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SYSTEM APPROACH TO MANAGEMENT RESTRAINTS IN THE IMPLEMENTATION OF INNOVATION

The organization development faces a lot of challenges in the modern business world. It requires quick managerial decisions, optimum employment of resources, accurate performance prediction. The suggested model based on identification and elimination of key system restraints will enable The CEOs to control the important business processes, to reveal and overcome conflicts and restraints hindering the development and improvement of a company.

Key words: *theory of systems constraints, indispensable conditions, undesirable events, system restraints, process variability, system conversion, key principles, root problem, five focusing steps, logical thinking process, system load, determining factors of environment, local optimum, performance on cash flow.*

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INNOVATION PROCESS FEATURES AT SCIENTIFIC-AND- PRODUCTION ENTERPRISES OF DEFENCE-INDUSTRIAL SECTOR (DIS)

The scientific organizations, including scientific-and-production enterprises of the defence-industrial sector play the important role in innovative development of domestic economy. Specific character of innovation process at the research-and-production enterprises of DIS are examined. Typical errors in innovation management are identified. Improvement methods for evaluation of research and development activities are suggested.

Key words: *scientific organizations, scientific-and-production enterprises, scientific and technical researches.*

R. I. Yaminov

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**ON PECULIARITIES OF WORLD AND DOMESTIC
CORPORATE MANAGEMENT: ORGANIZATION
OF INDUSTRIAL CLUSTERS**

At present clusters are assuming importance in the modern economic world. Technology development and toughening of competitive activity demand reforms in business management and resource consumption; they generate innovations in modern strategic management of innovations. Due to competitive activity business has to develop the efficient mechanism of industrial policy. Formation peculiarities of cluster mechanisms in the world and domestic practice are considered in the article.

Key words: cluster, cluster approach, competitive activity, institutional change, corporation, industrial policy.

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**IN FLUENCE OF DEMOGRAPHIC CRISIS ON LABOUR
MARKET IN ORENBURG REGION**

The demographic situation in Orenburg region for 2000-2009 is analyzed in the article. The dynamics of main demographic development indices is studied; the essence and characteristics features of demographic crisis and its consequences are identified. The information is given by the State Federal Statistics Service and the Territorial Body of Federal State Statistics Service.

Key words: demographic processes, parameters of demographic development, depopulation demographic crisis, demographic multiplier.

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**COMPETITIVE POWER ESTIMATION OF GOODS
WITH INTEGRAL INDEX**

The article in question suggests the application of integral index method for competitive power estimation of goods. Merits and demerits of the method are considered, remedial techniques are suggested

Key words: *competitive power, integral index, price-quality factor*

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**MODERN TRENDS OF AGROINDUSRIAL MARKET
DEVELOPMENT: ECOLOGICAL ASPECT**

The preconditions of agro-industrial companies transition towards the production of ecological products are shown, the review of world market development of organic production is made, and challenges of its formation in Russia are considered.

Key words: *agrarian market, ecological products, environmental policy, ecological certification*

N. V. Skuzovatova

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**OPTIMIZATION METHODS OF WAREHOUSE
TECHNOLOGIES**

The article in question considers main issues that arise in the process of warehouse management and optimization methods of the warehouse technologies, which enable to increase the quality of the work and to preserve the optimum level of expenditures for its equipment and implementation. The integrated management system, that increases warehouses efficiency, its implementation into warehouses processes are focused.

Key words: *effectiveness, optimization of warehouse technologies, management system, IT-problem, IT- solution, business processes.*

A. F. Tisenkov

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ON FORMING 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, business relations, economic relations, integration processes.*

I. A. Yumasheva

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COST ESTIMATING OF INTELLECTUAL PROPERTY IN HIGHER EDUCATION INSTITUTIONS

The article in question researches the methodological issues of intellectual property cost estimating in higher education. The economic and legal aspects of cost estimating are analyzed, cost estimating methodic techniques are suggested.

