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**ON TARGET OPTIMIZATION FUNCTION DEVELOPMENT OF
TRANSPORT-LOGISTICS FOR COLLECTION AND
TRANSPORTATION OF DOMESTIC SOLID WASTE**

The article suggests the approach to the development of the rational infrastructure for the collection and transportation of domestic solid waste from population aggregates, based on systems analysis and program and purpose-oriented planning.

Key words: *collection and transportation of domestic solid waste, fleet structure, container fleet structure.*

E. E. Lapshina

Chief Specialist, Administration of Kaluga Region Governor

**HOUSING STRATEGY AS INNOVATIVE APPROACH TO HOUSING
PROBLEM SOLVING**

The issue of planning strategy as an important social task was considered in the article. The analysis of current approaches to living conditions improvement and conclusions concerning the necessity of comprehensive management enable to suggest the innovative approach to the housing problem solving.

Key words: *housing problem, housing program, young family, housing rent, living conditions.*

N. S. Mikova

Postgraduate Student, Higher School of Economics, Faculty of Public Administration, Department of Science and Innovations Administration

**ON ANALYSIS OF INFORMATION SOCIETY AND
KNOWLEDGE-BASED ECONOMY MONITORING SYSTEMS
(KNOWLEDGE ECONOMY INDEX, E-READINESS INDEX AND
GLOBAL INNOVATION INDEX)**

The article substantiates the necessity of a change-over to a development model, based on knowledge and high technologies for the countries to ensure their leading positions in the global economic system. The index systems that enable to research the nature of the phenomenon and compare countries in terms of digital development were analyzed in the article. To evaluate objectively innovation capacity the article suggests studying current development indicators design procedures for innovation and e-readiness.

Key words: *knowledge-based economy, information society, innovation, information and communication technologies, innovation capacity, Knowledge Economy Index, e-Readiness Index, Global Innovation Index, digital divide.*

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**SYSTEM OF INDICATORS FOR ESTIMATION OF RESEARCH
AND DEVELOPMENT PROJECTS EFFICIENCY OF
RESEARCH-AND-PRODUCTION ENTERPRISES AT DIFFERENT
STAGES OF LIFE CYCLE**

The important role of the research-and-production enterprises in innovation development of the national economy was considered in the article. The essential significance of research and development projects for enterprises' innovation activity increase was stated. The article suggests the system of indicators for research and development projects efficiency estimation at various stages of life cycle with account to the peculiarities of the innovation process at research-and-production enterprises.

Key words: *research-and-production enterprises, research and development projects, estimation.*

M. E. Tambovtseva

Postgraduate, Penza State University of Architecture and Construction

EVALUATION AND MECHANISMS TO IMPROVE INNOVATION CAPACITY OF INDIVIDUAL BUILDING

The concept and block scheme of the innovation capacity for the construction industry were specified. The model of individual building innovation capacity development, based on forecasts of innovation development was suggested. The innovation components, their resource intensity, territorial and industry interests were taken into consideration while modelling.

Key words: *management of innovations, innovative processes, individual building, innovation potential.*

D. V. Shishkin

Postgraduate Student, Department of Production and Innovation Management, South-Russian State
Technical University (Novotcherkassk)

STRATEGIC DEVELOPMENT OF SMALL INNOVATIVE VENTURES ENTERPRISES IN CHEMICAL INDUSTRY

The article considers the issues of strategic development of small innovation venture enterprises (SIVE) in chemical industry. The main tendencies of chemical branch development were studied. Solutions for successful implementation of SIVE strategic objectives were suggested. Measures of state support of SIVE in chemical industry as regards the development of their innovation activity at a regional level were defined.

Key words: *innovations, venture investments, small innovative venture enterprise, chemical industry.*

E. V. Rozhkova

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ON MANAGEMENT SURVEY OF SERVICE ORGANIZATIONS

The article in question characterizes the basic methods of service organizations management survey. It reveals their distinctive features, advantages and disadvantages. The appropriateness of a specific method according to consumers involvement, lines of development or service improvement is substantiated.

Key words: *method of management survey, service system, service improvement, service development.*

V. S. Jakovenko

Postgraduate Student, Snt. Petersburg State University of Economics and Finance

MANAGEMENT TECHNOLOGY OF ENTERPRISE INNOVATIVE DEVELOPMENT

The research results of management system for enterprise innovation-based development were suggested in the article. Target, subject, monitoring variables and characteristics of corrective actions were identified.

