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**Sh. M. Valitov**

Doctor of Economic Sciences, Professor, Director of Institute, Institute of Economics and Finance, Kazan Federal University

**O. N. Vishnyakova**

Doctor of Economic Sciences, Assistant Professor, Institute of Economics and Finance, Kazan Federal University

**SUSTAINABLE DEVELOPMENT AS EFFECTIVENESS ENERGY  
GLOBALIZATION MEASURE**

*The article considers globalization as a complicated tendency, in terms of the structure and the dynamism, which shows itself through various components: economic, ecological, social, technological, informational. Some energetic globalization components integrate practically all elements and have a significant influence on the total civilization prospect. The article deals with considerable development of the energy globalization processes and the modernization of its institutional environment.*

**Key words:** *sustainable development, globalization of economy, energy globalization, effectiveness measure, institutional environment.*

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**A. P. Mishchenko**

Doctor of Economic Sciences, Professor, Deputy Head on Research Activity, Institute of Economics and Finance, Head of Department, Department of Marketing, Commerce and Entrepreneurship, Kazan Federal University

**R. N. Khusnutdinov**

Candidate Applicant, Kazan Federal University

**FORMATION OF ECONOMIC RELATIONS BETWEEN BUSINESS  
ENTITIES**

*The article reveals the essence of economic relations formation of a commercial intermediary. The article suggests authors' treatment of contract relations within institutional environment.*

**Key words:** *enterprise structures, intermediary structures, institutional environment, economic relations, process of the contractual relations.*

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**N. A. Abusalamova**

Senior Lecturer, Department of Economic Theory, Dagestan State Institute of National Economy

## **COMPARATIVE CHARACTERISTICS OF CORPORATE PLANNING IN FOREIGN COMPANIES**

*The article considers the characteristics of corporate planning in foreign companies. The comparative analysis of American, Western and Japanese planning systems by various criteria was carried out in the article. The capability assessment of the systems usage in domestic practice was suggested in the article.*

**Key words:** *corporate planning, strategic planning, annual (current) planning.*

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**Ju. O. Baklanova**

Candidate of Economic Sciences, Assistant Professor, Department of Management and Marketing, Vyatka State University

## **E. GOLDRATTA METHODOLOGY USAGE FOR PROJECTS SELECTION INTO ORGANIZATION PORTFOLIO**

*The article considers the establishment of cause-effect relationships for project selection into organization portfolio in order to indicate the underlying reasons for selecting these projects. The best way to identify existing contradictions is the E. Goldratta approach. The approach enables to identify the current conflict and suggests a breakthrough solution for the problem.*

**Key words:** *project, innovative project, project portfolio, mature project management model, E. Goldratta conflict resolution diagram.*

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**T. A. Borisova**

Post-graduate Student, Department of Economic Theory and Management, Orenburg State Agrarian University

**ROLE OF LOCAL CORPORATIONS IN INSTITUTIONAL  
STRUCTURE IMPROVEMENT OF AGRO-FOOD COMPLEX**

*The article substantiates the role of local corporations in the improvement of the institutional structure of an agro-food complex. The complexes were considered as promising integrated organizational and economic forms of a new type.*

**Key words:** *agrarian corporation, agricultural holdings, regional corporations, institutional structure.*

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**O. V. Eremenko**

Candidate of Economic Sciences, Assistant Professor, Orenburg Branch of "Russian State Oil and Gas University named after I. M. Gubkin"

**RESOURCE POTENTIAL DEVELOPMENT EFFECTIVENESS OF  
OIL AND GAS MINING ENTERPRISE WITH INNOVATIVE  
INTELLECTUAL WELL SYSTEMS METHOD**

*The article analyzes the organization peculiarities and the implementation of the intellectual oil well systems method. The given method allows to combine some innovative and information trends of the development and modernization within the source industry.*

**Key words:** *oil enterprises, intellectual oil well systems method, resource potential, business units, digital oil-fields.*

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**O. V. Eremenko**

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**A. V. Eremyakin**

Candidate of Economic Sciences, Assistant Professor, Orenburg Branch of «Russian State Oil and Gas University named after I. M. Gubkin»

