**Information to authors for publication in «Agricultural Bulletin of the Stavropol region»**

***The editorial board considers only the articles that meet all the requirements stated below. Incomplete set of documents will not be accepted.***

1. The submitted articles should contain the results of scientific research that are available for practical application in agriculture or are of special interest.

2. The submitted materials should be accompanied by the written permission of the organization provided the means for research in case if it owns copyright.

3. Paper size including annex should not exceed 6-10 pages. Font size – 14, font face - Times New Roman, page margins (top, bottom, right, left) 20 mm, portrait layout (see Annex 1).

4. Tables should be drawn in Word. Formulae are to be made in standard formula editor Word (Microsoft Equation 3.0), structural chemical formulae in ISIS / Draw or scanned.

5. Graphic material (pictures, drawings, diagrams, photos) are to be given in the text (formats JPG, TIF, GIF with a resolution of at least 300 dpi) in black and white format.

6. The list of references shall be compiled in accordance with GOST R 7.0.5-2008 (State standard). The text should contain references to the list (for example [5, p. 24], or (Smith, 2008, p. 17)). Number of references must be within 6-15. (see Appendix 2).

7. Authors should submit (simultaneously):

- **a hardcopy of an article** (see paragraph 9) – 1 copy, without hand-written notes, on one side of a standard sheet signed by all the authors on the back side of the last page;

- **electronic version** on a USB drive or CD with the text of the article in Word;

- ***two reviews*** (internal, external) of an article;

- **an** ***abstract*** *for AGRIS*  (*see Annex 3*).

8. The structure of the submitted material:

- UDC;

- surnames and initials of authors’ names (in Russian and English);

- title (in Russian and English);

- abstract and keywords (in Russian and English);

- information about authors; (in Russian and English);

- article;

- list of reference (in Russian and English).

- type: (a scientific article, editorial notes, a review, conference proceedings, a short message, a review article, a scientific report).

9. The editorial board does not return the article. **Корректура дается авторам лишь для контроля, правка в ней не проводится.**

10. Each article has to be accompanied by two reviews (internal and external) written by the top-level scientists. Before publication the editorial board sends papers for additional reviewing.

11. The materials completely submitted via e-mail do not necessarily have to be duplicated as a hardcopy by agreement with the editorial board.

12. Publication of manuscripts by Ph.D. students is free of charge.

13. Units of measurement used in the article should comply with GOST 8.417-2002 (State System for Ensuring Uniform Measurement) "Unit of measurement".

14. Acronyms of terms and expressions shall be given in accordance with the rules of the Russian language, or, otherwise, be mentioned in the text after their full version (e.g. lactate dehydrogenase (LDH)).

15. Contact data: Zootekhnichesky lane 12, 355017 Stavropol, Russia.

16. For more information please call us: Tel:. (8652) 315900 (1166 in tone dialing); Tel.: (fax) (8652) 71-72-04; E-mail: [vapk@stgau.ru](mailto:vapk@stgau.ru)

**Annex 1. Sample of the article structure**

UDC 339.187.4

**Котляров И. Д.**

**Kotlyarov I. D.**

**ПРЯМАЯ ЭЛЕКТРОННАЯ ТОРГОВЛЯ СЕЛЬХОЗПРОДУКЦИЕЙ**

**В ФОРМАТЕ B2C**

**DIRECT ELECTROINIC TRADE OF AGRARIAN PRODUCTS**

**IN B2C FORMAT**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Проведен анализ основных существующих моделей прямого взаимодействия конечных потребителей и производителей сельскохозяйственной продукции на основе электронной торговли. Выявлены проблемы, препятствующие развитию прямой электронной торговли в сельском хозяйстве.

**Ключевые слова:**электронная торговля, сельскохозяйственная продукция, фермерская еда.

The present paper contains the analysis of main existing models of direct interaction between final customers and producers of agrarian products via electronic commerce. Main problems that hinder the development of electronic trade in agriculture are described.

**Keywords:**electronic commerce, agrarian products, farm food.

**Котляров Иван Дмитриевич**–

кандидат экономических наук, доцент кафедры

финансовых рынков и финансового менеджмента

Национального исследовательского университета

Высшая школа экономики,

г. Санкт-Петербург

Тел: (8652) 71-72-04

E-mail: [vapk@stgau.ru](mailto:vapk@stgau.ru)

**Kotlyarov Ivan Dmitrievich**–

Ph.D in Economics, Docent of the Department of Financial

Markets and Financial Management,

National Research University

Higher School of Economics

Saint Petersburg

Tel: (8652) 71-72-04

E-mail: [vapk@stgau.ru](mailto:vapk@stgau.ru)

Attention of both theorists and practitioners involved in the development of e-commerce in agricultural trade is focused on B2B. The literature on this issue deals with agribusiness informatization in general [7, 8], and with creation of integrated electronic market for agricultural products [9]. Regional electronic portals where medium-sized farmers offer their products to business customers from the other regions (e. g. in the Stavropol region [3] and in the Khabarovsk region [5]) operate rather successfully. However, the literature still does not cover the problem of development of B2C in agricultural electronic trading.

This situation is to a certain degree paradoxical, as a gradual increase in the standards of consumers' living led to the fact that they began to show interest in purchasing high-quality food - while that means not the quality of a brand, but naturalness and freshness of a products itself. People want to buy agricultural products produced without the use of chemicals, and was delivered right from a farmer to a counter (without long distance and large number of dealers). …

Cooperation is a proven tool for improving the efficiency of agricultural producers [6], and therefore we believe it possible to use its capacity to organize direct electronic trade of agricultural products.

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