Key words: *entrepreneurship, innovations, development, analysis, management, balance, economic process.*

T. F. Sharipov

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**CONTROLLING AS METHODOLOGICAL BASIS OF
EFFICIENT PLANNING AND BUSINESS MANAGEMENT**

Controlling as a set of goals, tasks, tools, individuals and organizational structures was considered in the article. Suggested was the conception for controlling in the form of a pyramid with the apex consisting of company's goals and the faces comprising factors that identify requirements to the organization of planning and business management.

Key words: *controlling, planning, management, strategic, operational.*

V. A. Koreshkov

Postgraduate Student, Department of Management, Moscow Government University of Management

**REGIONAL EXPANSION OF RUSSIAN RETAIL AS FORMATION
FACTOR OF COMPLEX ORGANIZATIONAL STRUCTURES**

Regional expansion of Russian retail on the basis of divisional network structure was considered in the article. The model of a trading network with a divisional structure which can be used at re-structuring or formation of Russian retail networks was suggested.

Key words: *complex organizational structures, expansion, retail, divisional structure, competition, development.*

M. I. Abuzyarova

Candidate of Economic Sciences, Lecturer, Samara State University of Economics

ON APPROACHES TO ASSESSMENT OF ECONOMIC SOCIALIZATION

The article in question considers the issues of industrial fixed assets reproduction, specifies the necessity to develop transportation, energetic and communication infrastructures and states the slowdown of social infrastructure. The development of new approaches to the formation of economic relations between a state, business and society was stated as essential.

Key words: *social parameters, macro-social parameters, social infrastructure, international performance measure system of democratic rule-of-law society sociality, model of comparative analysis LBG, method CRA.*

E. E. Lapshina

Chief Specialist, Administration of Kaluga Region Governor

PRIMARY MARKET OF RESIDENTIAL REAL ESTATE IN KALUGA REGION

The real estate market is fundamental for the national economy. The analysis of price and other factors was suggested in the article to give recommendations for efficient problem-solving. Factual material on the example of Kaluga region proves the crisis influence on regions in Russia. The recommendations to strengthen the real estate market regulation and thus to overcome stagnation influence were given in the article.

Key words: *real estate market, crisis.*

I. V. Minakova

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A. V. Pashin

Postgraduate Student, Department of World and National Economy, Southwest State University

M. S. Komjagin

Postgraduate Student, Department of World and National Economy, Southwest State University

REGIONAL DEVELOPMENT OF MODERN RUSSIA: PROBLEMS AND PROSPECTS

The article studies dynamics of modern social and economic development of Russia. Stated is the strong differentiation in development of regions, and federal districts. The resource-oriented development resulted in formation of two basic centers of economic growth – Ural and Central federal districts. In favour of these centres reallocation of business and population is carried out.

Key words: *social and economic development, spatial development, regional differentiation, investment processes, interbranch differentiation of incomes, social policy.*

E. V. Smirnova

Orenburg State University, Russia, Head of Department, Department of Accounting and Analytical Disciplines

BENCHMARKING SUBSTANTIATES PLANNING DECISIONS IN COMPETITIVE ENVIRONMENT

The article presents the methodology of benchmarking based on a modification of its basic technique due to the development of implementation mechanism. The mechanism enables the enterprises to settle the problems, to develop and substantiate their solutions in the development plans, making use of standard enterprises experience.

Key words: *benchmarking, enterprise benchmark, functional area, competition intensity.*

R. A. Dolzhenko

Candidate of Economic Sciences, Assistant Professor, Department of Economics, Sociology, Labor and Personnel Management, Altai State University, Barnaul.

ON STAFF INNOVATION ACTIVITY INCENTIVES

The article in question presents author's insight into staff innovation activity, based on the analysis of the concept «innovation». Methods of staff innovation activity incentives through use of competence model, bonus for improvement suggestions, recognition subsystem in the system of internal communications were suggested.