**INTRODUCTION OF LOGISTICS MEASURES FOR INNOVATION ENVIRONMENT DEVELOPMENT IN OIL SUPPLY COMPLEX**

*The article researches economic features of the business process quality improvement at oil supply enterprises by introduction of up-to-date logistical measures.*

**Key words:** *oil products market, innovation environment, logistical measures, oil supply complex.*

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**A. R. Zyumalina**

Senior Lecturer, Department of Economic Theory and Applied Economics, Orenburg State Pedagogical University, Post-graduate Student of Ufa State Oil Technical University

**ON INVESTMENT APPEAL ASSESSMENT OF ORENBURG**

*The article considers the concept of investment climate and investment appeal. The assessment and the analysis of Orenburg investment attractiveness for 2006–2010 period of time were conducted.*

**Key words:** *investment appeal, investment potential and risk records, social and economic development results of Orenburg.*

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**J. P. Kulikova**

Postgraduate Student, Department of Management, State Regional Korolev Institute of Management,  
Economics and Sociology

## **ECONOMIC CONDITIONS FOR DEVELOPMENT OF TECHNOLOGICAL BUSINESS INCUBATORS**

*Currently the world demonstrates the package of regularities related to the rise of a «new» economy based on knowledge. One of its characteristics is the closest, large-scale and multi-lateral integration of education, science and business, which manifests itself both at the national level and in the process of world economy globalization.*

**Key words:** *innovation, synergy, integration of education, science and business.*

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**E. E. Lapshina**

Chief Specialist, Administration of Kaluga Region Governor

## **INNOVATIVE APPROACHES TO ORGANIZING LOGISTIC-TYPE CONSTRUCTION CLUSTER IN KALUGA REGION**

*The article analyzes innovative cluster concepts of construction complex development on the example of the Kaluga region. The operational model of the regional innovative construction cluster with government support and logistical-type management of material and concurrent flows during construction was suggested.*

**Key words:** *innovation, management, economy, venture capital, construction, development, logistics.*

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**Ju. Ju. Lashmanova**

Lecturer, Department of Economics, Orenburg State Institute of Management

## **ON ECONOMIC STATUS OF MECHANICAL ENGINEERING IN RUSSIA**

*Changes in key economic indicators characterizing the development of the Russian mechanical engineering during 2006–2010 were analyzed. Predictive data for the period till 2013 were suggested. The official statistics given by the Federal State Statistics Service was used.*

**Key words:** *indicators of mechanical engineering economic condition, volume of the shipped goods, branch structure, capacities of mechanical engineering, investment into fixed capital, financial result, profitability, import and export of mechanical engineering products.*

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**K. L. Mikhailov**

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**G. V. Mikhailova**

Candidate of Pedagogical Sciences, Senior Researcher, Institute of Ecological Problems of North, Ural Branch of RAS, Arkhangelsk

**O. A. Chepeleva**

Senior Lecturer, Institute of Management, Arkhangelsk

## **ECONOMIC AND ENVIRONMENTAL CHANGES CONTROL IN SECTORAL BUSINESS**

*The article gives the examples of world experience in economic restructuring in compliance with world environmental standards. The article characterizes ecology-oriented sectoral economy and its main features. The conditions and sequence of innovation changes in regional economics were suggested.*

**Key words:** *management, region, innovation sectoral structure.*

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**S. M. Savelyeva**

Candidate Applicant, Nizhegorodsky Commercial Institute

**COST MANAGEMENT FEATURES AND CHALLENGES AT  
ENTERPRISES OF RESTAURANT BUSINESS AND THE WAYS OF  
SOLVING**

*The article considers the restaurant business features and the cost management challenges in this sphere. Some key problem – solving ways and the cost management improvement measures within restaurant enterprises were suggested in the article.*

**Key words:** *restaurant business features, service, cost management, cost optimization.*

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**A. Z. Sirazetdinova**

Post-graduate Student, Assistant Lecturer, Department of Industrial Economics, Institute of Economics and Finance, Leading Economist, Economic and Planning Department, Joint Stock Company «Zavod Elecon».

