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**SOCIAL AND POLITICAL ISSUES IN ORENBURG REGION:
SOCIOLOGICAL RESEARCH**

The research results of the social and political issues in Orenburg Region were represented in the article. The tendency that outlines the attitude of Orenburg inhabitants to the parties' activity was studied.

Key words: *political party, plurality, regional issues, social welfare programme of region.*

A. A. Gavrilova

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A. G. Salov

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**ON IMPROVING EFFICIENCY OF POWER SYSTEM MANAGEMENT
AS FACTOR OF SOCIAL AND ECONOMIC DEVELOPMENT OF VOL-
GA REGION**

Complex analysis of power systems as well as improvement of methods and development of power enterprises structures, their interconnection with external environment are significant for the lines of region development. The model analysis reveals that the integrated efficiency of power coproduction has decreased; efficiency increase requires for the balance between heat and power generation.

Key words: *power system, efficiency increase, self-acting control, line of region development.*

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**ON CREATING STANDARD INTEGRATED CONTROL SYSTEMS IN
DIFFERENT INDUSTRIES**

The methodology of creation and implementation of standard integrated industrial control systems at enterprises was considered in the article.

Key words: *control, standard systems, industry, creation, implementation.*

E. I. Kutsenko

Candidate of Economic Sciences, Assistant Professor, Department of Management, Orenburg State University

ON SUSTAINABLE DEVELOPMENT OF REGIONAL SYSTEMS

The support of sustainable development in a region takes significance in the circumstances of transition ambiguity and instability of institutional structures. The region is considered as a structure that consists of social, ecological and economic subsystems, based on the innovative development. The background for economic mechanism of sustainable development in the region is substantiated.

Key words: *region, system, innovation, sustainable development*

E. V. Lapteva

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**TECHNIQUE OF INTEGRATED STATISTICAL RESEARCH OF
GOODS COMPETITIVENESS IN REGIONAL MARKET**

The author's methodical approach to the complex statistical analysis of goods competitiveness in the regional market is prospective as it enables to analyse competitiveness in terms of production, sales, consumption and consumer preferences when choosing goods in regional markets.

Key words: *competitiveness, goods, statistical research, region.*

A. V. Mullov

Lecturer, Department of Economics and Management, Orenburg State University

ON ESSENCE AND OBJECT STRUCTURE OF CUSTOMS INFRASTRUCTURE

The article suggests the classification of infrastructural facilities. Classified was the object of the customs infrastructure. The relevance of customs infrastructure development was substantiated.

Key words: *infrastructure, customs.*

S. V. Khabarova

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ECONOMIC EFFICIENCY OF STATE VETERINARY SERVICE AT PROCESSING PLANTS AS FACTOR OF REGIONAL GROWTH

The article in question suggests the procedure of efficiency increase of goods production at processing plants that will promote their functioning. The techniques, boosting the efficiency of processing plants were described.

Key words: *economic efficiency, regional growth, process plants, veterinary.*

T. D. Fedorova

Doctor of Philosophy, Professor, Department of History and Philosophy, Saratov Law Institute of RF Ministry of Internal Affairs

EDUCATIONAL STRATEGIES IN MODERN CULTURE

The article considers the essence of education, its substantial, sense-making purpose in modern culture. The opportunities connected with the establishment of the humanistic person-oriented paradigm were shown in the article. The essence of the approach was the construction of the educational process based on harmonization of traditional and innovative education development strategies.

Key words: *sense-making education, existential and anthropological pedagogical science, humanistic paradigm, symbolic autism, institutional approach, regional educational trend.*

N. N. Simchenko

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**INFORMATION AND TECHNOLOGICAL ENVIRONMENT OF
HIGHER SCHOOL WITHIN CONTEXT OF STUDENTS'
INFORMATION CULTURE DEVELOPMENT**

The article studies information-technological environment of higher school from a viewpoint of culture and its role for students' information culture development.

Key concepts: *information technologies, information culture, information work, information-technological environment, culture approach, development.*

V. P. Morgunov

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ON INNOVATION COMPONENT OF HUMAN CAPITAL ASSETS

The article in question studies the innovation factors that determine the development of human capital assets in economics. The major factors are the education development, the development of employees' work and life experience, their capabilities and opportunities, the development of health service, globalization, people's life activity.

Key words: *globalization, innovation economics, human capital assets, innovation-driven economics, innovation-based development, knowledge economics.*

D. V. Gorbachov

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A. V. Dudko

Candidate of Pedagogical Sciences, Assistant Professor, Head of Department, Department of Information Technologies, Orenburg State Institute of Management

**ON SOLVING OF ELECTRONIC INTERACTION PROBLEMS IN
«ELECTRONIC CITY» ENVIRONMENT WITH DISTRIBUTED DATA
PROCESSING**

The article in question considers the principles of distributed data processing rational for the computing system development in cities. Large-Scale Integration (LSI) is the key solution of the problem when the method is used. The suggested method enables to create cloud computing that integrates distributed systems of municipal units.