Key word: *innovation, innovation activities, staff incentives, competency.*

Ju. E. Komlev

Doctoral Candidate, St.-Petersburg State University of Culture and Arts, Candidate of Pedagogical Sciences, Assistant Professor, Director of Orenburg Regional Museum of Arts

**ON TECHNOLOGY OF MUSEUM COMMUNICATIONS'
MANAGEMENT**

The article in question analyzes the concept «management technology of museum communications». Peculiarities of museum communications were considered on the example of Orenburg regional museums.

Key words: *management technology of museum communications, communication potential, museum communication activity.*

N. F. Kolodina

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Orenburg State Institute of Management

**ON ISSUES AND PROSPECTS OF FOOD MARKET DEVELOPMENT
IN RUSSIN FEDERATION**

The essential issues and main lines of food market development in Russian Federation were identified and considered in the article. The basic economic indicators of food market development were analyzed.

Key words: *food market, prospects, wholesale, retail, fair trade.*

E. N. Egorova

Senior Lecturer, Department of Applied Economics, Orenburg State Institute of Management

INNOVATIONS AS FACTORS OF ECONOMIC GROWTH IN REGION

Priority guidelines of innovation economic sector development in Russia were studied in the article. The main issues of economic transition to the innovation development such as the change of technological mode, development of hightech production, informatization of society were analysed.

Key words: *innovations, innovation policy, economic growth, innovative resources, clusters, VCs, technopark, regional innovation system, infrastructure innovation processes.*

Z. M. Zavyalova

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I. N. Vygolova

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**ON RATING SYSTEM OF FARM BUSINESSES RESOURCES
CAPACITY APPRAISAL**

The article presents an overview of methodical approaches of leading economists to the utilization efficiency appraisal of land, labour, labour facilities, material and financial resources. The rating system for utilization efficiency appraisal of farm businesses, including resumptive and specific indicators as well as design procedures was suggested.

Key words: labour, material, financial, land resources, production capacity, rating system.

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I. N. Vygolova

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**ON METHODOICAL APPROACHES TO FARM BUSINESSES
RESOURCE APPRAISAL**

The article surveys the methodical approaches to appraisal, types and objects of businesses resources capacity, suggested by leading economists. The objectives of complex economic analysis that characterizes resources utilization efficiency of farm businesses were identified.

Key words: labour, material, financial, land resources, industrial potential, complex analysis.

D. G. Kochergin

Postgraduate Student, General Economy Department, Kuzbass State Technical University

**ABOUT IMPACT OF TECHNOCRATIC THINKING ON FORMATION
OF POST-INDUSTRIAL THEORY**

The article studies the formation of technocratic thinking throughout the history of economics and its presentation in the theory of a post-industrial society. The critical analysis of technocratic ideas was conducted in the context of post-industrial theory. The possible formation of «technocrats» ruling class in modern societies was considered.

Key words: *technocracy, technocratic thinking, rationalism, scientism, knowledge, post-industrial theory, technocratic elite.*

R. M. Asadullin

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O. V. Frolov

Candidate of Pedagogical Sciences, Assistant Professor, Orenburg State Institute of Management

**ON COMPETENCY AND CULTURAL APPROACH TO
PROFESSIONAL TRAINING OF PUBLIC MANAGERS TO BE**

The article in question substantiates the idea that cultural and competency approach to the professional training of managers is characterized by the set of human and personal qualities, modern managerial technologies, new forms and methods of public managerial activity. The conception of proper sense, developed by the authors was suggested as the basis of the cultural and competence approach. The combination of human being`s insights about himself or herself, including persuasions, evaluation, behaviour model and activity accepted in a society is on the basis of the approach

Key words: *scientific approach, professional training, public manager, educationl process.*

J. G. Kaleeva

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BUSINESS GAME «ORGANIZATION AND MANAGEMENT OF SERVICE AND OPERATIONAL ACTIVITIES FOR ENGINEERS-TO BE WHILE STUDYING PHYSICS»

The article in question suggests the description of a business game intended for the formation of organizational, managerial, operational competences of engineers-to be at the lessons on physics. The business game is described relating to the speciality «Automobiles and Auto Fleet».

Key words: *business game, physics, competences, engineers.*

A. I. Fisenko

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N. V. Novikova

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ON ISSUES OF DEVELOPMENT AND INSTITUTIONAL INTERACTION BETWEEN UNIVERSITIES AND TERRITORIES

Theoretical issues and tendencies of knowledge economy formation in Russia and abroad were considered in the article. The role of universities in the development of a regional innovation system and relations between educational system and territory under conditions of institutional and innovative management transformation were described. New forms and tools of strategic partnership between government and business in the educational sphere were suggested.

