The most significant in higher education brand management process is that value of the institutional brand and customer expectation should coincide. To achieve this goal it is necessary: to conduct permanent and consistent research of the image, so to reveal “competitive” and or other comparative advantages of the institution and how services can be best provided to the target group; Consistent survey of students, applicants, academic and administrative staff, base the communication strategy on the results of the survey; Systematic research of the labour market, identification of its situational and long-term demand and orientating on them; To creating integrated marketing strategy based on research;

Publishing: Georgian Technical University, international Scintific conference “Globalization and business modern challenges”. 2017

Specific approaches of small business HR Management

Tamar rostiashvili, Pikria Kirkitadze.

Resume: The management of staff in small business is directed towards ensuring the operational interests of the organization. The article lists the factors that define the specific methods of small business management. For special analysis of personnel management methods, we conducted specialized research in small enterprises, involving 100 employees. Selection has been incorporated in all enterprise organizational and legal forms, including state firms, and it has been established that frequent exemption and recruitment of employees is carried out by the Department’s direct participation in assessing and organizing their activities. We have revealed specific tools for managing personnel in small business that are not dependent on external factors, property forms and activities of the organization. Less

bureaucracy in relationships and formality invites individual approach to every situation and employee. On the other hand, the likelihood of conflicts increases, the possibilities of their solutions are reduced by official methods, and the influence of the personal sympathy and antipathy on the personal relationship is more pronounced. Besides, the lack of skepticism, the spontaneous impact of the leadership leads to the decision of an inadequate concrete situation that is the cause of inefficiency to work with the personnel.

Publishing: Georgian Technical University, international Scientific conference “Globalization and business modern challenges”. 2017

Title of the work: Information streams and resources as important integrative factors for conflict regions

Maia Soselia, Tamar Rostiashvili

Resume: In this paper, information streams are discussed in the conflict regions with ongoing socioeconomic and integrative processes. That issues, tools and technologies operated by the region's subjects, we perceive as the logistic resources. The use of logistics creates per-requisites for integrating market demand and not only regional and connectivity, but also contributing the uniformity of the country's economic space.

Publishing: Zugdidi University, international Scientific conference . 2017

The impact of technological platforms on formation of innovative clusters

Nadareishvili Nana. Dzidzikashvili Nodar

Resume

According to officially declared “strategy 2020”, Georgia in the nearest future has to develop a knowledge-based, inclusive economic paradigm, which considers formation of appropriate

public policy. In Western countries moving towards the same economic direction, one of the most important mechanisms for state policy is stimulation of innovative development by technological platforms and innovative clusters.

The paper discusses linkage between technological platforms and innovative clusters, which are the two most important instruments for innovative politics.

Given instruments of innovative politics and systems, are not identified and implemented in Georgia, but according to EU Association Agreement all elements, structures and institutes of innovative systems implemented in EU, must be synchronized with Georgian law and relevant institutions.

Despite the fact that so far, none of Georgia's clusters have been identified and marked on the map of clusters in the European Observatory, the interest in given subject can be observed in recent Georgian scientific publications. The situation is different on technological platforms subject, currently, since this innovative development tool is not implemented in our country yet, it has not been subject of discussion in scientific communities.

Foreign experience shows that innovative clusters and technological platforms are interconnected and reinforce interaction, to jointly produce positive effects on the economy of innovative development.

The paper gives the recommendations and offers activities for government agencies, which will promote the formation-development of innovative clusters through technological platforms.

GLOBALIZATION AND CUUENT CHALLENGES IN BUSINESS. International Scientific Conference Proceedings I. Publishing House "Technical University", 2017, p. 132-137.

Entropy and synergistics in management and marketing

Irma Makharashvili, Lia Berikashvili, Badri Gjobaia, Badri Tskhadadze

Annotation

Entropy and synergistic approaches in business processes, in management and marketing are paid a special attention by specialists. The book deals with issues such as: Entropy Factors in Regional Management, Synergistic Approaches in Marketing Management, Developing Marketing Innovative management Concepts based on synergistic approach and introduction of synergistic approach and substantiation of it in terms of tourism service marketing management.

