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TENDENCIES IN RETAIL ENTERPRISES' INNOVATION DEVELOPMENT

The article considers the issue of retail trade innovation development. Foreign researchers' experience in this field was analyzed. The basic directions of domestic retail trade innovation development were identified.

Key words: *innovation development, directions, retail trade, tendencies.*

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HIGH MANUFACTURABILITY PHENOMENON IMPACT ON MANAGEMENT DEVELOPMENT

High technologies change public life and demand for understanding of current events and prospects. The article describes the changes that take place in world-view and management of high-tech companies.

Key words: *service management, high manufacturability, high technology nucleus, nucleus support network model.*

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EFFICIENCY EVALUATION OF SUBFEDERAL TAX BENEFITS

This article substantiates the necessity of shortfall income evaluation of the Russian Federation constituent entities' budgets due to granting of tax benefits. The article analyzes the indicators used in estimating the efficiency of tax benefits provided on the territory of the Russian Federation constituent entities. The article gives recommendations on the improvement of the tax benefits efficiency evaluation in the Orenburg Region.

Key words: *shortfall in budget income, tax benefits, tax benefits efficiency.*

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**ON MANAGEMENT SYSTEM DEVELOPMENT BASED ON
HIERARCHICAL AND INSTITUTIONAL APPROACHES**

Modern economy of Russia is characterized by significant institutional changes. The article reviews the innovative processes of Russian national companies' management development. The hierarchical model of management was considered as basis for economic goods.

Key words: *innovations, management, institutional theory, hierarchical approach.*

S. G. Zaboltnaya

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**ON SOME APPROACHES TO MANAGEMENT AND DEVELOPMENT
OF STUDENTS' WILLINGNESS FOR FOREIGN LANGUAGE
ACTIVITY**

The article studies the formation and development of students' willingness for foreign language activity in higher non-language schools. The project work was considered as the innovation approach to educational process activation and one of the methods to develop the axiological personal potential of medical students.

Key words: *management, project work, readiness formation, innovative educational technology, axiological potential.*

I. A. Korovina

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**ON PROFESSIONAL ORIENTATION OF MEDICAL STUDENTS IN
SELF-EDUCATED ACTIVITY**

The article considers experimentally identified pedagogical conditions that enable to make up professional orientation of medical students in self-educated activity.

Key words: *vocational guidance, professional orientation, self-educated activity.*

I. A. Yumasheva

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ON PROCESS APPROACH IN INTELLECTUAL PROPERTY REPRODUCTION

The article considers intellectual property reproduction processes in the course of process approach implementation to the management of institutions of higher education.

Key words: *intellectual resources, process approach to the management of higher education institutions, quality management and its main principles, implementation of quality management in institutions of higher education, institution resources, methodology SADT.*

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PROCESS APPROACH TO EDUCATIONAL SERVICE QUALITY MANAGEMENT AS FACTOR ENABLING COMPETITIVENESS IN HIGHER PROFESSIONAL EDUCATION

The article in question considers the formation of educational services quality management model from the viewpoint of the process approach as the factor that enables competitiveness in the system of professional higher education.

Key words: *process approach to management of higher professional education, quality management system, main principles, quality management model in higher education.*

R. M. Asadullin

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O. V. Frolov

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ON TRENDS AND PRINCIPLES OF CULTURE APPROACH IN FORMING SOCIAL AND PROFESSIONAL COMPETENCE OF PUBLIC MANAGER TO BE

The article substantiates the statement that formation of the professional competence of a public manager to be from the viewpoint of a culture approach should be oriented on professional culture standards as they reflect the intellectual and material values, types of professional activity.

Key words: *publicmanagement, publicmanager, socialandprofessionalcompetence, professionalculture, cultureapproach.*

O. V. Frolov

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PROFESSIONAL TRAINING IN AXIOLOGICAL CRISIS (PHILOSOPHICAL ASPECT)

The article substantiates the opinion that the crisis in professional education is stipulated by the antagonisms of public development and suggests pointing out public eye at intellectual culture renovation of a society, human values and mentality, human living standards, cultural self-determination as well as fostering the search of spirituality and morality.

Key words: *professional education, crisis, intellectual culture.*

T. V. Zhukova

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EXPERIMENTAL WORK ON PROJECTING OF INNOVATION ACTIVITY IN EDUCATIONAL MILIEU

The article studies the experimental work on projecting of innovation activity. Research findings in the sphere of innovation activity were suggested, stages of forming experiment were described.

Key words: *innovative activity; project stages of innovative activity; innovative pedagogical technologies.*

N. V. Predeus

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ON THEORETICAL AND METHODOLOGICAL ASPECTS OF STATIC BALANCE

The article considers development of traditional theoretical schemes of information compilation and detailing in static reporting, based on modern approaches to the use of traditional balance sheet theories. The issues of debt commitment estimation, income and expenses were identified. A new form of static balance sheet, allowing investors to evaluate growth ability of a construction business unit, was suggested.

Key words: *static reporting, debt liabilities, expected gross profit.*

M. M. Evloeva

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TAXATION OF BUDGETARY AND INDEPENDENT EDUCATIONAL INSTITUTION

Theoretical and methodical approaches to the taxation of educational institutions and characteristics of tax control in educational institutions were considered.

