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**ON SUBSTANTIATION OF FACETED APPROACH IN ENTERPRISE COMPETITIVENESS MANAGEMENT**

*The aggravation of the competition at home and foreign product markets force the enterprises to control their competitiveness, it means that the enterprise undertakes measures to provide, support and improve the competitiveness at all the stages of the life cycle. The article substantiates the application of the faceted approach to control enterprise competitiveness.*

*The research states that it is not reasonable to organize versatile especially when the necessary resources are limited.*

*Under that logic the enterprises had better implement the concept of enterprise focusing, the essence of the concept is that the enterprise works efficiently if it has the limited set of specific targets. The faceted approach, as a type of focusing, is a choice of a problem by the principles of relevance or accounting of resource, allocated to solve a problem.*

*The article suggests implementing the competitiveness control within the faceted approach in the following sequence: competitiveness diagnosis, choice of an aspect that needs correction; development and implementation of correcting activities, assessment of their efficiency. The stages are supposed to come cyclic.*

**Key words:** *enterprise competitive control; faceted approach; faceted approach model.*

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**IMPORTANCE OF HIGHER INSTITUTION FOR SOCIAL AND ECONOMIC DEVELOPMENT OF REGION (HISTORICAL SURVEY)**

*The Orenburg educational district (okrug) was created in 1875. It had the following functions: administrative, educational and missionary. First and foremost it performed the purpose of secular education of indigenous people, fostered loyalty to Russia, trained staff, thus contributing to the social and economic development of the Orenburg governorate and cultivation of favourable political climate.*

*At the turn of the XXth century the prominent ideas of Russian and ethnical education were turned into reality, encouraged was the development of general and professional education as well as publishing activity both in Russian and indigenous people languages, cross-cultural communication and ethnic school development.*

*What do educational institutions currently offer the city, the Orenburg region, Russia and world community? What projects are priority-oriented? What project are planned or being turned into reality? What is the mission of these projects in the modern period?*

*How can the educational institutions integrate into educational, scientific, culture and information space?*

*The article in question makes an attempt to throw light on the aspects that can boost the research and reveal regularities.*

*Types of innovations, defining the importance of the higher institution in the social and economic development of the region in the modern period are considered.*

**Key words:** *Orenburg educational district; higher institution; history and modern age; history and innovations as a new round of development.*

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**FORECASTING POTENTIALITY IMPORTANCE OF HIGHER EDUCATIONAL INSTITUTIONS OF THE RUSSIAN FEDERATION FOR THE BENEFIT OF INNOVATION DEVELOPMENT TECHNOLOGICAL MODERNIZATION OF PRIVOLZHSK FEDERAL DISTRICT CONSTITUENT UNITS**

*To forecast the long-term prospect of higher educational institutions' activity is practically impossible, we can only outline various lines of development for the benefit of growth prospects, new opportunities and issues.*

*Prospect vision often helps to make a choice concerning the steps that should be taken today due to the prospect insight.*

*The article in question considers the priority growth areas of Privolzhsky Federal District constituent units for benefit of technological modernization and innovation development of PFD units. It draws a parallel between the priority growth areas and experts' developments based on the Forsyte methods.*

*The emphasis is laid on the idea that a higher educational institution is a living system related to complex adaptive systems; the understanding of possible prospects and growth boosts the activity of any higher educational institution, encourages forecasting of its efficiency and potential.*

**Key words:** forecasting; Forsyte; higher educational institution; innovation development.

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**NETWORK TRAFFIC ANALYSIS WITH MODELS OF EXPONENTIAL DISTRIBUTERS**

*With the development of high-speed communication network the so-called property of flow self-similarity influences more and more the quality of service. This fact is explained by the high variability of a traffic rate that is by the train input into the node of the network at high speed of data transmission. The calculations of major characteristics of queuing system using classical models (traffic mathematical model) lead to positive results. New and adequate models of self-similar traffic are to help to get objective estimation.*

*The goal of the article is to estimate the package delay in the system of transmission and to compare them using the approximation of the interval distribution between the packages as a mathematical model of incoming traffic.*

*As the frequency charts of exponential distribution show, the tail burden of density function damping in comparison with an exponent and a shifted exponent is in evidence even at low coefficient of variation distribution. The weightiness of a distribution tail is supposed to increase with the parameter increment.*

*Considering only the second-order characteristics one can gain an impression about the difference between traffic process timing and exponential distribution corresponding to Poisson stream.*

*The article describes the scheme of the communication network traffic analysis based on the mathematical model in the shape of general queuing system. The opportunity to describe traffic as a self-similar process with sub-exponential distribution with coefficient more than one was suggested. In case of self-similar property default, traffic can be described in the terms of the shifted exponential distribution with the variability coefficient less than one.*

*The calculations on the node of the transmitting system model show the essential dependence of the major productivity index (the average time in queuing) from the coefficient of variability of incoming distribution intervals. The imitation modeling enables to make the conclusion concerning things of a higher order which have a less essential impact on them.*

**Key words:** *integral-valued traffic process, self-similar process, exponential distribution, distribution with train, general queuing system.*

