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## **ANNOTATIONS OF THE ARTICLES**

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**Strom A.,**

*Candidate of Pedagogics, Orenburg State Institute of Management,  
assistant professor, Industrial Management Department.*

### **CONFLICT CRISIS MANAGEMENT AT THE ENTERPRISE UNDER EXISTING CHANGES**

*The article in question identifies main characteristic features of conflict crisis management at an enterprise. Examined are the strategies, approaches, conflict resolution methods and techniques developing flexible and change-oriented staff.*

**Key words:** crisis management, conflict, innovation, changes.

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**Sviridov O.,**

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

**Barannik N.,**

*Candidate of Economics, Assistant Professor,  
Orenburg State Institute of Management*

### **ECONOMIC ANALYSIS OF ORENBURG REGION IN 2006-2008**

*The article in question analyzes the economic status of Orenburg Region in 2006-2008, the main economic indexes movement. The statistics is given by the Territorial Body of Federal State Statistics Service.*

**Key words:** economic indexes, economic development, investments, innovation potential, factors of regional growth.

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Yumasheva I.,  
*Candidate of Pedagogics, Assistant Professor,  
Applied Management Department,  
Orenburg State Institute of Management.*

## **EDUCATIONAL SERVICES PRICING AS MAJOR FACTOR FOR SHAPING COMPETITIVE ENVIRONMENT**

*The article in question examines educational services pricing in conditions of transition to the market economy.*

**Key words:** price, pricing, educational services, educational services market price.

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Kosheleva L.,  
*candidate of culturology,  
assistant professor Head of Personnel  
Management Department*

## **SPECIFIC CHARACTER OF MANAGERS` TRAINING IN THE SYSTEM OF SUPPLEMENTARY TRAINING**

*The article in question reveals the specific character of training and managers` training in particular in the supplementary training system. Analyzed are the components of the professional competence indispensable to a modern CEO.*

**Keywords:** supplementary professional training, adults` training, key professional competence.

Tovysheva I.,  
*Applicant, Management Department,  
Russian State University Of Tourism and Service*

## **MODELS OF EDUCATIONAL INSTITUTION SYSTEM UPGRADING IN SUBJECTS OF THE RUSSIAN FEDERATION UNDER STANDARD BUDGETARY FINANCING**

*The article in question studies the existing models of educational institution system upgrading in the subjects of the Russian Federation. Substantiated are the conditions stimulating the founders of educational institution system (municipalities) and enabling upgrading under standard budgetary financing.*

**Keywords:** upgrading, educational institution system, standard budgetary financing.

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Sviridov O.,  
*Doctor of Economics, Professor, Chancellor,  
Orenburg State Institute of Management  
Tovysheva Ilmira Zakhitovna  
Head of Educational and Methodical Department,  
Orenburg State Institute of Management*

## **REGIONAL INDEPENDENT SYSTEM MODEL OF EDUCATIONAL INSTITUTIONS` QUALITY ASSESSMENT**

*The regional independent system of educational institutions` quality assessment should become the part of the public quality assessment system and boost up the participation of educational services` consumers in the independent examination. The article in question examines the model of the independent quality assessment system based on the up-to date quality system model developed by the European Association for Quality Assurance in higher education (ENQA), International Organization for Standards ISO 9000:2000.*

**Keywords:** Independent system of educational institutions` quality assessment, European Association for Quality Assurance in higher education (ENQA), quality system model, International Organization for Standards ISO 9000:2000.

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Vagapova N.,  
*Applicant, Orenburg State University, Engineer-programmer,  
Regional Informational Support Department, State Traffic Inspection Department,  
Internal Affairs Department of Orenburg area;*

Portnikov B.,  
*Candidate of Engineering, Professor,  
Chief Executive Officer, Orenburg Airlines;*

Sultanov N.,  
*Doctor of Engineering, Professor, Head of Automated Production  
System Department, Orenburg State University*

Ljubimov I.,  
*Candidate of Engineering, Assistant Professor,  
Traffic Safety Department, Orenburg State University.*

## FUNCTIONAL PROCESSES MANAGEMENT OF CITY PASSENGER TRAFFIC ASSESSMENT

*The article in question suggests a new approach to the city passenger traffic management. The city passenger traffic is examined as a complicated social, economic and industrial system.*

**Keywords:** City passenger traffic, system analysis, process structuring.

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Jumatov A.,  
*Candidate of Economics, Assistant professor,  
Head of Economics and City Establishment Management*