Key words: *electronic region, distributed processing, federated database, infrastructure of distributed systems.*

E. M. Mezentseva**ON DEVELOPMENT OF SPECIAL PURPOSE MODEL, METHODS
AND ALGORITHMS FOR SPAM FILTERING**

A new model of spam filtering, an algorithm and a universal filter flowchart were described in the article. A new method of spam filtering was suggested. The method registered the following parameters: traffic with key words, word use frequency in messages; the words, mentioned for the first time in the message and therefore not registered in the data area; different morphological forms of a word.

Key words: *spam, filter, method, flowchart*

A. V. Kamenev

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E. N. Ishakova

Candidate of Pedagogical Sciences, Assistant Professor, Department of Software and Automated Systems,
Orenburg State University

**SPECIFICITY OF ENGINEERING EDUCATION IN SPHERE OF
SOFTWARE DEVELOPMENT**

Peopleware issues in modern programming industry were considered. The comparative analysis of classical and software engineering was carried out. The international and Russian training experience of software engineers training was summarized.

Key words: *engineering education, software, software engineering.*

M. M. Pronkina

Postgraduate Student, Department of Economic and Information Systems, Povolzhsky State University of
Telecommunications and Informatics

**ON EXPERT INFORMATION SYSTEM TO CONSIDER COMPLAINTS
IN STATE SUPERVISION BODIES**

The necessity of development and implementation of expert information system into the state supervision bodies is considered in the article.

Key words: *management, expert information system, supervision, control, development.*

V. F. Denisov

Senior Scientific Researcher, Samara State Aerospace University named after Academician S.P. Korolev
(National Research University)

**ON INNOVATION DEVELOPMENT INFRASTRUCTURE OF REGIONS
AND IT-TECHNOLOGIES**

Basic issues of I-concept, the importance and functions of IT technologies for innovation projects support, the issues of infrastructure identification were considered in the article. The model structure of IT techniques for innovation project analysis was suggested.

Key words: *infrastructure, development, innovation, analysis, information technologies, electronic communications, management project, quality estimation, resource provision, efficiency.*

E. N. Denisov

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**ON USE OF MODERN INFORMATION TECHNOLOGIES IN TEACHING
OF MEDICAL STATISTICS AND BIOPHYSICS AT HIGHER MEDICAL
SCHOOL**

Information technologies, applied in medical higher schools and for independent work as well as computer support of academic activity were described in the article.

Key words: *information technologies, students' independent work, biophysics, statistics.*

V. A. Kudelkin

President, Consortium «INTEGRA-S», Member of Worldwide Academy of Integrated Safety and Security

V. F. Denisov

Consultant on Management Project Expert, Public Technical Committee TK-22 «Information Technologies»

**ON INNOVATION DEVELOPMENT INFRASTRUCTURE AND
INTEGRATED SMART PUBLIC SAFETY SYSTEMS**

Developments of inventions and integrated safety systems of the regional, municipal and industrial infrastructures were considered in the article. The model form of integrated intelligence system to provide social integrated safety was suggested. The issues of standardization and unification of design projects, the matters of integration and consolidated resource supply of innovation projects in the sphere of information technologies and protection at different levels of administration were discussed.

Key words: *infrastructure, complex safety, information technologies, electronic communications, standardization, integration, project management.*

O. M. Baranova

Candidate of Philosophy, Assistant Professor, Department of Philosophy

O. B. Shulcheva

Candidate of Political Sciences, Assistant Professor, Department of Humanities and Social Studies, Orenburg State Institute of Management

**ON FORMATION AND UPBRINGING OF TOLERANT STUDENT IN
EDUCATIONAL ENVIRONMENT**

Some challenges of education and upbringing of tolerance in regions of Russia are studied.

Key words: *Inter-regional space, education, upbringing, tolerance, studentship.*

A. V. Urivsky

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A. O. Tchefranova

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ON USE OF CRYPTOGRAPHIC FACILITIES IN SPHERE OF PUBLIC ELECTRONIC SERVICES

Public electronic services protection by example of cryptographic information protection facilities usage was studied in the article.

Key words: *cryptographic facilities, public services, CSP, information protection.*

N. A. Solovojev

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E. N. Chernoprudova

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ON INTELLIGENT FILTERING OF UNAUTHORIZED EMAIL DISTRIBUTION WITHIN NEURAL NETWORK

The model of the text representation «term-document» is considered in the article. The model of neural network classifier is suggested. The main stages in the construction of the classifier are identified.

Key words: *unauthorized e-mail, attribute space, intelligent classification method.*