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**INNOVATIONAL COMPONENT OF COUNTRY'S COMPETITIVENESS**

*The article is devoted to the influence of county's innovational potential to it's competitiveness. The rang correlation coefficient of Spearman is measured in order to prove the hepatize of leading role of innovational potential in forming global country's competitiveness.*

**Key words:** innovational potential, competitiveness, innovational activity.

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**IMPROVING QUALITY OF VALUATION SERVICES**

*One of the main reasons for the ongoing modernization of the regulatory evaluation activity is decreasing in the quality of valuation services. The paper shows that in the case of assessment of built-up land valuers violated methodological bases of evaluation approaches, which leads to incorrect results. Given recommendations how to avoid this problem in the application of existing valuation methods.*

**Key words:** valuation, property, valuation report.

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**NECESSARY INSTITUTIONAL CHANGES IN MODERNIZING  
RUSSIAN ECONOMY**

*Economy modernization is the major growth area of Russian socio-economic system. This vector of development is the object of numerous researches aimed at analyzing its qualitative characteristics and development conditions. Using the systemic data on present socio-economic processes in the Russian economy, the authors consider the role of institutional changes in modernizing Russian economy as an effective means to boost the real manufacturing sector and to bring about the effective resource management, as well as to cope with the negative development trends.*

*The research showed that the negative development trends of the Russian socio-economic system in early XXI century are determined by two groups of factors. The remarkable fact is that the negative consequences of the transformations in the Russian economy were aggravated by the 2008 crisis.*

*The main aim of these transformations is the creation of institutional environment which is to become the factor of an effective market economy and tough market competition. The study showed the inefficiency of Russian institutions promoting different forms of shadow economy and thus hindering the pace of economic modernization.*

*This sets the task to find such economic relations that would overcome the negative trends and speed up the socio-economic modernization. The institutional changes suggested by the authors will contribute the long-term socio-economic development of Russia as well as the stable growth of living standards.*

**Key words:** *modernization, institutional changes, effectiveness, development.*

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## **INDUSTRIAL ENTERPRISES' SUSTAINABLE DEVELOPMENT AND ITS EVALUATION IN TERMS OF RATIONALITY AND IRRATIONALITY OF EXPECTATIONS**

*There are a lot of methods of industrial enterprises' sustainable development evaluation under different conditions which are widely discussed. The term «enterprise's sustainable development» means an indefinitely long process of persistent change of characteristics that influence enterprise's life expectancy. The analysis of the enterprise development from the viewpoint of its sustainability is relevant as it enables to create problem-based mechanism of enterprises' sustainable development. The mechanism aims at obtaining the cumulative economic, environmental, social, technological, technical effect from all the company's expenses, including resources, that provide the transition from one stage to a more upgraded.*

*The article summarizes different approaches to the concept of enterprises' sustainable development under conditions of rationality and irrationality of expectations. The conclusion is made that enterprise sustainable development in terms of rationality and irrationality of expectations can be characterized by the factors of the actual status, by the rational and the irrational expectations, by the time horizon of the enterprise functioning, by the economic cycle, by economic growth opportunities in the given economic environment, resource and process set. The technique for the evaluation of enterprises' sustainable development in terms of rationality and irrationality was suggested. The research contributes to the spread of the knowledge-based economy.*

*Thus, the innovation-oriented methods of planning, organization and control on the basis of new strategic approaches to the management of sustainable development of industrial enterprises in terms of expectations' rationality and irrationality acquire essential importance.*

**Key words:** *rationality; irrationality; expectations; factors; criteria; sustainable development.*

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**PROLEGOMENA TO THEORY OF INFONOMICS**

*Globalization and integrated development of industrial economies considerably increases business opportunities. Information technologies and information systems provide a mobile access and analytic power, which satisfy the needs of trade and enterprise management nation – and worldwide.*

*Characteristic feature of a new science – infonomics – are: first, the information has a measurable economic value and other properties that qualify it as any other recognized type of an asset; and second, there are important strategic, operational and financial reasons to do it. It is noteworthy that information may meet the standards of accounting, but nevertheless it is not reflected in a public balance sheet of any company.*

*The scientific literature review enabled the author to reveal contradictions in American and Russian definitions of the concept «infonomics», to describe the factors influencing the information assets and their economic value and to suggest methods of information accounting.*

*Based on the data obtained during the research, the author comes to the conclusion that the information at the enterprises is processed in the framework of various systems, often disconnected with each other. Availability provision for all the employees and external partners, that result in creative solutions, can appear to be a success factor for many businesses.*

*The findings of the research expand the perception of the infonomics, however, at present this phenomenon raises more questions than gives answers, but the more interesting its research becomes.*

**Key words:** *infonomics; information; organization; asset.*

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**ON THEORETICAL ASPECT OF YOUTH POLICY CONTROL AT MUNICIPAL LEVEL**

*Youth policy control in modern conditions of Russian society modernization is considered in science as the aspect of management activity that develops according its principles and regularities.*

*The research of modern theories concerning the issues of state youth policy control enabled to identify the basic methodological approaches to control implementation at the municipal level: state-managerial, socio-managerial, industry-specific, special-targeted. State youth policy at regional and municipal levels has taken shape of an independent process which is developing for the solving of social and economic issues in local self-government.*