Barannick N.,  
*Candidate of Economics, Professor, Economics Department*

## SPECIFIC FEATURES OF MUNICIPAL SERVICES STRUCTURE

*The article in question describes a modern municipal services structure, outlines and systematizes main groups of subjects. Federal statutes, governing municipal services subjects' activity serve as information material.*

**Key words:** municipal services, subjects of municipal services, municipal services system.

Averjanova J.,  
*postgraduate, Orenburg State Agrarian University*

## **MARKET RISKS` MANAGEMENT AND RISK OF COMMERCIAL BANK LIQUIDITY**

*The article in question analyzes the methodological approaches to the market risk - and - liquidity risk assessment and management, risk classification and its main elements. The relevance of the work is conditioned by the significance of bank safety for different sectors of society. The elaboration of commercial bank safety has the practical value for a separate bank and bank system in whole.*

**Key words:** risk management, market risks, liquidity risk, operational risks, risk assessment.

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Shaikhutdinova A.,  
*Orenburg State Institute of Management,  
Healthprotecting Technologies Department, the assistant*

## **IMITATING MODEL OF ENVIRONMENTAL SAFETY MANAGEMENT AT KUMERTAU THERMAL POWER STATION**

*The article in question suggests the imitating model of Kumertau thermal power station technological processes, substantiates the use of multivariate geometry method, the experiment planning and processing method and application of computer engineering and software tools «Curve Expert» and «Mathematica Notebook».*

**Key words:** imitating model, Euclid space, hyper surface, payment for emission.

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Barannik N.,  
*Candidate of Economics,  
Assistant Professor of Economics Department,  
Orenburg State Institute of Management.*

Veterkova Z.,  
*Candidate of Mathematics, senior staff scientist,  
Research Department, Orenburg State Institute of Management.*

Revkova E.,  
*Candidate of Pedagogics,  
Head of Research Department,  
Orenburg State Institute of Management.*

## **EFFECT OF ECOLOGICAL, ANTHROPOGENIC, SOCIAL AND ECONOMIC RISKS ON DEVELOPMENT OF STUDENTS` DISEASES IN REGION**

*The article in question analyzes ecological, anthropogenic, social and economic risks. Revealed are the risks threatening the students` health in the Orenburg region. The reports of the Orenburg Region Ministry of Social Development and Public Health Service and the data of the Territorial Body of Federal State Statistics Service give the empirical material for the article.*

**Keywords:** students` health, ecological risks, anthropogenic risks, social and economic risks, risk factors.

**Tverdokhlib V.,**

*Doctor of Medicine, Professor, Academician, Russian Academy of Medical and Technical Sciences, Industrial Management Department, Orenburg State Institute of Management*

**Archipenko J.,**

*Doctor of Biology, Professor, Head of Adaptive Medicine Research Laboratory, Faculty of Fundamental Medicine, Moscow State University*

**Lebedeva E.,**

*Candidate of Biology, assistant professor, Biological Chemistry Department, Orenburg State Medical Academy*

**Revkova E.,**

*Candidate of Pedagogics, Head of Applied Management Department, Orenburg State Institute of Management*

**ON EFFICIENCY ESTIMATION OF CHEMISTRY-INDUCED LIVER INJURIES PREVENTION AND CORRECTION TECHNIQUES AMONG CHEMICAL INDUSTRY LABOUR FORCE (EXPERIMENTAL RESEARCH)**

*The article in question presents the results of the research, conducted by the composite author in 2008-2009. The results show the modified method estimation of chemistry-induced liver injuries prevention and correction techniques among chemical industry labour force. The research is conducted on laboratory animals.*

**Key words:** prevention techniques, chemistry-induced liver injuries, experiment, installation model, method efficiency.

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Dikova N.,  
*Orenburg State Institute of Management  
State and Municipal Management Department, senior lecturer*

## «ELECTRONIC MONEY» CONCEPT AS INDEPENDENT LEGAL CATEGORY

*Essentially the electronic money is a check or a gift certificate or the other means of payment. The difference between the electronic money and a written order on account is that the electronic money is emitted by an organization while money is emitted by the Central Bank of any country. The term “electronic money” is mistakenly used with respect to a wide range of the payment means based on the innovative technologies in retail payments.*

**Keywords:** electronic money, written order on account, the means of payment, legal regulation.

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