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ON POSSIBILITY OF FIRM'S COGNITIVE THEORY APPLICATION IN INNOVATION MANAGEMENT

The goal of the article is to substantiate application of the firm's cognitive theory suggested by a dutch scientist B. Nooteboom in innovation management. The area of application is employees' knowledge-sharing management at the firms – members of alliances and clusters. The main challenge of the process is to create the atmosphere of trust.

Key words: *firm's cognitive theory, alliance, cluster, knowledge management, trust.*

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ON WORKING OUT STOREKEEPING MODEL FOR TRADE ENTERPRISE ON EXAMPLE OF INDIVIDUAL ENTERPRISE «BERKETOV A.N.»

The chief executives of trading organizations have control over the issues related to stock creation, its replenishment, safety maintenance. The article in question suggests the inventory management model of a trade enterprise that sells stationery.

Key words: *Stocks, stock control system, economic manufacturing quantity, inventory management model.*

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COMPETATIVE APPROACH IN EVALUATION OF STAFF PERFORMANCE QUALITY AT TRADE ENTERPRISES

Chief Executives Officers of many enterprises including trading ones face difficulties with the staff performance quality evaluation. The article in question suggests the evaluation technique which considers the level of salesworkers` professional capacity development.

Key words: performance quality, competence, level of professional capacity, evaluation of performance quality.

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THE ANALYSIS OF SALES FORECASTING TECHNIQUES BY RESULTS OF ADVERTISING CAMPAIGN REALIZATION IN BUSINESS STRUCTURE

The diversity of the problems which arise providing the enterprise ability to live and being a subject of forecasting, leads to a large variety of forecasts developed on the basis of certain forecasting methods. The methodological problems of forecasting the advertising company are reviewed and analyzed in the article.

Key words: forecast, forecasting techniques, sales volume, advertising, promotional activities.

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NEURONET MODELLING PROSPECTS IN STRATEGIC MANAGEMENT OF POWER SUPPLIER'S RELIABILITY

The transition to the target power supplier management model is a natural process of self-regulation development in power industry. The article substantiates the model as the efficient tool for strategic management of country's power reliability to provide power safety. The model integrates the innovative planning and projecting techniques that suggest the characteristics of indices balanced system to develop efficient managerial decisions.

Key words: power supplier strategic management, safety potential, neuronet modeling.

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DEVELOPMENT OF NEW GOODS IN THE LIFE CYCLE STRUCTURE (ON THE EXAMPLE OF BUGULMINSKY ME- CHANICAL PLANT OJSC "TATNEFT")

In this article the author studies the particularities of new goods creation on the example of an engineering factory.

Key words: new product, new product planning process.

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ON INVESTMENT APPEAL ESTIMATION METHODS OF ECOLOGICAL HOUSING CONSTRUCTION

The article in question states the methodical bases of the investment appeal estimation of ecological housing construction as the most promising innovative area in the building industry. To expose synergy effect the systemic approach to estimated objects is applied.

Key words: ecological housing construction, investment appeal, system, synergy effect.

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**THEORETICAL ASPECTS OF STUDYING REGIONAL
ECONOMIC INTEGRATION AND SOCIAL AND ECONOMIC
SPACE OF REGION**

This article studies different approaches to the insight of the term «region». The basic theories, concepts and main aspects of regional development and growth research were considered. Theories of economic integration were analyzed. Author's view on such concepts as «region» and «regional economic integration» was substantiated.

Key words: *integration, region, convergence, regional theories of development, regional economic integration.*

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**SYSTEM PERSONNEL CRISIS IN RUSSIA: ITS ORIGIN AND
WAYS TO OVERCOME IT**

The article in question considers personnel problems accumulation at all levels of any government and stages of reproduction process. The author supposes that professional community activity or its negligence results in personnel crisis.