*Youth policy status forces the heads of municipal bodies to focus on integration of state-managerial, socio-managerial and industry-specific approaches when implementing youth policy at the municipal level where the basic social resources of youth policy are accumulated. Youth policy complex targeted programs, developed and implemented currently at the municipal level, enable to identify specific activity that is carried out with optimal and rational money expenditure from federal, regional and municipal budgets according to the aims for achievement of socially important results.*

**Kew words:** *youth; youth policy; youth policy control, municipal level of youth policy control.*

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**ON IMPLEMENTATION OF MANAGEMENT INFORMATION SYSTEMS AT MODERN ENTERPRISES**

*The goals of the article are as following: to identify the notion «information system at enterprise» and its tasks, to suggest the classification of information systems at the enterprise, to specify modern tendencies of information systems development and their characteristics in the area of services and thus to improve the enterprise activity with the help of information systems.*

*The practical value of the article is that the importance of informational systems for the enterprise efficient activity is substantiated. The findings of the research may be used by the heads of enterprises and owners in the area of service.*

*The article makes the following conclusions: the economic information system regardless its sources should satisfy the head's demands that is the head of the enterprise should have the real-time information about the business lines and detailing he or she needs at the moment to study economic processes and phenomena, to identify prime factors' impact and to indicate intra-business reserves for enterprise efficiency improvement that's why the system of information support should be ever-improving.*

**Key words:** *information system; specificity of information; relevance; implementation; efficiency.*

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**IDENTIFICATION AND USE OF INCREASED PRODUCTION  
POTENTIAL OF AN ENTERPRISE**

*The existence of potential capacities (reserves) is a prerequisite for any economic structure to function and develop normally. The main objectives of managing the production reserves include the following:*

- *detecting and classifying production reserves;*
- *determining the priority directions of using production reserves to achieve the assigned goal;*
- *elaborating the organizational and economic mechanism to ensure the implementation of production reserves.*

The author examines three main approaches within the study of effective management of the enterprise production reserves.

1. *The unused reserves are production losses (first-type resources). Their implementation allows one to reduce the loss of resources and withdrawal of production reserves from the economic circulation;*

2. *The unused reserves are the potential for broadening the productive capacities by means of attracting the most efficient and intensive methods (second-type reserves). They result from the more qualitative conversion of production factors;*

3. *The unused reserves result from large-scale economic phenomena and processes being of either an internal or external character with respect to the enterprise (third-type reserves).*

*The major advantage of the proposed conception is that it allows one to comprehensively study the regularities and trends in the development of technologies, industrial engineering, labor and management, to evaluate these parameters, and to elaborate a strategy of reasonable use of production reserves to enhance the effectiveness of productive activity.*

**Key words:** reserves, resources, opportunities, production capacity, control, efficiency.

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**RESEARCH OF STAFF MOTIVATION AND STIMULATION  
OF LABOR AT FUEL AND ENERGY ENTERPRISES.**

*Effective human resources management development is one of the most topical issues that have an impact on economic status of regions. Human resource management is a precondition to ensure the production process continuity, the successful implementation of operational plans and business processes. The article considers the characteristics of the fuel and energy enterprise as well as its staff motivation and stimulation and suggests the basic motivation system of employers at the enterprises of fuel and energy complex. Special attention is paid at the non-financial aspect of motivation of the staff.*

**Key words:** *motivation; stimulation; material motivation; non-material motivation; motivational environment.*

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**BUILDING A MODEL OF MOTIVATING CIVIL EMPLOYEES  
OF A SUBJECT OF THE RUSSIAN FEDERATION**

*The article presents the approach to the particular terms of payment to civil employees depending on the performance indicator and the index of professional effectiveness of civil employees in a certain subject of the Russian Federation. The suggested model provides for the possibility of premium granting the civil employees on completion of especially important, difficult and one-time tasks for the record period.*

**Key words:** *subject of the Russian Federation, civil service reform, evaluating the efficiency of professional and employment activity of civil employees, efficiency and productivity indices, technique, especially important and difficult tasks, system of financial incentives.*

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**DEVELOPMENT OF TENDENCIES IN METHODOLOGICAL APPROACHES OF EFFICIENCY EVALUATION OF EXECUTIVE AUTHORITIES OF THE RF CONSTITUENT TERRITORY**

*The paper discusses the analysis of existing approaches of efficiency evaluation of government authorities within the public administration reform. The management concept according to the results is assumed as the basis in all official and author's approaches. This concept is applied for the purpose of an independent evaluation and definition of the problem areas in administrative activity.*

**Key words:** *constituent territory of the Russian Federation, efficiency evaluation of government authorities, management concept according to the results, public administration reform, scoring system.*

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**NORM RATIO OF PHYSICAL AND HUMAN RESOURCES CAPITAL ACCUMULATION: THEORETICAL APPROACHES AND MODEL APPROBATION/APPROVAL**

