
ANNOTATIONS OF THE ARTICLES

Sviridov O. A.,

Doctor of Economics, Professor, Chancellor of Orenburg State Institute of Management

GLOBALIZATION OF EDUCATIONAL SERVICES MARKET

The main issue of the article is the diversification of education activity, the broadening of suggested education services on the contemporary stage of education reforms. The diversification is considered as an instinctive though evident factor of the education system development. Possible ways of cooperation between educational institutions and solutions how to preserve the competitive independence of higher educational institutions are suggested.

Key words: diversification, diversification strategy, education services.

Kosheleva L. A.,

Candidate of Culturology, associate professor, Head of the Management Department, Orenburg State Institute of Management

TRAINING OF AN EFFECTIVE MANAGER AND INTERCULTURAL COMPETENCE

The work contains the information about the importance of cultural differences in business relations and interpersonal competence as an element of professional training structure of an effective manager. We define the essence of notion and share the experience of forming interpersonal competence of a manager in Orenburg State Institute of Management.

Key words: competence, model, interpersonal communication, valuables.

Tovisheva I. Z.,
The Head of the Studies Office Orenburg State Institute of Management

**CREATION OF EDUCATIONAL PROGRAM FOR
ECONOMISTS IN CONDITIONS UNDER THE THIRD
GENERATION EDUCATIONAL STANDARDS**

The upgrading of educational system functioning as the well as process of higher education experts training capable to know how activity is relevant and up-to-date. New approaches to the creation of an educational programme for economists under the third generation educational standards are recommended.

Key words: educational programme, module ECTS system, educational programme levels.

Chukmarov I. A.,
Oktjabrskii, the Oktjabrskii Oil College in the name of S.I.Kuvykin

**THE MODEL OF THE QUALITY MANAGEMENT
SYSTEM, CORRESPONDING TO STANDARD
REQUIREMENTS DIN EN ISO 9001:2000 FOR THE
EDUCATIONAL ORGANIZATION, BASED ON NEW
UNDERSTANDING OF PROFESSIONAL EDUCATION
QUALITY SPACE**

The quality management system is the instrument of productivity, and subsequent efficiency in organization activity. The quality management system din en iso 9001:2000 is a constantly improving means of achievement of effectiveness, it is a base for efficient control over educational organizations.

Key words: system, management, quality din en iso 9001:2000, constantly improving means of achievement of effectiveness.

Beregovaya I. B.,

*Candidate of Economics, Head of Industrial Management Department, Orenburg State
Institute of Management*

Poberezhnaya A. V.,

Orenburg State Institute of Management

DEVELOPMENT OF NATIONAL INNOVATION SYSTEM ON THE REGIONAL LEVEL

The article in question exemplifies image evaluation of pharmaceutical companies by experts and customers. Evaluation results are used to reveal the image impact on competitiveness and establish link between image and competitiveness.

Key words: competitiveness, competitiveness criteria, competitiveness estimation, image, internal image, external image, tangible image, intangible image, trade mark.

Girina A. S.,

*Candidate of Economics, Head of Municipal Management Department, Orenburg State
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Golovkina M. B.,

*Candidate Agricultural Sciences, professor Municipal Management Department,
Orenburg State Institute of Management*

PRACTICE OF MUNICIPAL PROPERTY MANAGEMENT

The paper in question identifies the economic fundamental elements of local self government, describes the specific character of municipal property and peculiarities of property management. The recommendations on improving the system of municipal property management are given.

Key words: management; municipal; property.

Revkova E. G.,
*Head of Scientific and Educational Dpt., Head of Applied Management Dpt., Candidate
of Pedagogics, Assistant Professor*

FORECASTING REGIONAL NEEDS IN SPECIALISTS AND SKILLED WORKERS

The paper in question exposes the needs forecasting mechanism in specialists and skilled workers on the regional labour market. The object, subjects, objectives of the regional forecasting, methodological principles and forecasting methods are specified.

Key words: objectives of the regional forecasting, subjects, methodological principles.

Soldatov A. N.,
Kazan State Institute of Finance and Economics

ROLE OF INFORMATION RESOURCES IN DEVELOPMENT OF MODERN ECONOMIC STRATEGY

The information volume, circulating today in the world, has transformed information into one of the major factors influencing on all the spheres of economics. One of the major factors of information development is the creation of the integrated and corporate information systems, wide application of information technologies.

Nowadays there is a decrease in information activity that is caused by ineffective policy at all levels of managing.

Key words: information resources, development, economic strategy.

Tcherevko N. O.,
the teacher of the Chair of Economics of the Orenburg State Institute of Management

METHODOLOGICAL ISSUES OF COST MANAGEMENT IN LOGISTIC SYSTEM

The cost management functions, cost management principles and also aims and tasks of the cost management in the logistic system are considered in the article.

Key words: Cost, cost management system, cost management functions, cost management principles.