**PROJECT RISKS EVALUATION AT INDUSTRIAL ENETREPRISES :  
NEW METHODS AND TOOLS**

*The article considers the project risks evaluation methods and tools development at an industrial enterprise. The integral index for risks analysis and evaluation was suggested in the article. The index takes into consideration the risks dual nature and reflects the combination of probabilities and consequences of risk realization as well as the opportunity to control risks.*

**Key words:** *project management, risk, project risk, evaluation and risks analysis, integral index.*

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**T. V. Timashova**

Lecturer, Department of Industrial Economics Institute of Economics and Finance Kazan (Volga region) Federal University

**COMPLEX APPROACH TO RISK MANAGEMENT OF INVESTMENT PROJECTS**

*The issues of investment projects risk management as a part of a system risk management at an enterprise were considered in the article. The article suggests that a projects risk management model should be developed taking into account the mutual influence of company`s strategic and operational risks.*

**Key words:** *project management, project risk management, risk management.*

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**N. V. Yakovenko**

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**O. V. Kachagina**

Postgraduate Student, Ulyanovsk State University

**QUALITY MANAGEMENT STANDARDS AT INDUSTRIAL ENTERPRISES**

*The article considers the quality management standards in staff recruitment at an industrial enter-prise. Within the framework of standard revision the psychological and team skills testing for job appli-cants at the stage of recruitment and selection was recommended.*

**Key words:** *quality management system standard, organizational culture, testing.*

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**A. A. Kovalenko**

Market research manager, Close Joint-Stock Company «Regional Bakeries», Post-graduate student, Moscow Pedagogical State University

**ON MOTIVATION OF ENTERPRISE INNOVATION ACTIVITY**

*The article deals with motivation aspects of innovation activity at an enterprise. Motivation as a key element of innovation controlling mechanism was considered from the perspective of the activity approach.*

**Key words:** *innovation activity, motivation, human capital, strategic development, intellectual capital.*

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**N. A. Kuzminykh**

Candidate of Economic Sciences, Assistant Professor, Department of Innovative Economics, Bashkir Academy of Public Administration and Management under auspices of President of Republic of Bashkortostan

**ON INNOVATION ACTIVITY INVESTMENT PROCUREMENT**

*Features of innovation activity investment procurement were considered in the article. To attract investments into innovation development the article suggests the mechanism of innovation activity investment procurement, allowing to raise investment efficiency into innovations that provides benefits and better investment procurement system.*

**Key words:** *investment procurement, innovation activity, investments, research and development expenses, innovations, investment policy, equity funds, amortization policy, risks, state support.*

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**L. A. Gorshkova**

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**S. L. Makarov**

Postgraduate Student, Department of Economic Informatics, Faculty of Economics, N. I. Lo-bachevsky State University of Nizhny Novgorod

**ON INNOVATIVE ORGANIZATIONAL CULTURE FORMING**

*The article considers the development of small innovative enterprises organizational culture.*

**Key words:** *management, organizational culture, team, leader, small innovative enterprises.*

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**E. I. Masalov**

Candidate of Economic Sciences, Head of Department, Southwest State University

**INNOVATION TECHNIQUES EFFICIENCY EVALUATION ON THE  
EXAMPLE OF ENGINEERING ENTERPRISES**

*The focus group method for evaluation of innovative projects was considered in the article. The innovation profile for the enterprise was suggested and most significant innovative projects were identified and ranged by chosen method on the example of the plant «Akkumulator», based in Kursk.*

**Key words:** *method, experts, innovation, project.*

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**T. V. Tchelpachenko**

Candidate of Pedagogical Sciences, Assistant Professor, Department of Pedagogics

**HISTORIC AND GENETIC APPROACH TO SUBSTANTIATION OF SUKHOMLINSKY'S DIDACTIC SYSTEM**

*The article considers the essence of historic and genetic approach as a methodological strategy for historic and pedagogical research. The application of the approach to substantiation of the didactic system is studied.*

**Key words:** *historic approach, genetic approach, historic and genetic approach, approaches, pedagogical heritage of V. A. Sukhomlinsky.*

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**G. A. Andreeva**

Senior Lecturer, Department of Public Management and History, Orenburg State Institute of Management

**PRIVATE SUBSIDIARY PLOTS DURING 50S OF XXTH CENTURY THROUGH PERSPECTIVE OF MODERN RUSSIAN VILLAGE (ON THE EXAMPLE OF SOUTHERN URALS REGION)**