Key words: *integral personnel policy and strategy, personnel potential, personnel crisis, system crisis.*

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**ON ISSUES OF RUSSIAN QUALITY MANAGEMENT SYSTEM
FORMING IN HIGHER EDUCATION**

The article in question analyzes theoretical and methodical fundamentals of quality management application in Russian institutes of higher education. Basic approaches to quality assessment of education were described. The most efficient model of systemic quality management in higher education was suggested.

Key words: *quality of education, quality management system, model of systemic university management, systemic fundamentals of quality assessment in education, quality policy.*

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ON DEVELOPMENT OF TRADITIONAL APPROACHES TO ESTIMATION OF MACHINERY AND EQUIPMENT

The article analyzes the challenges that brokers face while estimating the market value of movables and suggests the solutions of the problems. The article in question may rouse interest in customers who look for estimation objectivity.

Key words: valuation, equipment, market value, depreciation, discount rate.

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ON SPHERE PROFILE FORMATION OF THE AGRICULTURAL ENTERPRISE IN ORENBURG REGION

The method of sphere profile formation is efficient in strategic analysis within the bounds of increasing uncertainty of the external environment. The example of sphere profile formation of an agricultural enterprise adjusted to specific features of the economic sector is described.

Key words: sphere profile, uncertainty, external environment, factors of external environment.

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ON USE OF MARKET TOOLS TO ATTRACT CHEAP FINANCIAL RESOURCES

We have recently witnessed quick development of both, world and Russian markets of derivative financial instruments (DFI). However, even specialists are not aware of the opportunities that the market of derivatives offers. The article analyzes one aspect of applying DFI, suggests the methods of futures` application. A conclusion was made that the suggested methods enable to release considerable financial funds for extra economic efficiency.

Key words: futures, options, derivatives, structural product, optimization of an investment portfolio, arbitration.

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ON SOME CHARACTERISTICS OF PERESTROIKA PERIODICAL EDITIONS` (1985 – 1991) RESEARCH METHODOLOGY: PROBLEMS, CRITERIA AND CONTROVERSIAL POINTS (ON MATERIAL OF ORENBURG REGION)

The article in question reveals aspects that impede and at the same time enrich the analysis of periodical press on the whole, the periodicals of the perestroika period and the regional press specifically. Great attention is paid to some aspects of the periodicals' analysis methodology, some controversial points are identified.

Key words: *methodology of periodicals' research, objectivity and press analysis efficiency, perestroika in regional press media, transformation of periodical editions, critical analysis of "advanced" statistical methods.*

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ALLOCATION PRECONDITIONS OF CRIMES COMMITTED BY USING ELECTRONIC PAYMENT SYSTEMS IN A SEPARATE CATEGORY

In this article, the authors describe the crimes committed by using the electronic payment systems as a separate type of crime. A distinctive feature of this publication is that electronic payment systems are examined as a subject of a criminal trespass, electronic payment systems are distinguished from the crimes committed using bank cards.

Key words: *settlement relations, computer crime, electronic payment means and systems.*

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MOLECULAR MECHANISMS OF POLYCHLORINATED BIPHENYL'S EFFECT ON MALE REPRODUCTIVE SYSTEM

The article in question studies the effect of polychlorinated biphenyls on reproductive system of adult male rats. The results of these experiments show that PCBs significantly decreases the fertility ratio of he-rats, number of Sertoli and Leidig cells in testicle homogenate and spermatozoa in sperm. The article reveals the accumulation of heroxide, the decrease of testosterone and estradiole serum level, LH, FSH and Inhibine B. These results suggest that revealed disorders may play an important role in pathogenesis of male infertility, caused by xenobiotic poisoning.

Key words: polychlorinated biphenyls, testis, oxidative stress, spermatogenesis.

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**ON MASTERING WORLD INFORMATIONAL FRAMEWORK:
ORIGIN OF CONCEPTION**

The article under review reveals the origin of the concept for the world informational framework mastering in the survey of philosophical and pedagogical interpretation. Classification of the world informational framework types is suggested. Maxims of mastering the world informational framework by students are given.

Key words: assimilation, information, information community, informatization, world informational framework, maxims of mastering the world informational framework.