Migel Y. A.,
*teaching assistant State and Municipal Management Department Orenburg State
Institute of Management*

MECHANISM AND FEATURES OF GOVERNMENT CONTROL OVER AGROINDUSTRIAL COMPLEX AS THE STRATEGIC TARGET ACHIEVING METHOD

The paper in question studies basic directions of public policy strategy. The conclusion drawn in the article is that the fulfillment of public policy strategy aims at creation of effective agro-industrial production to provide the population with foodstuff and industrial production with raw materials for stable economic and social development of the country.

Key words: agroindustrial sector; state agricultural policy; strategic problems of the state policy.

Umatov A. S.,
*candidate of Economics Head of the Department «Economy and Municipal Public Utility
Organisation» Orenburg State Institute of Management*

THE FORMATION OF THE OBJECTIVE CONCEPTIONS ABOUT THE RELATIONS OF THE MUNICIPAL HOUSING FACILITIES AND PUBLIC UTILITIES SUBJECTS AT PRESENT DAYS

The article is devoted to the problem of organising and functioning of the municipal housing facilities and public utilities. The activity of the key subjects of the municipal housing facilities and public utilities relations in Russian Federation is considered in the project. The peculiarity of this work is the classification of the knowledge about the municipal housing facilities and public utilities at present days..

Key words: municipal housing services, modern state, knowledge

Akimova L. A.,
*Orenburg State Pedagogical University, Institute of Physical Training and Sports,
Department of Medicine and Vital Activity Safety*

MONITORING OF PROFESSIONAL EDUCATION QUALITY : CURRENT STATE AND DEVELOPMENT PROSPECTS

Monitoring of professional education quality is the basis for pedagogical management. The revelation of quality indicators for education causes difficulty for any educational institution due to the abstract nature of the output «product», that complicates the monitoring of education.

The author identifies the basic directions in formation of professional education quality monitoring at the present stage.

Key words: monitoring, quality, professional education.

Gerasimova L. A.,
*candidate of Pedagogics, lecturer , Management Department, Orenburg State Institute of
Management*

DEVELOPMENT OF PROFESSIONAL COMPETENCE: METHODICAL ASPECT

The article in question substantiates a methodic aspect for advanced training process in Orenburg State Institute of Management considering modern methodological approaches to the notion “professional competence”

Key words: competence, professional competence, pedagogical competence.

Kovaleva O. A.,
Orenburg Pedagogical University

**TOLERANT ATTITUDE TRAINING AS BASIS FOR
BEHAVIOUR STANDARDS DEVELOPMENT AMONG
TEENAGERS OF CHILDREN`S HOME**

The article in question substantiates the importance of tolerant personality training. The author suggests methods, training teenagers of children`s home to behave tolerantly.

Key words: training, tolerant behaviour, teenagers.

Tarasov D. V.,
teaching assistant, Orenburg State Institution of Management

**KNOWLEDGE MANAGEMENT IN HIGHER EDUCATION
PROFESSIONAL SYSTEM**

Organization and application of knowledge management in educational institution are examined in the article. Special attention is paid to the definition of the notions «knowledge», «knowledge management»

Key words: knowledge, knowledge management, educational institutions.

Dubinina A. N.,
Orenburg, Orenburg State University

**EDUCATION AS THE INSTITUTION OF
SOCIALISATION AND INCULTURATION IN
POLIETHNIC REGION (ORENBURZHYE, 19TH – THE
BEGINNING OF 20TH C.): SUBJECT MATTERS AND
SCIENTIFIC RESEARCHES PROSPECTS**

Education is the basic (guiding) factor of socialization and inculturation in any of historical epochs.

At present the historiography of education of the peoples living on the territory of the Orenburg region, is diverse and numerous. The author admits that these works lack theoretical generalization.

Key words: formation, institute, socialization, education.

Proshina N. M.,
*Candidate of History, Department of Humanities, Orenburg State Institute of
Management*

TRADE UNIONS IN URAL: SOCIAL ASPECTS AND EXPERIENCE

The period of new economic policy was crucial for trade unions activity in Soviet Russia. The trade union defensive function became priority in compliance with “the new course”. The trade union relations with the state and employers changed radically.

Key words: trade unions, trade movement new course in 1922, labour contract labour protection.

Lychagina O. V.,
senior lecturer, Orenburg State Institute of Management

IMPACT OF ENTERPRISE'S IMAGE ON THE COMPETITIVENESS

Innovation is regarded as an implemented result from capital investments into new equipment or technology, into new forms of labour organization, service and management.

Innovation activity or innovation process is considered as the process of creation, assimilation and expansion of innovations. The concept “innovation product” is defined.

Key words: science, innovation, financing, enterprise.

Malyoutina E.,

The Head of the Jurisprudence Department, Orenburg State Institute of Management

CREATIVE THINKING DEVELOPMENT OF THE FUTURE EXPERTS IN PROFESSIONAL TRAINING

The author states the importance of creative thinking process in professional training and defines its main components.

Key words: creative thinking, professional training, creative abilities

Shumilova J. A.,

Lecturer, Orenburg State Institute of Management

GOVERNMENT CONTROL OF AGROINDUSTRIAL COMPLEX

The problems of modern agriculture as a result of the world crisis negative impact are outlined in the article. Some issues of the government control over grocery market and financial stability of agriculture are studied.

Key words: crisis, agriculture, crediting, government control