*The functioning of various business entities in modern conditions makes the issues of choice for prospective lines of development topical. The article considers the matters of priority choice for spatial systems. The solution of such tasks involves the structuring of key criteria for the evaluation, development and testing of appropriate tools. The article suggests a model for the choice of priority lines of territories` development as the optimum norm ratio of physical and human capital accumulation for the Republic of Bashkortostan based on benchmarking tool. The Republic Tatarstan was considered as a region-analogue. The suggested approach enables to identify the parameters for a region concerned on the terms of maximum approaching to the region-analogue.*

**Key words:** *priorities of territory development; benchmarking; human capital; physical capital.*

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**TOPICAL ISSUES OF PUBLIC BUDGETARY MEDICAL ESTABLISHMENT MANAGEMENT UNDER HEALTHCARE SERVICE REFORM**

*The article in question analyzes the improving mechanism of medical establishment management under health service reforming and suggests managerial techniques for it.*

**Key words:** *medical establishment management, efficient management, management mechanism.*

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**CHARACTERISTICS AND FACTORS OF HUMAN CAPITAL DEVELOPMENT WITHIN KNOWLEDGE-BASED ECONOMY**

*Knowledge-based economy is currently acquiring a realistic shape both in developed countries and in countries having embarked on the path to system-related modernization of their economies. A particular focus on the human factor is a regularity, for the human and intellectual potential as a public resource doesn't have a substitute. Within knowledge-based economy resources which are limitless by their nature and human potential that can be increased, improved and developed gain top priority. On the basis of various human capital theories the article identifies the characteristics of human capital development within knowledge-based economy and factors that influence it.*

*The human capital development involves the following stages: formation, accumulation, and reproduction. The human capital is the only factor of production that both is consumed and develops when being used. Knowledge-based economy creates the external environment as well as factors for the development of a complicated and expensive human being. The improving human capital boosts the economy development. Such factors as investments into human capital, development of education, knowledge, creative work, competitiveness, information have an effect on these processes.*

*A human being as a particular resource acts as a consumed resource of the knowledge-based economy and is treated a pro-active resource that uses other resources for its own improvement, complication and development. Such development should result in starting up expensive, qualitative human capital that satisfies knowledge-based economy demands.*

**Key words:** *human capital; human capital development; knowledge-based; human capital reproduction.*

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**METHOD OF INDICATORS COMPLEX SYSTEM APPLICATION ON THE EXAMPLE OF INDICATOR «QUALITY OF LIVING»**

*Practical value of the research findings applied for standard system development and living standards control makes the article relevant. The article discloses the notion «quality of living», the importance of this index for all the countries of the world and indicates the problems of its measurement.*

*The indicators of the suggested table measure this index and have an impact on it. The method of indicators' application developed through research identifies the living standards of the population in any region or country.*

*A particular attention should be paid to «quality of life» as it is the major index of any country's development. The method suggested enables to measure the index in question as well as identify its weak and strong aspects due to the indicators.*

**Key words:** *social and economic systems; social and economic systems development indicators; living standards quality of life; indicators; method of application.*

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**FACTOR RATING INFLUENCING SUCCESS OF INNOVATION  
PROJECT IMPLEMENTATION AT EARLY STAGES**

*Russia increasingly witnesses/sees/meets the problem/issue of national innovation system support creation. The issue of national innovation system support creation is increasingly arising in Russia. This theme attracts/is nowadays attracting the attention of researchers. The article analyzes 20 innovative projects with S - curves developed in Tomsk, Russia and identifies factors, which can affect negatively the development of an innovative project at an early stage, suggests the model to evaluate the degree of their impact and makes a conclusion concerning the relative importance of these factors.*

*The research points out at the importance of the financial aspect of the project. Cyclical effects arising during the project development may also adversely affect it. Predicting the impact of cyclical effects can significantly reduce the project risks related to the time and resource losses.*

**Key words:** *innovative design, finance, team, technology.*

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**FORMATION OF NETWORK STRUCTURES AS A FORM OF PROMOTING INNOVATIVE DEVELOPMENT OF FURNITURE TRADE**

*The article studies theoretical and practical aspects of forming network structures in furniture trade. It reveals the prerequisites of forming network structures, sources of their competitive advantages, and influence on innovative development of economic subjects.*

**Key words:** *network structures, furniture trade.*

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### INNOVATIVE STRATEGY: THEORY AND PRACTICE OF IMPLEMENTATION IN UKRAINE

*The economy of Ukraine is in great need of technological updating: it lags behind developed countries for the whole generation of equipment and this gap proceeds to increase. Commitment to the innovative way of development requires radical reorganization of the whole system of public administration, the creation of effective innovative strategies absent in the country on the basis of modern concepts. The topicality of the study is determined by the novelty of the problem of forming and implementing the innovative strategy for Ukraine. The paper reveals the notion of innovative strategy. It determines the peculiarities of systemic approach to the strategic management of innovative national economy. It also considers the formation levels of the state innovative strategy by the example of Ukraine. As a result the author comes to the conclusion that the innovative strategy for the modern state is the basis of its long-term development, and the process of strategic control itself shall be exercised on the basis of systemic approach which gives the chance of its creation at hierarchical and heterarchical levels.*

**Key words:** *innovative strategy, hierarchy of strategies, national economy.*

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## INTERNAL QUALITY EVALUATION OF EDUCATION IN HIGHER EDUCATIONAL ESTABLISHMENT