Key words: *knowledge economy, regional innovative systems, innovative transformation of territorial management, growing points, territorial partnerships, forms and tools of strategic partnership between government and business in educational sphere.*

O. V. Frolov

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**ON PSYCHOLOGICAL AND EDUCATIONAL CONDITIONS FOR
SOCIAL AND PROFESSIONAL COMPETENCE DEVELOPMENT
OF PUBLIC MANAGER-TO BE**

The article states that a social and professional competence of public managers to be is developed during their education and training under definite psychological and educational conditions. The conditions provide integrative and axiological interaction between participants of educational process. The developed psychological and educational conditions enable to implement the educational process within the integrative system. The quality of public managers-to be professional training in context of government authorities development and functioning is identified as the main goal of the integrative system.

Key words: *culture, professional training, public manager, competence, psychological and pedagogical conditions.*

I. Z. Tovysheva

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**PRINCIPLES AND ELEMENTS OF ORGANIZATIONAL AND
ECONOMIC MECHANISM FOR COMPETITIVE RECOVERY OF
INSTITUTES OF HIGHER PROFESSIONAL EDUCATION ON BASIS
OF INDEPENDENT APPRAISAL SYSTEM**

The article considers the issue of educational services competitive recovery. Suggested are the principles and elements of organizational and economic mechanism for competitive recovery of institutes of higher professional education on the basis of independent appraisal plan.

Key words: *organizational and economic mechanism, competitiveness of educational services, institute of higher professional education, independent appraisal plan of educational services.*

A. F. Shigabutdinov

Candidate of Science (Physics and Mathematics), Assistant Professor, Doctoral Student, Marketing department,
Kazan State Institute of Finance and Economics

**ON GOVERNMENT CONTROL OF INDUSTRIAL COMPLEX
INNOVATION DEVELOPMENT**

The factors that influence on industrial complexes economic activities were analyzed in the article. The issue of institution network formation promoting their efficient innovation development was considered.

Key words: *institutions, innovations.*

N. M. Olkhovick

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Orenburg State Institute of Management

**PERSONAL SAVINGS AS MAIN SOURCE OF RUSSIAN BANKING
SYSTEM RESOURCES**

The article studies the issue of personal savings. Revenue structure and income behavior are analyzed. The analysis promotes the conclusions concerning the saving strategies of private households. The changes in deposit structure of individuals are identified. Considered are methods of deposit outflow control.

Key words: *population income, savings, deposit behavior, depositor behavior bank-client interaction.*

N. N. Bondarenko

Candidate of Economics, Assistant Professor, Orenburg State Agrarian University

FOREIGN INVESTMENT IN RUSSIAN ECONOMY

Foreign investment is one of the important indicators of business development in a country. Data analysis for 2006–2010 proves that the activity in Russia is developing at a slow pace. The article substantiates the necessity to revitalize businesses, government and administrative bodies with the help of foreign investment.

Key words: *foreign investment, direct investment, portfolio investment.*

D. T. Jumagulov

Postgraduate Student, Ufa State Aero-Technical University

SIMPLIFIED MOMENTARY STRATEGIES AS MEANS OF INVESTING INTO RUSSIAN SECURITIES

The article suggests a new type of strategies for securities portfolio management – simplified momentary strategies. The strategies reform the portfolio by the formal rules at regular time intervals. The empirical research of the strategies demonstrated their high efficiency at an appropriate choice of parameters.

Key words: *momentum strategies, securities portfolios.*

O. V. Mayakovskaya

Assistant Professor, Department of Finance and Credit, Orenburg State Agrarian University

ON PROSPECTS OF STATE-BACKED CROP INSURANCE DEVELOPMENT

The article considers the prospects of agricultural risk insurance. The crop insurance instruments were studied. The general recommendations aimed at improvement and equilibrium of current state-backed insurance instruments were suggested.