Key words: *intellectual property, cost estimating of intellectual property.*

L. A. Akimova

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HEALTH IN SYSTEM OF VALUABLE ORIENTATIONS OF THE SCHOOL GRADUATES

The article in question substantiates the necessity of health - saving priority system formation among the students. The results of health protection priority values monitoring among high school graduates are suggested.

Key words: *health, values, value orientations, health protection.*

O. Y. Verbina

A Teacher of Extended Education, Orenburg Regional Centre of Children`s Youth Activity and Crafts named after V.P. Polyanichko

ON ORGANIZATION OF TEENAGERS` INFORMATION CULTURE FORMATION

The article reveals the concept «information culture». A practice – oriented model that ensures the phased process of information culture formation as a component of teenagers` I-conception in the institutions of extended education is suggested. The pedagogic conditions of its implementation are described.

Key words: *information culture, institution of children`s extended education, information culture formation model.*

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O. D. Dimov

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CURRENT TRENDS OF GAS PRODUCT WORLD MARKET DEVELOPMENT

The article in question researches conditions and transformation of business units in the world market of oil and gas products, functioning in the modern crises. The research can be applied at Russian oil and gas enterprises.

Key words: *oil and gas product market, gas resources, gas transportation and distribution, consumers and suppliers, economic crisis impact.*

A. V. Baltin

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**ON STREAMLINING OF COST MANAGEMENT
IN TELECOMMUNICATION COMPANIES**

The article in question suggests measures to improve the cost management at the enterprises of the telecommunication sector. Based on the expansion of the cost classification, the recommendations on improvement of the process approach efficiency with respect to the formation of communication services prime costs are given.

Key words: costs, classification of costs, process approach to cost formation, communication services.

A. S. Jumatov

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**RISK STRUCTURING AND ACTIVITY OF MUNICIPAL
SERVICES CONSTITUENTS**

The article in question determines the main branches and constituent groups of municipal services. The municipal services are described from the viewpoint of possible risks. Risk structuring of municipal services activity is suggested in the article.

Key words: economic activity risks, municipal services, municipal services constituents, matrix of activity risks.

Sh. I. Alibekov

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**ON USE OF ACCOUNTING METHODS IN FORENSIC
ACCOUNTING EXAMINATION**

The article in question considers the use of accounting methods in forensic accounting examination as an element of the property insurance system.

Key words: forensic accounting examination, property insurance system, accounting methods.

M. V. Charaeva

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**ON RESEARCH OF INNOVATIONS AND INNOVATION
CYCLE STAGES FROM VIEWPOINT OF INVESTMENTS
IMPLEMENTATION**

The interrelation of concepts “innovation”, “invention”, “innovation activity” is identified in the article, the expediency of innovations commercialization is substantiated. The innovation cycle stages are singled out: the research stage, the production stage, the commercialization stage. The last two stages are especially important from the viewpoint of the investments` implementation as they predetermine investments economic benefits.

Key words: *innovation, invention, innovation activity, innovation cycle.*

V. N. Bulgakov

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**ON INDIVIDUAL EXPECTATION CONDITIONS
CLASSIFICATION AND MUTUAL INFLUENCE DURING
INTERACTION WITH SOCIAL SYSTEMS**

The issues of a place, a role and functions of an individual in a state economy have occupied scientists since the rise of economic science. The mutual influence of individual expectation conditions during interaction with groups, organizations, society and environment are examined. Approaches to the research of basic categories and concepts stipulated by a corruption-related component of expectation irrational conditions are stated. The classification of rational/irrational expectation conditions, the parameter-oriented model of interaction “individual – main social systems” are suggested.

Key words: *rationality, irrationality, expectations, conditions, individual, economy, analysis, forecast, approach.*

N. O. Cherevko

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APPROACHES TO DEFINITION AND DIFFERENTIATION OF CONCEPTS "EXPENDITURES", "COSTS" AND "OUTLAYS" IN ECONOMIC SCIENCES

The economic science lacks the general notion for costs, expenditures and outlays. There are a lot of opinions how to differentiate these concepts. The attempt to specify the general and the particular in different approaches is made.