*The relevance of education quality issues has internal and external background. The human resource is one of the key issues for the efficiency improvement of any organization. On the other hand, the integration of the Russian system of education into the single educational area calls for changes in approaches to evaluation of education quality. A quality system in a higher educational establishment is based on principles of the process approach, including identification, classification of the educational processes, having an effect on their quality, interrelation and sequencing.*

*The basic processes are distinguished, they are: academic work, students' and teachers' research activity, educational work. Documentation management, internal information communication, personnel development, buildings, construction and surface facilities, equipment, means of transportation, manufacturing environment, financial resources belong to the group of supporting processes.*

*Academic teaching staff performance evaluation is considered as a constituent of the quality evaluation system of the higher education. It consists of teaching staff performance self-evaluation, intramural quality evaluation, certification audit performed by external experts.*

*The article suggests the research findings concerning the quality of training in the higher institution. The research was conducted on the grounds of the state institute of arts and culture. The assessment of students' satisfaction with teaching staff professional performance and material support of academic activity was made.*

*The findings suggest measures improving quality system.*

**Key words:** *quality of management; quality policy.*

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**MATHEMATICAL MODELING OF CLOUD RESOURCE CENTERS  
FOR SCIENCE AND EDUCATION**

*The article introduces the concept of a cloud resource center for science and education which provides an economical access to computing resources and expensive software. The cloud system model of the resource center is suggested.*

**Key words:** *cloud computing, mathematical modeling, resource center.*

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**MODEL RESEARCH OF EFFECTIVE JOB SCHEDULING FOR CLOUD COMPUTING SYSTEMS**

*Conducted research is directed on increase of efficiency of functioning of the high-performance computing systems deployed in a computing cloud and using program configured networks. It is for this purpose planned to develop algorithms of planning of tasks taking into account topology of system, the network competition and existing communication schemes of executed tasks, and also methods of control over data flows between processes of the computing tasks, based on use of their communication schemes and program configured networks. Within this article the problem of model research of efficiency of planning of computing tasks is solved. Are for this purpose developed: imitating model of the high-performance system developed over cloudy system with support of program configured networks, metrics of efficiency and a technique of a pilot study of algorithms of planning of tasks and methods of control over data flows. The imitating model is defined by imitating schemes of functioning of all system as a whole, separate computing knots, ordinary switchboards, OpenFlow switchboards, the OpenFlow controller and network communications between them. Metrics of efficiency allow to estimate quality of collaboration of algorithms of planning of tasks and methods of control over data flows. They include: time of performance of a reference set of tasks, average load of computing kernels of high-performance system, index of balance of loading of resources of computing kernels. The technique of a pilot study assumes an assessment of efficiency of collaboration of algorithms of planning and methods of control over data flows on the described metrics depending on a configuration of the computing system, intensity of a stream of computing tasks and their communication intensity. The solutions proposed within this article become a basis of a developed simulator of high-performance system which will be used for a pilot study of developed algorithms of planning of computing tasks and methods of control over data flows.*

**Key words:** *cloud computing systems, software defined networks.*

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**METHODS OF NETWORK RESOURCES CONTROL BASED ON SOFTWARE DEFINED NETWORK**

*Software defined networks have already occupied their own niche in open centers of data processing. This problem has been taken on by such market leaders as Google, Cisco, IBM. That's why the issue of workability of such networks in other market segments remains open partially because of little extent of such decisions. The paper describes the approaches of major producers to the universal and virtual networks. The aim of the review is the analysis of the new hardware and software segment to implement network management. The main task lies in analyzing the existing approaches taken by major producers as well as innovative solutions of leading software labs. As a result the study proposes a universal specification of requirements to manage network infrastructure when designing and choosing a technology.*

**Key words:** *software-defined networks, distributed computing.*

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**CRITERIA CHOICE AND PERFORMANCE INDEX OF OBJECTS  
IDENTITY IN MEASURE SYSTEM**

*When getting and processing the information from different measure systems, such as management information system, the dominant problem is information identity, which is the defining process of identical and different kinds of information. The topicality of this paper depends on the need to develop the decision-making technique based on the systemic criterion of objects identity while implementing the general procedure of classifying objects according to their characteristics.*

*The engineered technique of criteria choice and performance index of objects identity within the three measure system differs from the existing techniques by its complex character and systemic approach to the problem solution. The aim of the work is to choose the criteria and to provide the performance index of multialternative and bialternative decisions when matching objects. The given general function is fulfilled according to the algorithm of multicriterion assessment within the system of object identity with the help of a well tested method by the Neyman-Pearson criterion.*

*The final criterion allows optimizing the solution of multicriterion assessment when matching the information from different sources.*

**Key words:** *data unification, identity problem, quality of multialternative decisions, situation matrix, matching, checking, identity, Neyman-Pearson criterion.*

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**METHODOLOGICAL ASPECTS OF RECYCLING AND UTILIZATION OF RUBBER-TECHNICAL WASTE**