Publisher "Calmosani" 2017 ISBN 978-9941-9514-9-7

Category Management, as an Effective Response to User Requests

E. Baratashvili, L. Berikashvili

Annotation Categories of management, as the range of management of commodity categories, is an approach that determines the following rules: There is no need to divide the entire range accordingly accepted notions of commodity groups. It should first of all take into account the needs and the psychology of the consumer; In a series of movements category (from procurement to sales) is necessary to determine the responsibility of each employee of trade organization; Each product category the company should be considered as a mini-company with its own budget, pricing, procurement policies, etc. By assortment of shops must be approached as a community categories.

Consideration of rule categories of management entails a consideration of all the others. That is why management is a system of categories. It is impossible to introduce the categories management in only one division of the company, just as it is impossible to consider the categories of control without considering the motivation of managers, or the range of issues of structure without considering the concepts of organization and customers. II International Scientific-Practical Conference, Modern Management Theory and Practice Tb. 2017 p. 282-287

Synergic Processes in Marketing Management

L. Berikashvili, I. Makharashvili

Annotation

At the management of marketing system, with scientific approaches, especially by using synergy and synergic ideas, we commute with new innovative methods, by means of it we get essentially new groups. Using of synergic ideas help us to increase management effectiveness, especially knowing and understanding important ways of eliminating gaps, without special expenses.

By means of such approach it would be able to save resources and expenses. Studying self-organizing processes with a linear-thinking in open system is specific of synergy. In marketing system synergy effect is nothing more than the result of co-operative acts of its elements. All elements from synergic position are realized as system's reaction with its inner and external resistances. How adequate is system's reaction on its irritants, to determine the solidity or its economical potential.

Collection of International Scientific Conference I "Modernization and Business Modern Challenges" Georgian Technical University, 2017 p. 30-34.

Construction and rehabilitation work for the full use of tourism potential of Borjomi District

I. Kvaraia; E. Malania

Summary

Tourism in Georgia is considered to be one of the main directions of economic development, but while opening new tourist centers, insufficient attention is paid to the arrangement of traditional, well-known tourist destinations. An example of the Borjomi region, which has

unique tourism potential not only for Georgia, but also for the world. It is highlighted with the diversity of geographical and ecological zones, beautiful landscape, rich flora and fauna. Many historical sites and resorts of Georgia, 10 from 102, are located in this area. In the world nearly 300 types of tourism is known, you can find most of them in the Borjomi region. To achieve this goal it is necessary to conduct important construction and rehabilitation works. Therefore, we discuss the real situation of almost all locations in Borjomi district and the main issues of their rehabilitation.

SULKHAN-SABA ORBELIANI TEACHING UNIVERSITY FACULTY OF BUSINESS BLACK SEA RESEARCH INSTITUTE OF ECONOMY AND INNOVATION INTERNATIONAL SCIENTIFIC-PRACTICAL CONFERENCE INTEGRATION OF BUSINESS STRUCTURES: STRATEGIES AND TECHNOLOGIES February 24, 2017, p. 117 -120, Proceedings of the Conference Part I Odessa

Analysis of Travels Business Market Possibilities in Georgia

E. Malania

Summary

The main purpose of the theme is researching travel companies, analyzing given information and defining: type of producing new products and offer to the consumer, planning of advertising campaigns for the product promotion. The best analysis of market possibilities is market research that provides with useful information about market and gives recommendations to the travel companies. The major part of Georgian Tour-Operators uses five kind of advertisement. The absolute number of companies sells their product by internet using the web-sites and social media. Another popular method of selling tourist product is to participate on the international travel exhibitions. The advantage of the participation is that international tourists are introduced with Georgian product and in future they are becoming potential customers.

International Scientific – Practical Conference. Kutaisi, 11-12 November 2017, p. 173 – 176.