*The article considers the importance of private subsidiary plots for the village people in collective farms. The major challenges, features of the national policy during 50-s of the XX-th c., vitality of the farming type were studied in the article. The parallels between the crises signs of modern farming and Soviet economic factors that gave rise to the signs were drawn.*

**Key words:** *collective farms, agriculture farming, The Southern Urals.*

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**R. S. Bakhtiyarov**

Candidate Applicant, Department of National History, Orenburg State Agrarian University

**ON LIVESTOCK PRODUCTION PROVISION SCHEME DURING  
GREAT PATRIOTIC WAR OF 1941–1945 (ON THE EXAMPLE OF THE  
SOUTHERN URALS)**

*The article considers the issue of supplying the nation with livestock production in the Southern Urals during the Great Patriotic War 1941–1945. The characteristics of the regional policy in livestock-breeding were analyzed. Unpublished archive files were suggested.*

**Key words:** *livestock-breeding, effectiveness, the South Urals, Great Patriotic War of 1941–1945.*

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**I. A. Belyaev**

Candidate of Pedagogical Sciences, Assistant Professor, Department of Philosophical Anthropology, Orenburg State University

**A. M. Maksimov**

Doctor of Philosophy, Professor, Head of Philosophy Department, Orenburg State Agrarian University

**WORLD-ATTITUDE AND FREEDOM OF HUMAN BEING**

*The article researches the phenomena «world attitude» and «freedom». Analyzing the relationship between these phenomena from dialectical and ontological positions, the authors prove that a human being's world-attitude is formed and put into practice in close connection with his or her freedom. Freedom is considered as the ability to self-determination and overcoming existing boundaries and establishing new ones, supplying mutual transitions between existence and otherness.*

**Key words:** *man, world-attitude, freedom, existence, otherness, self-determination, boundary, mastering, alienation.*

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**U. I. Gryzova**

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**PRESENT AS ELEMENT OF PR-TECHNOLOGIES SYSTEM**

*The article develops the idea of a gift for the effective transfer of social information within PR-technologies. The article highlights that human beings have a great much experience in giving gifts and analyzes practice of using a gift in various situations of personal interactions. The social and informational characteristics of different business gifts and types of PR-activity were identified in the article.*

**Key words:** *gift, gift exchange, business gift, bribe, social information, means of PR-technologies, PR-events, PR-campaign.*

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**O. V. Kuznetsova**

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**CULTURE-RAISING METHODS FOR DEVELOPMENT OF VIRGIN SOIL PIONEERS' INITIATIVE AND SELF-ACTIVITY**

*The features of culture-raising educational centres arrangement on the territories of virgin soil were analyzed in the article. The article considers the development of virgin soil pioneers' initiative and self-activity. Ideological activity methods, activity challenges and effects were studied.*

**Key words:** *cultural awareness, virgin land, amateur clubs, libraries, leisure.*

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**B. A. Melkonyan**

Postgraduate Student, Department of General History, Orenburg State Pedagogical University

## **EPIZOOTIES CONTROL IN 1821 IN ORENBURG GOVERNORATE**

*The article analyzes government measures on epizooty control in 1821 in Orenburg Governorate. The conditions, which caused dimensioned murrain in region, and efficiency of local authorities in veterinary were studied.*

**Key words:** *history of veterinary, Orenburg governorate, epizooty.*

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**R. A. Sultanov**

Postgraduate Student, Department of History and Methods of Teaching History and Social Science, Orenburg State Pedagogical University

## **SOCIAL PROTECTION IN SOUTHERN URALS DURING CIVIL WAR INITIAL PERIOD (OCTOBER, 1917 – NOVEMBER 1918)**

*The article considers Soviet and anti-Soviet governments activities on social protection in the Southern Urals from October 1917 to November 1918. Each government sought to augment social power by taking measures to improve welfare of vulnerable members of a society.*

**Key words:** *Civil war, social policy, social protection.*

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**E. N. Ishakova**

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**Zh. G. Piscunova**

Candidate of Technical Sciences, Assistant Professor, Theoretical and General Electrical Engineering Department, Orenburg State University