*Annual growth of rubber-technical wastes (RTW) in the Russian Federation increases the volume of their disposal by incineration. The search for solutions to reduce harmful effects on the environment and rational processing of RTW is an important aspect of ensuring environmental safety of urban areas. The aim is to choose and build schemes of ecologically and economically available method of recycling rubber into secondary raw material. The purpose is achieved through a number of tasks: the substantiation for a mechanical method of grinding RTW, the identification of physical and technical properties of rubber wastes recyclat and opportunities for sharing them with the primary raw material. The findings demonstrate that the RTW lowest mass loss after grinding and retention of the recyclat original physical and chemical properties are achieved with mechanical crushing. Adherence to RTW recycling according to the developed schemes and parameters enables to achieve the most effective recycling results.*

**Key words:** *mechanical rubber waste; utilization; getting products and materials.*

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## ON SYSTEM ANALYSIS OF LONG – TERM ENERGY CONSERVATION TARGET PROGRAM INDICATORS AND ENERGY EFFICIENCY IMPROVEMENT IN TATARSTAN

*Energy savings and energy efficiency problems are dominating in the sphere of economic issues of Russia and regions. The importance of the issue has demanded setting up the long-term energy efficiency target programs, specifying the basic projects and identifying target indicators of power efficiency over the long-term prospect. The findings of the research reveal that economy power efficiency target indicators of Tatarstan are constantly checked, and the index of GRP energy consumption reduction in 2010–2011 is inflated on the average by 5,3%. Thus GRP energy consumption reduction to 2020 on the average by 40% calls for a scientific substantiation and analysis. The result-oriented method, which is in the heart of the long-term program, is based on the principles of complexity, consistency and interconnection. The principal component analysis enables to analyze the use of the principles. The findings of the research identified the interrelation between various sectors of energy efficiency as well as the coordination of basic power efficiency indicators and interrelation of target indicators forecasting figures along the energy conversion chain and described a dominating area of target indicators – price regulation. The intraregional projects target indicators characterized by energy running loss indicators, TER shares in the production expenses structure are not informative in system of power savings and have indirect influence on the level of GRP power consumption. The research suggests that energy loss indicators and the price for natural gas should influence the level of energy output. Hence, introduction of the indicators into the program and their ranging throughout all the sectors of regional economy enable to identify and substantiate the priority areas of energy efficiency and to specify long-term energy efficiency target indicators.*

**Key words:** power savings; power efficiency; program-oriented method; system analysis of target indicators; multidimensional statistical analysis.

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**SELF-EDUCATION AS FORM OF TEACHERS' PROFESSIONAL TRAINING IN THE ORENBURG REGION IN THE 20-IES OF XXTH CENTURY**

*The relevance of self-education as a form of teachers' professional training in the Orenburg region in the 20s of the XXth century is substantiated by the modern social development tendencies: the emergence of a learning society, the transition from the economy of distribution and consumerism to a knowledge-based economy, the development of science-intensive technologies, informatization. The tendencies significantly impact the human life and result in the change of the human capital assets quality. The labour market calls for a mobile, competent, moral and spiritual personality, «able to adapt himself or herself to a modern society as well as national and world culture». The comprehension of the teacher's priority role in this process stimulates scientific research in pedagogical and vocational education*

*The research describes how the acute problem of public education – teaching quality – was being solved in the Orenburg province in the 1920s. Schools needed teachers with pedagogical education and specialists, mastering new techniques, capable of conducting the local party policy, educating a new man.*

*The need for a rapid implementation of new forms (pedagogical conferences, congresses, committees for self-education) was urgent but even those forms did not meet the new needs and requirements. Priority was given to self-educational activity, which included four parts: 1) general education; 2) socio-political; 3) industrial; 4) professional. Despite all the difficulties the foundations to provide schools with qualified teachers were laid.*

**Key words:** *self-educational activities, curricula HUS, professional pedagogical education, retraining of teachers.*

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**ON ESTABLISHMENT OF ADMINISTRATIVE LAW IN RUSSIAN  
TURKESTAN IN 1854–1866**

*The establishment of Syrdaria Linia and Turkestan region marked the beginning of the Russian Empire military invasion into Central Asia. The article considers legislative laws and bills of the day concerning governance of the region. Different viewpoints on the Turkestan membership in the Russian Empire and governance policies concerning the local population were analyzed. The article suggests author's interpretation of administrative law influence on social and cultural development of the region and tsarist government errors during the implementation of the legislation in Turkestan.*

**Key words:** *the Russian Empire; Central Asia; Russian Turkesta; Empire; politics; history; legislation; administrative system; management; XIXth century.*

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**1970-1980-S SCHOOL REORGANIZATION AT SOUTHERN URALS**

*The article deals with the reorganization of the school network of the Southern Urals in 1970-1980-s; the dynamics of the secondary schools of different levels is analyzed. It also draws the analogy with the state policy on the rational allocation of the network of schools in the 1970-1980-s and the school education optimization at present. The attention is given to similar reasons and objectives for closing economically inefficient but socially necessary small schools, especially in rural areas. The positive experience sought-after in the modernization of education is indicated, certain suggestions aimed at preserving small schools are introduced.*

**Key words:** *reorganization of school network in the RSFSR and the Southern Urals, objectives and reasons for closing small schools at various levels, elimination of socially ineffective schools, improving education, suggestions for modern optimization of school networks.*

