The share of sponsorship accounts 28.8% of total sports market, and by 2015 the average growth of this component will be 5.3%, while revenues in the global market will reach 45.3 billion US dollars, equally distributed among all regions. The rights to broadcast, the third profitable segment of the market, accounts 24.1% of the global sports industry revenues and it is the second in terms of annual growth rate (3.8%). Revenue growth of the world market from the sale of broadcasting rights will be stable enough - from 29.2 billion US dollars in 2010 to 35.2 billion US dollars in 2015. However, these figures hide significant traditional fluctuations from year to year, resulting from major international competitions held in even years, such as the Olympic Games and the World Cup (FIFA). Merchandising is the smallest component of the global sports industry. It accounts only 14.5% of the world market. At the same time in North America its share is 25.2% of revenues. Rising revenues from merchandising are closely related to the structure of consumer spending and overall growth rate in this segment (2.6%) is close to the growth rate of revenue from ticket sales, which will lead to an increase in merchandising revenue in the segment from 17.6 billion US dollars in 2010 to 20.1 billion US dollars in 2015 [4, 5].

Physical education and sport is the most important area of business activity, which provides, on the one hand, the employment to many people in the fields of sports industry and, on the other hand, mentioned industries bring money to the state budgets through tax revenues, allowing the state to solve social problems of the population.

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TWO BASED APPROACH TO MEASURE SOCIAL AND ECONOMICAL SYSTEM PERFOMANCE

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It is generally known that appropriate managerial influence in the frame of complex social and economic systems can be made only after carrying out certain evaluation procedures. The ability to improve a firm, regional or country performance depends on the conception of benchmarking analysis underlying estimation process. Ordinarily it is sorted out several composite performance indicators, such as, for example, index of development, of competitiveness, of efficiency. Due to the

complexity of a set of indices a decision maker gets access to points of growth or weaknesses. Here we are inclined to reveal the double based approach to a system performance evaluation.

The main idea of the double based approach is that researcher's attention is focused on three parts of a «control cycle» in its classical understanding considering resources, processes, results. To start with, we would like first to touch and define such spread interdisciplinary term as potential. Adhering to the structural principle «rise from abstract to concrete», the process of potential essence opening in all its displays becomes more objective and logically successive. In the process of rise the potential is reproduced as a difficult dialectical dismembered system where all parts are mutually causal and occupy the certain place (figure 1).

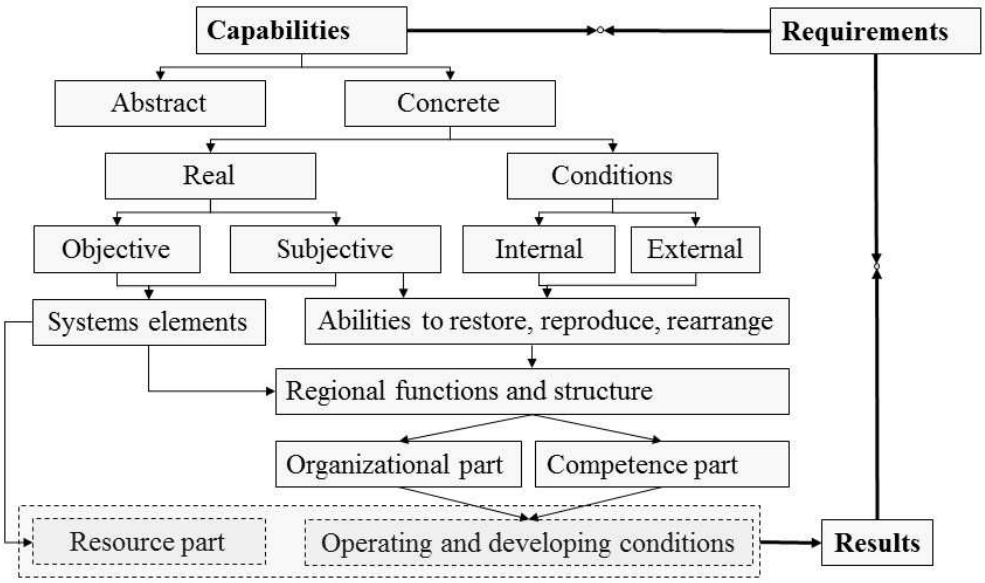

Fig. 1. Conceptual model of potential components [own elaboration]