Key words: *educational institutions, tax control, taxation, state, nongovernmental, independent educational institutions, tax bearers.*

E. V. Khlynin

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E. I. Khoroshilova

Tula State University, Tula, Department of Economy and Management, Assistant Professor

ON DEVELOPMENT OF INTEGRAL CRITERIA FOR FIXED CAPITAL INVESTMENT EFFICIENCY ESTIMATION

The main stages of integral criterion development for fixed capital investments efficiency estimation were considered in the article. The integrated criterion model implementation enables to make the investment decisions providing achievement of required values of condition indicators and fixed capital consumption

Key words: *investments, efficiency, integral criteria.*

E. V. Yartseva

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ACTUAL PROBLEMS OF AN ESTIMATION OF INVESTMENT APPEAL OF KINDS OF ECONOMIC ACTIVITIES

The investment development in Russia resulted in new researches and tendencies in the analysis of economic activities. The rating method to estimation of economic activities investment appeal enabled to reveal a number of challenges in arrangement of economic activities by the investment appeal index. Integrated evaluation system formation, factors selection challenges, unavailability of current statistical data and insufficient list of factors cause the problems in arrangement of economic activity.

Key words: *investment appeal, type, economic activity, problem, investment, rating, estimation, factors, methods, ranging.*

T. A. Matveeva

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ON DERIVATIVES CLASSIFICATION

A lot of attempts to make up derivatives classification are undertaken in modern scientific literature. Modern science doesn't suggest the complex description of derivatives, that is why the article puts forward the classification that describes the majority of derivatives' attributes. Modern scientific literature and periodicals were reviewed to solve the matter.

Key words: *derivative financial instruments, underlying asset, classification, futures, forward, option, swap.*

N. M. Proshina

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Institute of Management

**TRADE UNION ACTIVITY ON LABOUR PROTECTION AT URAL
ENTERPRISES IN 20^s OF XXth CENTURY**

The article in question studies the Trade Union activity on labour protection at the enterprises of the Ural region during the period of the new economic policy in 1921–1928. The legal aspect of the labour protection, labour conditions in the metallurgic and mining industries as well as the trade unions methods to implement protective measures were analyzed.

Key words: *trade unions, new economic policy (nep), supporting function, labour relations, labour contract, strike.*

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**REMEDIAL MEASURES AS RESTORATION OF VICTIMS' VIOLATED
LEGITIMATE INTERESTS**

The article in question considers the current forms of criminal law for restoration of victims' violated interests and rights. The government's alternative reaction against violation – relief from criminal liability-was analyzed in the article.

Key words: *criminal liability, victim, crime, penalty.*

I. M. Shmelev

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ON INTERRELATION BETWEEN WORLD IMAGE AND COPING STRATEGIES

The article considers the notion «world image». The world image of young believers, the notions «coping behaviour» and «religious coping» were analyzed. The findings, concerning the interrelation between the world image and strategy of coping behavior were suggested.

Key words: *world image, coping behavior, religious coping.*

J. D. Fot

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ON RESEARCH OF PERSONNEL SELECTION SYSTEM SECURITY BASED OF MANDATORY-VERIFICATION ACCESS

The article considers one of the most topical theoretical issues in personnel management – the research of efficient methods that upgrade the protection of operative and authentic personnel selection with the use of modern information technologies. The method of personnel selection security system upgrading that enables to prevent subjects` unauthorized actions under discrepancy between data and signatures was suggested. Signature verifies integrity and safety of data that will increase the number of barriers against infringers at the expense of users` legal rights for changing data in personnel selection systems.

Key words: *mandatory-verification access, integrity of data, methods of security system upgrading.*

T. V. Chelpachenko

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V. A. SUKHOMLINSKY`S ANALYTICAL ACTIVITY CONCERNING ATTENDED LESSONS (ON ARCHIVE MATERIAL OF MEMORIAL MUSEUM NAMED AFTER V. A. SYKHOMLINSKY)

The article considers the analytical activity of the school headmaster on the material of V. A. Sukhomlinsky`s pedagogical heritage research and archive materials of the memorial museum named after V. A. Suhomlinsky (the Ukraine, the Kirovograd region, Pavlysh).

Key words: *lesson, lesson analysis, analytical abilities of headmaster, Pavlysh high school, V. A. Sukhomlinsky, teacher`s methodical recommendation.*

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ACTIVATION OF ELEMENTS SYNTHESIS PROTECTING HEPATIC CELL AGAINST EXCESSIVE INCREASE OF REACTIVE OXYGEN SPECIES DUE TO TOXIC LOAD

The article describes the experiment that suggests the method of adaptation to recurrent hypoxia in combination with mild anoxia to reduce the damaging action of benzole and potassium bichromate on liver. New findings concerning antioxidant defence enzyme genesis and depletion of organo-specific hyperenzymemia in blood of animals subjected to the action of benzole and potassium bichromate were suggested.

Key words: *hepatoprotective effect of adaptation to recurrent hypoxia in combination with mild anoxia in case of intoxication.*

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LONG-LASTING TOXIC EFFECT FROM SMALL DOSES OF CHROME, BENZOL AND THEIR MIXTURE ON MICROELEMENT STATUS AND APOPTOSIS IN RATS' SPLENOCYTES

The article suggests the findings of the experiment which researched the influence of benzol and chrome on apoptosis splenocytity and level of trace substances in biological media of Vistar rats on 45th and 90th days of experiment. Iron reduction and zinc and chromium densification; cell increase in the phase of apoptosis and cell decrease in the cell cycle presintetic phase as well as the presence of mitotically active cells were identified. The conclusion concerning the impact of the substances on the imbalance of trace substances, free radical oxidation process activation; the apoptorius splenocytity increase in experiment animals on the 90th day of experiment was made.

Key words: *apoptosis, chromium, benzene, rat, microelements.*