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**ON COMPUTER PROGRAM IDENTITY**

*The problem of identity is the part and parcel of several key ontological problems. The problem of computer program identity allows specifying certain notions of a computer program, defining the levels of abstraction and forms of computer programs. The given paper studies the problem of computer program identity semantically. In this context the study of philosophical and methodological problems of certain subjects becomes interdisciplinary.*

*Two key semantic projects for the programming languages are compared here with the classical philosophic controversy of realism and antirealism. The article demonstrates the limits of the mentioned semantic approaches, which helps to consider calculating as the one connected with the issues of internality and relevance going beyond the scope of formal semantics. The observer of the calculating process tends to give the calculating system a set of ontological assumptions, and only then considers these very assumptions and their results as an independent individual empiric discovery or a theoretical conclusion. The latter leads to the fact that the problem of computer program identity may be solved by means of different incongruous methods according to practical ("pragmatic") intentions of the observer.*

*As computer programs are created to meet different practical needs, the problem of their identity is not only theoretically important. Moreover, one may assume that the practical character of computer programs is the basis for the identity criteria, if to speak of them with regard to specific practical needs.*

**Key words:** *identity, program, semantics, calculation, abstraction, existence.*

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**CUSTOMS UNION CONFLICTS OF LAW AND THEIR EFFECT ON FOREIGN TRADE ACTIVITY DEVELOPMENT**

*Legal aspects of foreign economic policy regulation under conditions of the Customs Union development are the key elements for conditioning economic competitiveness and reducing offences. Legal standards become the subject of the research aiming at the disclosure of economic violations.*

*Correct legal regulatory basis enables to reduce risks both in customs area and other economic branches and areas. The economic development in a single customs area stipulates the importance of the legal regulation of customs operations.*

*The article considers the most significant discrepancies in legal regulations of customs crimes and infringements in the Customs Union member states and makes factorial analysis of disclosed violations and crimes in the customs affairs.*

*The article substantiates the necessity of unification as far as related to holding criminal and administrative responsibility and loyalty compliance of right protection and legitimate interests of persons, participating in criminal and administrative procedures within the countries of the Customs Union.*

*The article suggests the methods of law conflicts elimination that enable to reduce the offences and crimes in the Customs Union.*

**Key words:** *customs offences; customs crimes; Customs Union; unification of laws; responsibility.*

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**PROBLEMS OF PARTY HISTORY AT THE CONFERENCE:  
THE PARTY OF SOCIALIST-REVOLUTIONARIES IN PRAGUE (1931)**

*Creation of the scientific history of the Russian socialist parties requires analyzing the documentary heritage of the socialist-revolutionaries and Mensheviks in emigration, the last period of their organization. The author's attention is focused on Prague (1931) conference of the group of the socialist-revolutionaries party. The materials of this forum are valuable sources for understanding the processes of evolution of the Russian socialist emigration that have not yet been published.*

*The article considers the historiographic and source study aspects of the conference of the Prague group of the socialist-revolutionaries party held in 1931. The paper analyzes the problems of the party history discussed at the conference, as well as the evolution of the socialist revolutionaries' party program in exile.*

*The study showed that the socialists-revolutionaries were critical of the party's activity in the period of 1917 revolution and later admitting all the errors of the party and offering significant changes in the policy provisions. PSR in emigration, as shown by the materials of the conference, was more inclined to left-liberal estimates of its history, which reflected the general trend in the evolution of socialist revolutionaries under the influence of events in the Soviet Union and practice of Western European socialism.*

**Key words:** party of socialists-revolutionaries, emigration, democracy, socialism, populism, historiography.

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### HUMANISM IN ATTRIBUTIVE APPROACH

*The history of social ideas contains lots of approaches to the nature of humanism which arose as part of different forms of public thinking including philosophic aspect. Despite the variability of philosophic interpretations the theoretical solution of this problem is still characterized as the one that has no immanent philosophy of humanism which can be recognized as the isolated space of philosophical conceptualization. This fact can be treated as an evident gap in the process of development of modern philosophy.*

*The author suggests using such aspects of modern philosophy as philosophical and anthropological treatments and clarification of ontological and epistemological assumption of human models as the initial principles of philosophic and theoretic conceptualization of humanism. The analysis of the existing alternative conceptual ways to treat the problems of a human (they are essential or metaphysical and existential and phenomenological or value and conceptual) allows to make a conclusion that confrontation of these philosophic and anthropological aspects is the methodological factor, which negatively affects the conceptual treatment of the problem of humanism.*

*The author uses the criticism of the existing ways to treat the nature of humanism and suggests a new approach which is based on ideas of anthropological metaphysics and concerns the interaction of essential and existential and phenomenological treatments of the problem of a human. The author suggests using the idea of «man-existence» as a kind of «synthetic» pattern of a philosophic and methodological way of describing generic, continuous-integral and existential elements of a human.*