Key words: expenditures, costs, outlays, explicit costs, implicit costs.

A. R. Akhmetshina

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ON EVOLUTION OF INTERNATIONAL CONCEPT "SUSTAINABLE DEVELOPMENT"

The article in question studies the international concept "sustainable development". The analysis of some countries experience and international institutions activities is made. The conclusion on the global nature of the concept and the importance of its realization at the international, national and regional levels was drawn in the article.

Key words: concept of sustainable development, conference, committee, report, environment.

E. Yu. Manina

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IMPORTANT ISSUES OF ADMINISTRATIVE LEGISLATION SYSTEMATIZATION DURING CONSTITUTIONAL REFORM IN KAZAKHSTAN

The administrative law reform is not accomplished. The existing loopholes in the administrative legislation are not eliminated. The lack of laws and the repetition of other legislative acts need examination. The systematization of the administrative legislation will enable the normalization of laws and regulations and the solution of the problem.

Key words: administrative law, administrative legislation, systematization of the administrative legislation.

O. A. Smirnova

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CHRONOTOPE OF RUSSIAN CULTURE AND PHENOMENON OF PILGRIMAGE: DOMESTIC EXPERIENCE

The article represents an analysis of spatiotemporal representations (chronotope) of Russian culture. The main attention is focused on the characteristics of the experience of understanding the phenomenon of pilgrimage as the constant elements of the national consciousness, which was undertaken by national thinkers in XIX-XX centuries.

Key words: national character, chronotope, spatiotemporal representation, pilgrimage, cultural tradition, social thought.

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ON TRANSFORMATION PECULIARITIES OF ORENBURG OFFICIAL PERIODICAL PRESS DURING PERESTROIKA PERIOD

The article in question analyzes the contents and trend orientation of official periodical press in Orenburg region during perestroika period: "Yuzhny Ural", "Komsomolskoe Plemya", "Bloknot Agitatora". The transformation of contents and conception of the periodicals as glasnost and democratization developed are studied. Attention is paid to the importance of periodical press in the multiple research of social and political transformations.

Key words: periodical press, periodicals, media (press), transformation of concept and contents, perception of policy on the regional level, reflection of opinion's variety.

E. Yu. Bobkova

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ON CONCEPTUAL APPROACHES OF V.I. LENIN AND I.V. STALIN TO POLITICAL INDOCTRINATION OF RED ARMY SERVICEMEN IN 1920

The article analyzes the conceptual views of V.I. Lenin and I.V. Stalin to the political indoctrination of the Red Army military staff in the first half of 1920. The change in the vector of political indoctrination from the "coercion dominant" to the "persuasion dominant" is considered.

Key words: *political indoctrination, Red Army, Soviet state leaders.*

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STAFF LEASING AS A MODERN FORM OF CONTRACT UNDER CIVIL LEGISLATION ON SERVICE RENDERING

The article in question considers the legal nature of an outsourcing contract, its identifying features. The prospects of legal institution development in modern conditions are analyzed.

Key words: *outsourcing, outstaffing, leasing, contract.*

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ATTRACTIVE FUNCTION OF "WEASEL" WORDS IN COMMERCIALS (BASED ON ENGLISH AD TEXTS)

"Weasel" words are the words without denotation perceptible by sense organs. These words contribute to an attractive image of the product. The article dwells upon the realization of this function in commercials.

Key words: *weasel words, attractiveness, commercial, manipulation.*

A. A. Samorukov

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COMPETENCY BUILDING APPROACH IN SHAPING STUDENT'S DISCOURSE AWARENESS

The article analyzes such concepts as “approach”, “discourse awareness”, “competency building approach”. Peculiarities of student’s discourse awareness shaping from the viewpoint of the competency building approach are studied.

Key words: *discourse awareness, competency building approach*
