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## ANNOTATIONS OF THE ARTICLES

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**Buhvald E.,**

*professor, Doctor of Economics, the head of the regional politics and local self-government sector, Institute of Economics of the Russian Academy of Sciences ,*

### **PROBLEMS OF MUNICIPAL REFORM REALIZATION (ECONOMIC ASPECT)**

*At present we witness some challenges in municipal reform realization: procurement of new-founded local self-government bodies with fiscal resources, insufficient financing of municipal property.*

*It is important, that reform updating will be able to overstep the limits of rigid corrective amendments from the government, it is necessary to transfer updating of most reform components to local government.*

**Key words:** municipal reform, property, challenges.

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**Sultanov N.,**

*doctor of Technical Sciences, Production Management Department, Orenburg State  
Institute of Management*

**Portniiov B.,**

*Director General of Orenburg Airlines*

### **OPTIMIZATION MODEL OF AIRLINES ORGANIZATION STRUCTURE AS REFORM OF MANAGEMENT SYSTEM**

*Last 20 years of postindustrial stage in Russia have witnessed the change of crisis and postcrisis situations that predetermined the transition of airlines to business optimization processes.*

*The achievement of airlines` management system flexibility under changing environmental factors is the main goal of the transition.*

**Key words:** postindustrial stage, postcrisis situations.

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**Averjanova Y. G.,**  
*post-graduate, Orenburg State Agrarian University*  
**Dzhoraev V. O.,**  
*candidate of Economics, Professor, Head of Agrobusiness and Economic Relations*  
*Department*  
**Yartseva N. A.,**  
*the Orenburg state institute of management, the senior teacher of chair «Accounting and auditing»*

## **THE MECHANISM OF FORMATION AND DEVELOPMENT OF ECONOMIC BALANCE OF FIRM**

*The basic laws of formation of economic balance of firm are considered in this article. The general law for all enterprises in modern conditions is direct dependence between degree of infringement of economic balance and level of its economic development. The more the development path of enterprise deviates from balanced, the more low level of its economic development.*

**Key words:** Laws of the economic balance, stable and unstable balance, factors of production, economic interests.

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**Bochkov D.,**  
*candidate of Economics, assistant professor, Department of Educational Management, Institution of Teachers` Advanced Training, Orenburg Teachers` Training University*  
**Elistratova T.,**  
*lecturer, Department of Natural and Mathematical Sciences*

## **EXTERNAL ECONOMIC UNIT IN ORENBURG REGION AS STABILITY AND DEVELOPMENT FACTOR OF SOCIAL AND ECONOMIC POTENTIAL**

*The article in question substantiates the strategic priorities of social and economic development in Orenburg region on the base of international economic relations development. The analysis of current priorities in the sphere of international economic relations is performed. Prospects of strategic development and upgrading till 2030 are identified.*

**Key words:**

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

## **AUDITOR`S SERVICE MARKET: MAIN ISSUES, DEMANDS AND OBJECTIVES OF AUDITOR FIRMS**

*The article in question considers the new law, that establishes periodic quality control over auditor`s activity as well as auditors` external quality control over other employees` work in one and the same self-regulating auditor`s firm and statutory sanctions for illegal regularities.*

**Key words:** auditor`s firm, legislation, control, licensing, service, certificate.

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**Mitshchenko A. P.,**  
*candidate of economics, professor, prorector on science, Kazan State Institute of Finance  
and Economics*

## **MARKETING AND ITS ROLE FOR HIGHER BUSINESS EFFICIENCY IN FINANCIAL CRISES CONDITIONS**

*The article in question considers the conditions and main issues of financial crises in Russia. Small and middle-sized business is characterized and its role in crisis escape is noted. Marketing instruments are considered as a way for higher business efficiency.*

**Key words:** financial crisis, business, marketing, efficiency.

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**Morgunov V.,**  
*lecturer, management department, Orenburg state institute of management*

## **HUMAN CAPITAL IS AN IMPORTANT PART OF INNOVATIONAL ECONOMY**

*The forming and development factor of the human capital influences on the modern economic science development. The author notes that alongside with the human capital elements, determining the ability of a workman to execute certain conditions, structure of the human capital includes the element, reflecting a wish to perform these tasks.*

**Key words:** human capital, economics, knowledge.

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

## **CONTINUOUS PROFESSIONAL TRAINING OF THE SPECIALISTS AND ADAPTATION TO THE LABOUR MARKET DEMANDS**

*Throughout professional activity a specialist should brush up the skills and abilities, improving the skills level. It will enable skills improvement and contribute to adaptation to labour market demands.*

**Key words:** professional activity, continuous professional training, adaptation to labour market demands.

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Yumasheva I.,  
*candidate of Pedagogics, Assistant-professor, Department of Applied Management,  
Orenburg State Institute of Management*

## **REFORMATION PROBLEMS OF EDUCATIONAL SYSTEM**

*The article in question considers features of educational system. Analyzed is the state-of-art educational system in Russia.*

**Key words:** educational system, features of educational system, state-of-art educational system.

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Kolmykova M. A.,  
*lecturer, department of management, Orenburg state institute of management, graduate  
student, department of sociology, Moscow Humanities University*