*Philosophical conceptualization of this problem is described on the basis of concepts «man-existence», «archetype of a human» and others, which form methodological space of the modern theoretical treatment of this problem. For example, the form-entity imperative «image-canon» of an «archetype of a human» recognized as a found kind of entity is its gestalt base. «Archetype of a human» takes place in the building of social life as a basic spiritual and genetic «project». The result of the research is creation of principally new definition of humanism as a value and meaningful mechanism of generic identification of a human in a culture complex.*

**Key words:** *humanism, human philosophy, anthropological metaphysics, archetype of a human, man-existence, attributive and value mechanism of generic identification of a human.*

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**LEGAL NATURE OF SPECIAL STATUS OF A DEPUTY OF THE STATE DUMA OF RUSSIAN FEDERAL ASSEMBLY**

*The paper analyses the legal sources regulating the legal status of a deputy of the State Duma of Federal Assembly of Russia. The paper studies the legal nature of power vested upon the deputy of the lower house of parliament: state, political, social. The legislation of the Russian Federation fixes the status of the RF State Duma deputy as that of an official, with no place in the form of government. The status is defined as special which is equated to the position of the official of federal executive authority. Finally, the study concludes about the need to define the legal status of the State Duma deputy as a special official vested with powers in the sphere of public administration, political lobbying and social influence.*

**Key words:** *authority, deputy of the State Duma, legal status, powers.*

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**MANAGING INTELLECTUAL LABOUR OF STUDENTS IN HISTORICAL AND PEDAGOGICAL RETROSPECT**

*This article states the problem of managing intellectual labour of students from the position of psychology, philosophy, pedagogy as a complex multifaceted phenomenon. Intellectual labour is considered as a process of racking willful, emotional resources. The existing education system does not meet the requirements of the changing society. Graduates feel the need to adapt to the growing demands of the global economy, to master modern information technologies, maintaining the integrity of personality. In current socio-economic conditions a particular attention is given to such personal characteristics as autonomy, mobility and flexibility, efficiency, ability to adapt to social changes, readiness to solve tasks in the dynamic world.*

*Solution of this problem is possible only with a deep retrospective study and use of the positive experience of the past. Such studies are of particular interest in the transition period, when there occur qualitative changes of the essential characteristics of the school system, transformation of ideas about the brainwork of students in national education.*

*It is proved that relevant in the context of the issue is to appeal to the heritage of historians of pedagogy: I. G. Pestalozzi, F. A. Disterveg, K. Д. Ushinsky, S. Shatsky, V. A. Sukhomlinsky, who justified the idea of educating and developing training; developed the framework for the private teaching methods and the groups of didactic rules underlying the management of students' intellectual labour.*

*In modern conditions, priority shall be given to the intellectual labour. That is to the activity, during which the student changes, transforms a certain model, formed in his mind during the school years, forms new concepts, judgments, and learns to build hypothetical situations and give theoretical reasoning.*

**Key words:** *brainwork, management of intellectual labour; the rules for intellectual labour; emotional element of intellectual labour; memory, thinking, attention.*

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## TRANSLOCATION OF MICROORGANISMS WHILE INFLAMMATORY DECEASES OF PARODONTIUM

*Microsimbiocenosis of gingival pockets translocation of microorganisms from the gingival pocket into blood of patients with periodontitis was researched. On the basis of clinical features research and biological property of bacteria the significant factors for parodontitis severity (probing depth, tooth loosening) and translocation of bacteria from the gingival pocket into blood of patients (high hemolytic and anti-lysozyme activity) were determined. Isolates identical to microflora of gingival pockets were plated in patients with parodontitis in 21,1% of cases. Bacteremia wasn't identified in healthy persons and patients with the mild decrease of the inveterate generalized parodontitis. Twelve identified strain-translocators were taken when blood cultured, they comprise 8,75% from the total number of all strains, plated from the gingival pocket. Identification of these cultures from the gingival pockets in pure culture didn't go with translocation. Translocation of microorganisms into blood took place simultaneously with the increase of the bacterial content index / the bacterial content general index share of strains translocators in comparison with non-translocators. Pathogenic and persistent properties of translocating strains in comparison with non-translocating strains appeared to be notably higher. High factor expression of pathogenicity and persistency under condition of micro interaction of the gingival microbiota goes with the bacterial translocation of microorganisms that may be used for predicting bacteremia at parodontitis. Factor analysis identifies the significance of microbiocenosis of gingival pockets in comparison with biological properties of blood plated bacteria in formation of the parodontitis severity.*

**Key words:** periodontitis; translocation; microbiocenosis.

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## POPULATION HEALTH RISK FORMATION ON EXPOSURE TO CHEMICAL FACTORS OF ECOSYSTEMS

*The purpose of this study is a comparative evaluation of multi-component health risk to the child population of urban and rural areas, as well as the assessment of individual and population risk in mono-cities and rural settlements. In the course of work the authors assessed the primary morbidity rate in the Orenburg region, calculated the total hazard indices in mono-cities and rural areas, and defined the contribution of priority pollutants to the risk of non-carcinogenic and carcinogenic effects. The given results allow concluding that mono-cities are most unfavourable with regard to the risk of non-carcinogenic and carcinogenic effects on the population health.*

**Key words:** *urban and rural areas, carcinogenic risk, noncarcinogenic risk, hazard index.*

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