

Static and dynamic models in economics

Safiullin N., Safiullin B.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

© Published under licence by IOP Publishing Ltd. In this article, the authors consider the impact of information and advertising on consumer behavior and the process of producing differentiation formation. Advertising, television, radio, magazines and direct mail as major constraints of mass media may act as sources of information. Economic modernization is aimed at development of acceleration of the knowledge intensive industries, which contribute to Russia's position in terms of the world economy; the recovering process of the Russian economic manufacturing base; development of import substitution industries and limited participation in international labor specialization.

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