**METHODICAL BACKGROUND OF IDENTIFICATION AND RISKS ANALYSIS FOR TRAINING SOFTWARE ENGINEERS-TO-BE**

*The article considers the conceptual framework for identification and educational risks analysis. The complex risks identification methodology for training software engineers was suggested in the article.*

**Key words:** *educational risks, risks identification and analysis methods, training of software engineers-to-be.*

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**T. N. Larina**

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**T. I. Kazhaeva**

Lecturer, Department of Sociology and Social Work, Orenburg State University, Candidate applicant, Department of Statistics and Economic Analysis, Orenburg State Agrarian University

**CULTURE STATISTICS AS INDICATOR OF POPULATION QUALITY OF LIFE: CURRENT STATE AND PRIORITY DEVELOPMENT TRENDS**

*The article studies topical issues of culture statistics development which is considered as one of the most important statistic trends for researching the population quality of life. The basic ways of culture statistics development in Russia were identified in the article.*

**Key words:** *culture statistics, population quality life, development.*

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**G. N. Skudareva**

Candidate of Pedagogical Sciences, Assistant Professor, Department of Pedagogics, Moscow State Re-gional Institute of Humanities

**PARENTAL PARTICIPATION IN FORMING EDUCATION QUALITY ASSESSMENT MECHANISMS**

*The article substantiates the relevance of education quality assessment by parents. The mechanisms of forming parent's demand to school and textbooks were considered in the article.*

**Key words:** *parents community, control of education quality assessment, choice of textbooks.*

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**G. D. Kutubarova**

Post-graduate Student, Department of Economic Theory and Management, Orenburg State Agrarian University

**ON ESTABLISHING NEW FINANCIAL INSTITUTIONS IN RUSSIA**

*The article substantiates the necessity to set up financial supermarkets as new financial institutions. Their benefits and drawbacks were identified.*

**Key words:** *financial institutions, financial mediators, financial supermarket.*

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**O. M. Malshchukova**

Postgraduate Student, Department of Management and Planning of Socio-economic Processes,  
Saint Petersburg State University of Economics and Finance

**METHODICAL APPROACH TO EFFICIENT ALLOCATION OF  
INVESTMENT RESOURCES AT IRON AND STEEL ENTERPRISES**

*The article describes an approach to the efficient allocation of investment resources into main investment activities on the basis of multi-criteria evaluation. The system of criteria indicating the optimization of resources allocation at iron and steel enterprises.*

**Key words:** *investment resources, iron and steel industry, directions of investment activity.*

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**V. E. Leontyev**

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**K. V. Netsymailo**

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**MEASURES FOR FURTHER STATE FINANCIAL AND CREDIT  
SUPPORT DEVELOPMENT OF SMALL AND MEDIUM-SIZED  
BUSINESS IN THE REGION**

*The article considers the issue of financial resources attraction by small and medium-sized enterprises. The key directions of financial and credit support development of small and medium-sized regional enterprises were suggested in the given article.*

**Key words:** *small and medium-sized business, financial and credit support, risk management.*

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**I. R. Paizulaev**

Candidate of Economic Sciences, Deputy Head, Department of Tax and Taxation, All-Russian Distant Institute of Finance and Economics

**BANKING SECTOR TAXATION: SOME PROBLEMS AND WAYS OF SOLVING**

*The article considers the credit institutions tax administration issues in up-to-date environment. Essential scientific conclusions and suggestions for business entities taxation improvement within the banking sector are made in the article.*

**Key words:** banks, banking sector, taxation, tax administration.

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**K. V. Rakhmetova**

Post-graduate Student, Orenburg State Agrarian University

**ECONOMICS AND STATISTICS ANALYSIS AS TOOL OF WORKING CAPITAL MANAGEMENT AT AGRICULTURAL ENTERPRISES**

*The article identifies the importance of economics and statistics analysis in the management of working capital. The major statistical methods for analysis of current assets reproduction considering characteristics of agricultural industry were studied. The basic methods of management.*

**Key words:** economics and statistics analysis, current assets, management of current assets.

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**O. V. Izbitskaya**

Postgraduate Student, Department of Economics and Management at Oil and Gas Enterprises, Ufa State Gas and Oil University