## **CORPORATE CULTURE OF MANUFACTURING ENTERPRISES IN CONSTRUCTION**

*This article in question considers the corporate culture forming process at construction enterprises, which differ by range of features. Under new economic conditions the enterprises' officials give more attention to product updating and reconstruction of fixed capital stock than to the development of corporate culture.*

**Key words:** corporate culture, construction enterprises, thesaurus approach, organizational culture of management.

**Tisenkov A.,**  
*an assistant of the Faculty of Management at the Orenburg State Institute of Management*

## **FORMS OF ECONOMIC RELATIONS IN A MEAT FOOD UNIT**

*The economic relations, the forms and essence of the relations in a meat food unit from the viewpoint of economic efficiency are considered in the article. The meat food unit under modern market conditions is analyzed. Organization mechanism of optimal economic relations between the enterprises of meat food unit is suggested.*

**Key words:** meat food unit, economic relations, integration processes.

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**Shumilova J.A.,**  
*lecturer of Orenburg State Institute of Management*

## **THE EXTERNAL LEVERAGES OF MACROENVIRONMENT ON ENTERPRISE EFFICIENCY OF MEAT INDUSTRY AND BEEF RAISING**

*This article deals with macroenvironment leverages which legislate on meat industry and beef raising activity. The exacting leverages are economic forces, social factors, factor of state influence.*

**Key words:** agro-industry, leverage, efficiency, agricultural policy, macroenvironment.

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

## **ECONOMIC DEVELOPMENT OF AGRICULTURE IN ORENBURG REGION**

*The peculiarities of contemporary economic development of agriculture in Orenburg region are examined in the article. The negative and positive aspects of the agricultural development are identified. Main issues in effective realization of the State program «Agriculture development and market regulation of agricultural production, raw material and the foodstuffs for 2008-2012» are revealed.*

**Key words:** agroindustrial sector; agrarian policy; agriculture.

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Seliverstova N.I.,  
*applicant, Department of Philosophy and Sociology, Kazan State Finance and Economics  
Institute, Lecturer, Orenburg State Institute of Management*

## **EXECUTIVE CHAIN OF COMMAND AND SELF- GOVERNMENT**

*Administrative reform and municipal reform, realized in modern Russia are interconnected and interact. This article deals with one aspect of this influence.*

**Key words:** executive chain of command, administrative reform, municipal reform, distribution of authority.

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Korabejnikov I.N.,  
*candidate of Economics, Doctoral Candidate, Ural branch of Russian Academy of Sciences*  
Gamova O.N.,  
*Lecturer, Orenburg State Agrarian University*  
Inevatova O.A.,  
*Orenburg State University*

## **SOME PECULIARITIES OF INFORMATIONAL SERVICES REGIONAL MARKET EFFECTIVE DEVELOPMENT**

*The peculiarities and priorities of the informational services regional market formation as a part of network model of the economics development are described in this article. The authors present the classification of the factors which have an influence on the effectiveness of the informational services regional market development. Theoretical aspects of the informational services regional market effective development are shown.*

**Key words:** informational services regional market, factors.

**Egorova E. N.,**  
*senior lecturer Accounting and Audit Department, Orenburg State Institute of  
Management*

## **ECOLOGICAL CRISIS IS THE RESULT OF INTERACTION OF THE SOCIETY AND NATURE**

*This article in question identifies the reasons of ecological crisis in Russia. Main strategies of the stable development, public policy in the sphere of environmental safety are considered. Specific methods of economic stimulation which will meet environmental requirements and result in economic benefits are suggested.*

**Key words:** ecological intensity, ecological crisis, stable development, ecological and economic balance, economic development, economic cooperation, ecological safety, economic stimulation, economic mechanism of wild life management.

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**Shajhutdinova A. A.,**  
*department of healthprotecting technologies management, assistant, Orenburg State  
Institute of Management*

## **ESTIMATION OF ECOLOGICAL WELL-BEING OF TERRITORIES BY SOIL COVER CONDITION**

*The article in question considers a problem of soil cover pollution in Kumertau. The quality estimation of territories, adjoining to a priority stationary source of polluting substances by the load factor, the soil pollution index, the ecotoxicological index is carried out.*

**Key words:** load factor, chemical pollution index of soil cover , ecotoxicological index.

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**Dikova N. V.,**  
*the senior lecturer, Department of Finance, Statistics and Economic Analysis, Orenburg  
state institute of management*

## **THEORETICAL ASPECTS OF LAW-ENFORCEMENT ACTIVITY DEFINITION**

*Law-enforcement activity is a special kind of the state activity directed on rights protection and legitimate interests protection .*

*The basic feature of law-enforcement activity is that it is always carried out by special-purpose bodies – law-enforcement.*

*Law enforcement bodies take a special place in a system of the state authorities.*

**Key words:** law-enforcement, law-enforcement bodies.

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Volkova L. P.,  
*candidate of Pedagogics, dean, Faculty of Economics, Orenburg State Institute of  
Management*

**THE ANALYSIS OF LAWS OF PROCESSES  
OF MIGRATION OF THE POPULATION IN FRONTIER  
TERRITORIES (ON AN EXAMPLE OF THE ORENBURG  
AREA)**

*Theoretical aspects of foreign and Russian scientists migration, different investigation lines of this phenomenon are considered in the article. The geographical advantages of the Orenburg region as a frontier territory are examined. Basic concepts «migration», «migration processes» are analyzed.*

**Key words:** migration, migration processes, geographical advantages.

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