

## *Architecture and Construction*

### **Architectural Heritage of Northern Mountainous Settlements of Azerbaijan for Tourism Development**

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**Key words and phrases:** nature reserve; ancient settlement; ecological reserve; architecture; monument; landscape.

**Abstract:** Northern region plays an important role in the study of urban planning culture in the history of settlements in Azerbaijan. Because of geographical position and good connections with the ancient caravan routes, in early Middle Ages these territories were known as places of permanent settlements with their fortified towns, large socio-religious buildings and palaces. Foreign invaders used to attack them, therefore some of them were wiped off the face of the earth, and the other part, being surrounded by the impenetrable forests and mountain streams, kept their medieval architectural appearance.

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The paper analyzes architectural and landscape specifics of settlements, their historical and cultural reserves, assesses their town-planning characteristics in the context of construction standards and safety. The author discusses the possibility for developing international tourism in the region.

### **The Principles of Public Services Renovation in the Structure of Urban Environment of Tabriz City**

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**Key words and phrases:** service principles; structure; environment; Tabriz; social activity; center.

**Abstract:** Being one of the leading trading centers of the Middle East, Tabriz city remains a business center of Iran and the fourth largest city of the Islamic Republic of Iran.

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Currently, the system of public service does not meet the growing needs of its population. The article features the organization of this system, its weaknesses and the need to find better methods of updating the system.

In this regard, some principles of updating are assumed: the need for preservation of historical values; evolution of the city planning; social activity of residential environment and modern transformation of service systems.

### **The Role of Ice Storage in Traditional Architecture of Iran**

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**Key words and phrases:** glacier; traditional architecture; composition; steadiness; architectural climatology; physical environment.

**Abstract:** Most regions of Iran are located in hot and arid climate, with long and hot summers. In the past, it was necessary to keep meat, dairy products and other kinds of foods fresh in hot and dry conditions of Iran. Besides, it was important to use architectural methods based on climatic conditions, local materials and with little damage to the environment. Iran's traditional architecture is largely dependent on climate and all urban spaces are protected against the atmospheric factors, such as winds, radiation and temperature. People in this region tried to develop architecture of their buildings to meet their needs and essentials. Hence, cold water was always available for people in their cities by creating ancient type of refrigerators.

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The Yakhchal, being used in Iran since early times, is one of masterpieces of Iran's architecture and a sign of predecessors' intelligence in agreement with the climate. The Yakhchal is an ancient type of refrigerator. This paper describes the specifics of ancient refrigerators in Iran.

## *Economic Sciences*

### **Research into Funding Options for Asset Securitization in China's Green Industry**

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**Key words and phrases:** green industry; asset securitization; funding options.

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**Abstract:** The demand for annual investment in the green industry is increasing. In these conditions, it is very important for the development of China's green industry to expand channels of funding through market operations. The author proposes relevant development strategy on the basis of the funding options for securitized assets in the green industry.

#### **Status and Trends of Agribusiness Development in Azerbaijan**

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**Key words and phrases:** agribusiness; food security; land reform.

**Abstract:** Through free competition, agribusiness influences supply and demand, production intensification, use of new technologies, marketing and strategic management, aimed at increasing profits. The article discusses the status and trends of agribusiness in Azerbaijan. The author stresses that further development of agribusiness will play a major role in providing rural employment, improving living conditions, limiting migration of rural population to the city.

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#### **Developing Regional Expansion Strategy in Conditions of Regionalization**

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**Key words and phrases:** regional development strategy; regionalisation; distance factors.

**Abstract:** The author explores the problem of developing regional strategy in conditions of regional integration and intra-regional trade flows throughout the world. The author focuses on the importance of distance factors, their influence on expansion decisions and antecedents that influence both the choice of the region and entry mode selection. The study revealed the necessity of research into a great number of factors, both at the level of the company and that of local and new markets that directly affect the firm's decision on regional expansion.

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#### **Marketing Assessment of Company Competitiveness**

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**Key words and phrases:** competitiveness assessment; competition strategies; competitive advantage; competitiveness indicators of strategic business unit (SBU); competitive status of strategic business-units (CSSBU).

**Abstract:** The article describes a method of assessing company competitiveness aimed at identifying strengths and weaknesses of its divisions and the company as a whole by all areas of management.

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