**INVESTMENT APPEAL ANALYSIS METHODOLOGY DEVELOPMENT BASED ON INTERNATIONAL STANDARDS**

*Useful and reliable information about business activity takes on significance in the context of market deregulation. For this matter fair business value, content priority over form and financial accountability transparency become main criteria for investment appeal assessment. The article takes these criteria as a basis for development of investment appeal analysis methodology.*

**Key words:** investment appeal, cost estimation, accounting policy, information.

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**N. N. Urban**

Postgraduate student, Department of Economic Cybernetics, Mari State University

### **ON FINANCIAL VIABILITY ANALYSIS OF CONSUMERS COOPERATIVE SOCIETY DURING CRISIS**

*The financial analysis of Morkinsky district consumers cooperative society revealed a slowdown in activity, lower solvency margin and reduction in accounting liquidity during 2004–2009 due to dependence of enterprises activity financing upon loan proceeds. To boost the financial viability and become competitive at the market the article recommends the consumers cooperative society to spur innovation policy.*

**Key words:** *consumers co-operation, financial viability, creditworthiness.*

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**E. O. Vostrikova**

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**A. P. Meshkova**

Candidate of Economic Sciences, Assistant Professor, Department of Economic Theory, Astrakhan State University

### **FIRMS INTERACTION IN MARKETS WITH NETWORK EFFECTS: INTERNATIONAL EXPERIENCE AND RUSSIA**

*The article analyzes the firms' competitive interaction in the markets with network effects. The network externalities appear in new technologies markets of software, telecommunications, video and audio products. The mechanism of network external effects was shown by the example of the Russian cellular communications market. The article identifies the variety of competitive strategies that are used by cellular operators.*

**Key words:** *externalities, network effect, lock-in, product differentiation, network monopoly, cellular communications market.*

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**I. N. Seliverstova**

Post-graduate Student, Petrozovodsk State University

### **INEFFICIENT STATE REGULATION REASONS ANALYSIS OF BRANCH MARKETS FROM INSTITUTIONAL APPROACH VIEWPOINT**

*The article analyzes the necessity of the government participation in the branch markets from the various economic schools points of view. Some inefficient methods of the state intervention into the branch markets were researched in the article with the application of the institutional approach.*

**Key words:** *branch market, state failures, institutional approach.*

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**E. YU. Evstafieva**

Baikal National University of Economics and Law, Irkutsk

## **STATE PURPOSE-ORIENTED PROGRAMS ANALYSIS ON REGION LEVEL BY MEANS OF EVALUATION CRITERIA**

*The article studies the state purpose-oriented programs evaluation on the regional background according to the dwelling providing programs for young families. The comparative analysis of the programs based on the proposed evaluation criteria and appropriate findings were suggested in the article.*

**Key words:** *state purpose-oriented programs, management by objectives, evaluation program, evaluation criteria, integral method of rating.*

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**I. N. Korabeinikov**

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**I. M. Koretskaya**

Senior Lecturer, Department of Natural and Mathematic Sciences, Orenburg State Institute of Management

## **THEORETICAL ASPECTS OF MUNICIPAL DISTRICT MANAGEMENT**

*The article studies theoretical approaches to management of municipal districts. Interpretation distinctions of the notion «management» were identified. On the basis of the distinctions «management» was understood as a complex socio economic system. The relevance of information as a controlling factor when managing a municipal district was specified.*

**Key words:** *municipal district, management, approach.*

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**I. I. Kruse**

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## **ON LANGUAGE PORTFOLIO USE TECHNOLOGIES IN PROCESS OF SELF-EVALUATION FORMING IN STUDENTS DURING TEACHING OF FOREIGN LANGUAGES AT LAW FACULTY**

*The article considers the use of modern educational technologies – the European language portfolio – to improve training efficiency, to provide foreign languages use quality, to develop learners`s ability to assess his or her cognitive, communicative and language competences, to encourage the lifelong learning of the German language. The opportunities of the European language portfolio were substantiated in the article.*

**Key words:** *lifelong learning, social activity, key background, personal-oriented aspect, competence approach, social mobility within Europe, European language portfolio.*

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