Key words: *insurance, insurance compensation, tariff rates, insurance risks, contract of insurance, insurance payment.*

E. V. Khlynin

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S. V. Markanchev

Postgraduate Student, Tula State University

PRINCIPLES AND CHARACTERISTICS OF PROJECT FINANCING SCHEMES CLASSIFICATION

The article substantiates project financing as the most prospective way of major and long-term investment projects financing. Classification of various project financing schemes by principles and essential features was suggested. It enables to generate the most expedient model of project financing.

Key words: *project financing, classification, engineering company, project initiator, long-term lending.*

T. Ju. Vostrukhina

Postgraduate Student, Department of Finance, Money Circulation and Credit, State University of Management

ON PROSPECTIVE DEVELOPMENT OF BANKING SERVICES IN REGIONS

The article identifies the most prospective directions of banking services development in regions. The reasons for expectative growth in popularity of the banking services among the population were substantiated. Potential problems and prospects for the banks, rendering these banking services were revealed.

Key words: *prospective banking services, tendencies, auto loan, mortgage, educational credit, difficulties, advantages.*

N. V. Vagapova

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TECHNICAL AND ECONOMIC ANALYSIS OF GROUND SUPPORT AND AGRICULTURAL AIRCRAFT EFFICIENCY

The article presents the methodological basis for comparative efficiency assessment. Efficiency range of ground support and agricultural aircraft application was identified.

Key words: *system, management, structure, land complex, aviation complex, agroindustrial manufacturing.*

O. A. Fedorova

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INTEGRATION ASSOCIATIONS AS BASIS OF STABLE AND DYNAMIC DEVELOPMENT OF AGRO-INDUSTRIAL ENTERPRISES

The article studies the necessity and expedience of agro-industrial integration. The main organizational and legal integration forms in agrarian and industrial complexes were described. Development of integration processes in Orenburg region was considered.

Key words: *agrarian and industrial complex, organizational and legal forms, integration processes, Orenburg region, integration associations, Cooperation and Integration Development Program*

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O. N. Nemereshina

Candidate of Science (Biology), Assistant Professor, Department of Biochemistry, Orenburg State Medical Academy

ON HEAVY METALS CONTENT INVESTIGATION IN TISSUE OF *POLYGONUM AVICULARE L.*

The article in question considers the problem of environmental chemical pollution on the territories, adjacent to the stationary source of contaminant ejection. The territory quality was assessed by the translocation index.

Key words: *translocation index, phytotoxicants, anti-oxidants.*

Z. K. Avyassova

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SCIENTIFIC RESEARCH ACTIVITY OF STUDENTS AS MEANS OF CREATIVE LINGUISTIC SKILLS DEVELOPMENT

The article studies the problem of creative linguistic skills development of students during scientific research activity. The author introduces the notion of creative linguistic skills, their essence and characteristics from the pedagogical point of view, analyses main functions of scientific research activity.

Key words: *skills development, creativity, creative linguistic skills, functions of scientific research activity.*

E. V. Komleva

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ON GENRE FORMS OF APPELLATIVE CONVERSATION

The concept of a genre was considered as verbal reflection of the social-cultural interaction of individuals. The illocution was admitted as a basic genre forming element. The appellative conversational genres were classified on a goal component. Types of appellative texts were identified.

Key words: genre, text type, text form, text class, dialogue, function, illocutive goal, speech act, appellative texts types.

E. S. Genisher

Senior Lecturer, Foreign Languages Department, Orenburg Institution of Moscow state Law Academy

ON PEDAGOGICAL POTENTIAL OF SPEECH EDUCATIONAL SITUATIONS IN STUDENT'S LEGAL CULTURE EDUCATION

The article reveals the problem of speech educational situations in pedagogical science, suggests the typology of speech educational situations, describes their main characteristics and pedagogical potential in student's legal culture education.

Key words: speech educational situation; situations of perception, expression, influence; legal culture, mechanism of education of legal culture, forms of education, student, legal consciousness, legal sphere, legal values.

A. N. Ksenofontova

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E. G. Revkova

Candidate of Pedagogical Sciences, Head of Research Department, Orenburg State Institute of Management

ON HIGHER SCHOOL PRIORITY DEVELOPMENT ON BASIS OF PROJECT APPROACH

The article considers the mechanism of project management implementation in a higher school. Suggested were main lines of higher school activity with account of the approach.

Key words: higher school, project approach, priority development, product, technologies, strategy.