As we can see from the fig.1 a potential characterizing and underlying possible system performance directly depends on two integrated factors: resources' amount and quality (inputs – I) and on the terms of their usage (operating and developing conditions divided into organizational and competence part, OP and CP respectively). The latest one predetermines an efficiency of inputs usage. Theoretically having embedded the derived component model in the main control cycle (figure 2) we roughly highlighted essential relationships between elements in a cybernetic system.

The composition and functional description of a control cycle are presented below:

1. adaptor – an active element that makes attempts to regulate a system perfomance (control object) and includes the following constituents: sensor as the mechanism reading feedback (d) values of controlled variables; target setter which defines the etalon being compared with findings; etalon is defined basing on benchmarking; discriminator which implements the comparisons mentioned above; decision making unit which receives differences between needed and actual values and elaborates actions (programme of actions) have to be executed by sequent one;

effector carrying out all the established actions.

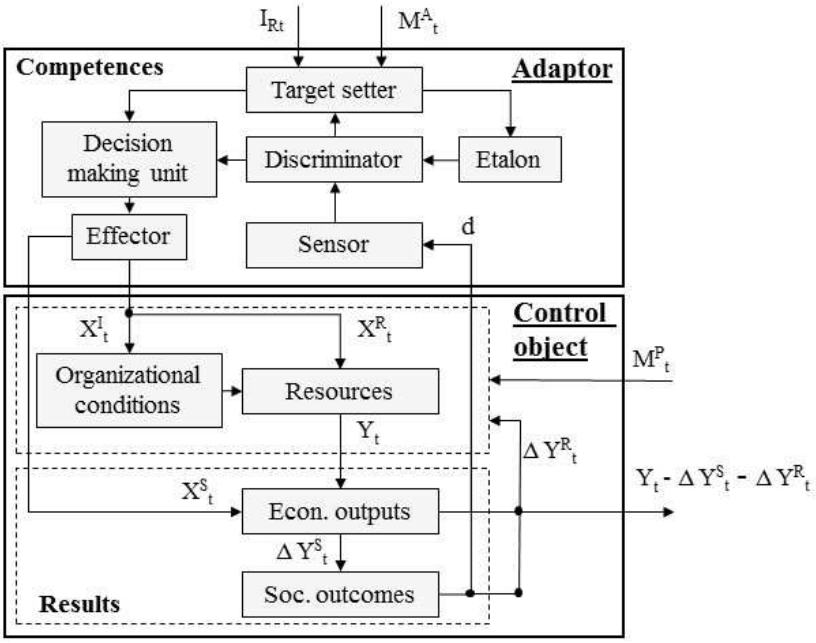

Fig. 2. The control cycle in a system functioning and development [own elaboration]

2. control object – an element being submitted to the influence of an adaptor and encloses: potential components such as resources and organizational conditions; outputs which are arise from a regulated system performance and underpin social outcomes.

The thing that needs to be portrayed further is the set of variables and parameters:

1. input parameters: $X = \{X_i\} = \{X_1, X_2, \ldots, X_k\}$, $M = \{M_i\} = \{M_1, M_2, \ldots, M_n, M^A_i, M^P_t\}$, I_R. Where: X – regulating actions expressed in commands, resources, information etc.; M – disturbing effects originated from outside (a political situation, a global economic crises) as well as inside (sharp and unpredictable changes in a planned system functioning); I_R – the control action from a system of a higher hierarchical level.