SPIRITUAL SECURITY AS A NECESSARY CONDITION FOR MAINTAINING NATIONAL SECURITY

Kochoradze Otar

Summary

In the presented article is given the spiritual security as a basis for political security of Georgia and the essential condition for protecting national security, the analysis of the main threats and the ways of overcoming them.

Scientific magazine of The Open Diplomacy Association “AUTHORITY AND SOCIETY (History, Theory, Practice)”, 4(44)2017. pp. 5-16.

Key forms and economic mechanisms for realization of state investment activities

Anzor Abzalava, Bella Goderdzishvili

Resume: State regulation of the financing, are usually a part of public relations, which are formed by state and municipal formations financial relations. In Scientific literature, different opinions are conducted on the financial mechanism of the investment that the investment activities of the economic and legal unity, are distinguished by its constituent institutions, and are based on the need for development of infrastructure and the financial system occupies important place. State investment policy, financial policy as a unified state, is one of the important part of the appeal. Shift is under the national (domestic) and foreign capital to economic development.

Publishing: Georgian Technical University, international Scientific conference “Globalization and business modern challenges”. 2017

Current Issues of Accounting and Declaration of Income Tax (Estonian model), Globalization and current challenges in business

Levan Grigalashvili, Bidzina Grigalashvili

Annotation:

The study of the Georgian Tax system became particularly actual after the transition to a market economy and the establishment of an independent tax system. Despite some efforts, a flexible tax system still has not been established. Frequent changes, Ambiguous regulations, flaws in tax law, non-consideration of the taxpayers' interests are the characteristics of the modern tax.

Since 1st January of 2017 income tax rules have changed essentially, nevertheless, their administration mechanisms have not been developed so far, especially in the accounting and

declaration matters. To eliminate this problem, the author offers suggestions in this work to improve profit tax administration, accounting and declarations.

What consequences for the business will be called for after these changes? This question is currently the subject of dispute, though, to author's opinion it will somewhat promote business development, increase investment and re-investment incentives and in long-term it will become a factor in promoting economic growth and expansion of production. GTU International Scientific Conference. 2017.

**The role of State Regulation and universal health care in the Insurance Business.
Globalization and current challenges in business**

Levan Grigalashvili, Shorena Miminoshvili

Annotation: Insurance is a specialized area of economic relations when protection and use of targeted funds is possible to protect legal and physical persons from various events.

Since 2013 the state program of universal health care has been launched in Georgia. Although the insurance system is perfectly improved, it is still far from international standards. The purpose of this is to study the challenges of the universal healthcare program and to develop recommendations based on the current situation. Under the implementation of the Universal Health Care Program, the Georgian population had significant social guarantees, but according to the analysis of the financial indicators, significant problems were identified. This was a colossal growth of health care costs and difficulties related to program management.

From May 2017, the new project proposed by the Government provides a good opportunity for the development of the private insurance industry, which in turn increases competition and consequently increases the activity of insurance companies both in marketing and in other directions.

The article is a system of measures to be implemented, which will facilitate further development of private insurance and public insurance. GTU International Scientific Conference. 2017.

Public administration worldview Basics

Mikheil Abashishvili, Giorgi Bagaturia

Summary: The article discusses the stages of development of the theory of public administration, analyzed by Socrates, Platon, Aristotle, Toma Aquinas, Martin Luther, Thucydides, Svetonius, Mackayas, Morgenutus, K.Asapers, Thomas Hobbes, John Locke, Jean-Jacques Rousseau, Charles Montescie, Marx and Popper's opinions about state governance. Particular attention is paid to the issues of political realism, contract state and communist theory. It is suggested that modern political relations continue to lead to policy and not moral norms, but a small country like Georgia should be particularly well aware of political realism laws.

Scientific magazine – “Authority and Society #3 (43), 2017

Valuation Activities of Foreign Experience and Practice Analyze

Maia Martiashvili

annotation: The scientific research proposed valuation activities of foreign experience and practice of real estate. Foreign practice analysis shows that the valuation of the business is based on the concept of a variety of approaches and methods. Where, the valuation approach is generally recognized as analytical methodology, which is used in modern valuation activity. The article set out the experience and practice of business in the UK and the USA.