2. output parameters: $Y = \{Y_i\} = \{Y_1, Y_2, \ldots, Y_p\}$ – a system reaction (results) on disturbing effects and regulating actions;

3. state variables: $m = \{m_1, m_2, \ldots, m_q\}$ – a resource part (inputs) description allowing comparison of different systems in the terms of particular qualitative and quantitative characteristics.

Summing up output parameter Y_t can be expressed in the following way:

$Y_t = F(f(I_{Rt}, M^A_{nt}), M^P_t, m_t)$,

where F – an operator, which characterizes in a nonlinear way features of a system performance and a potential usage; f – an operator characterizing features of an adaptor.

Considering the above expression a system performance (SP) can be described by following expression including 3 systemic characteristics: SP = (I, OP, CP). For

the purpose of simplifying, generalization of managerial levers needs to be applied; so firstly seeming separated OP and CP can be combined into one element being evaluated as efficiency of resource usage and as consequence we get two managerial dimensions (fig. 3).

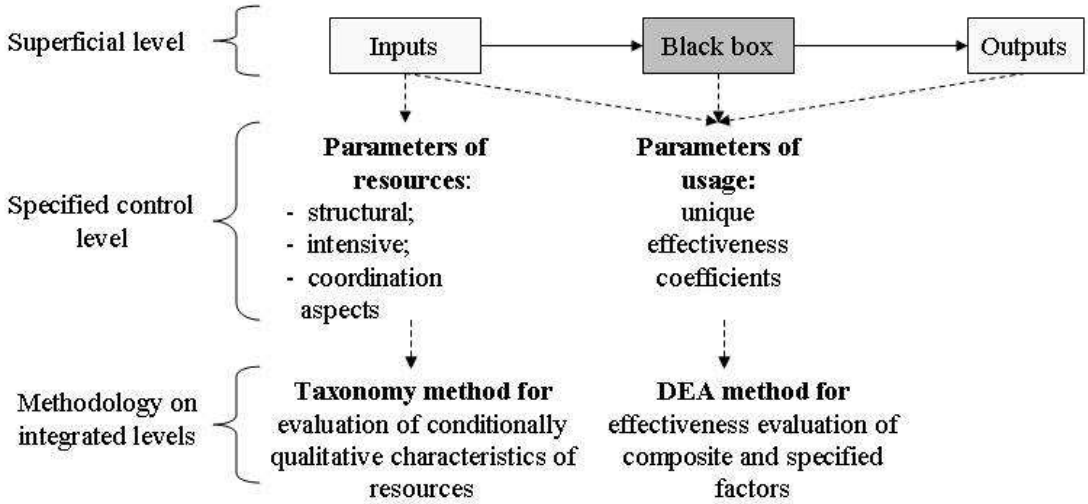

Fig. 3. Peculiarities of managerial dimensions [own elaboration]

To sum up we can conclude that estimation platform does not need three elements to be evaluated because both first (resources) and third ones (outputs) are used for efficiency estimation do define in what way a system uses its resources. Thus, instead of usual concentration just on an efficiency, outputs or inputs estimation, we basically propose two levers to improve system performance. Namely the first one is to raise a level of resources' quality and the second one is to enhance an efficiency of particular resources' usage. The first way can be realized through, for example, the Taxonomy method (for aggregating of particular indices in a composite one describing level of resources' development) and the second one can be based on applying of such nonparametric method in operations research and economics as data envelopment analysis (DEA). As a result basing on a benchmarking and getting relative estimations, manager becomes to be able to define character of the system performance. Having the type of performance (which could be completely negative, partly resource negative, partly effectiveness negative or completely positive), manager knows what should be enhanced, in particular resource part needs positive changes to be applied or effectiveness should be increased, or even both parts have to bear necessary influence.

INNOVATIVE AREAS OF URBAN ECONOMY MANAGEMENT

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Intensive development of modern cities, megapolises formation in the latest decades have focused attention on the problem of optimizing of the municipal economy management, creating favorable conditions for the life of the citizens living