Publishing house: 84th International Scientific Conference of Students. Thesis collection Georgian Technical University, Tbilisi 2017. Pg. 279

Assess the financial assets of the business subject (company)

Maia Martiashvili

annotation: In the scientific article questions are answered: Why is needed business evaluation? Who carries out business evaluation? What is the evaluation subject? How is business evaluation performing? The work deals with acting and In the liquidation process company business assessment methods. also which approaches and methods are using in assessment of business subject's assets. The peculiarities of the individual species assessment are generalized.

Publishing house: "Globalization and Modern Business Challenges" Collection of International Scientific Conference. Georgian Technical University, Tbilisi 2017. p. 103- 107.

Assessment of cash flows in the process of investment budgeting alternative methods of selection

Maia Martiashvili

Annotation: The scientific article is offered by Business Value Assessment Standards, which will offer a wide range of products and services Bis) project. The full-fledged version of the proposal is one of the most important We are going to be in the United States of America. NBMM, with the purpose of implementing the project, the United Nations In the format of the web, there are two different verses from the VNA to the co-op It is not a good source of money and not a non-profit. In the course of the United States, you will not be able to do so Lee Inflation. The Influence of the Supreme Inherent in the Prospects, as well as on the Multi-Period And the handbook.

Publishing house: "Development Economics and Innovations: Challenges, Solutions" Collection of materials of the 4th International Scientific-Practical Conference. Sokhumi State University, Faculty of Economics and Business Scientific and Research Institute of Economics and Management. Tbilisi 2017. Pg. 138-141

Key Tendencies of Improving Standards of Living in Georgia

Ketevan Shengelia

Abstract

The higher the middle class share in a population is, the stronger is its influence on socioeconomic policy and development vector. This class bears a certain historical mission in this regard: not to allow political powers having marginal opinions in politics in order to avoid threatening political stability of a country. These principles are violated where the historical role of middle class is declined and ignored. Examples of many countries demonstrate that as a revolution happen in countries where the function of middle class is minimized or misunderstood.

Therefore, the state should support the growth of middle class in two basic ways:

1. development of small and medium-sized business, further liberalization of taxation system.
2. increasing social responsibility of large businesses.

News Economics, 2017 P. 6-18.

Personnel Management

T.Devidze, G. Amkoladze, D. Bokuchava

Annotation

A guidebook is processed personnel management issues and basic functions, management theory issues on human role, personnel management policy and strategy, basic principles of planning and staff policy, personnel attraction and selection, management of socio-economic relations model, SWOT analysis, evaluation and competences, personnel certification and career planning, efficiency of corporate transformation.

The issues in the book are entirely in line with the subject's "Personnel and Quality Management" Syllabus in Personnel Management. In addition, the company's corporate management issues are discussed, which is a new approach. A guidebook is intended for all levels of students and specialists whose activities are related to personnel management.

Georgian Technical University. 2017 ISBN 978-9941-20-931-4. P. 101.

MODERN TRENDS IN PERSONNEL SELECTION AND RECRUITMENT METHOD DEVELOPMENT

T. DEVIDZE, M. CHUMBURIDZE

Annotation

The development of new technologies, gave organizations the opportunity to introduce the newest standards in selection methods. As a result personnel selection process became more quick and flexible in comparison with the previously existed. In order to reduce the expenses connected to selection many organizations are using internet to collect information about the candidates. Organizations which are announcing vacancies should have a clear attitude and responsibility formed in the selection process of the applicants.

Journal of Social Economics No. 2, 2017, p. 108-111.

www.socialuri-economica.ge

Reengineering and the issue of improving procedural management

Ana Bolkvadze

Summary: The author's article discusses the necessity of new modeling and development of human resource management. The focus is on the impact of business and specific

organization on society. The issues raised in the article make it clear how management can improve the efficiency of the company and ensure the advancement of business processes in order to create sustainable development conditions in Georgia. Journal Business Engineering N1-2, 2017 p.92-95