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**CORRUPTION AND SUSTAINABLE DEVELOPMENT
OF INDUSTRIAL ENTERPRISES WITHIN RATIONAL AND
IRRATIONAL EXPECTATIONS**

The article considers the influence of corruption on a sustainable development of an industrial enterprises in the conditions of rationality and irrationality of expectations. The characteristics of corruptive relations and enterprise functioning under conditions of corruptive market are researched. The article studies the usage of the irrational technologies enabling the enterprise to achieve the objectives, which are beyond the enterprise range.

The concept of enterprise entropy is defined as the relation of its total expenses, including a stock rate and corruption losses, to internal growth rates. The indicator can be used for the assessment of an enterprise sustainable development under conditions of rationality and irrationality of expectations. The conclusion made is that functioning, efficiency, a microclimate, organizational, marketing, logistic, production structures directly depend on the level of internal and external corruption and ways of penetration into management.

Key words: corruption, expectations, efficiency, steady development, entropy.

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**ASSESSMENT OF TYUL`GAN ECOTOURISM CAPACITY AS
BASIS TO CHOOSE CONTROL MECHANISMS OF ECOTOURISM
DEVELOPMENT**

Ecotourism capacity of the district can be characterized as the set of all ecotourism resources, including natural and man-made objects, phenomena, properties, opportunities and conditions that can be used for ecotourism.

Diagnostic of Tyul`gan ecotourism capacity is a start-up for the ecotourism strategy development in the region and lays the groundwork for a package plan.

Tyul`gan district belongs to the areas of interest and has officially registered twenty-seven natural monuments, nine of them are regionally recognized: the Tashlinskiy forest park, Tugustimir forests, the mountains Nakas and Mul`kamantau, etc.

Within the study sixty people as potential consumers were interviewed. The poll results show that the Tyul`gan attractiveness cost is 50% from the maximum possible.

Attractiveness of the Tyul`gan natural areas can be viewed as favourable, but infrastructural offer reduces the general attractiveness of the district.

The article suggests the result-based approach as the main one to be used to control the ecotourism development in the Tyul`gan district. It involves the development and implementation of special-purpose, strategic-oriented programs.

Key words: ecotourism capacity, tourist area, recreation area, ecotourism, Tyul`gan district, economic value of tourist areas, primary offering.

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RESTRUCTURING SEQUENCE TO ESTABLISH ENTERPRISE STRUCTURE

High adaptability and innovation provide stable and effective functioning of the business unit in market conditions therefore they should become the basic characteristics of modern business structures. The article suggests restructuring as a key transformation tool for the economic entity to build up the business structure. In this regard the creation of the transformation algorithm is considered as relevant.

The goal of the research is to systemize the restructuring stages that enable to form the business structure. To achieve the goal the article reviews fundamentals, concerning enterprise structures and restructuring, it suggests the general plan for restructuring. The features and characteristics of each phase were described as well.

Taking into consideration modern restructuring methods, the authors describe the restructuring algorithm as sequence of three stages to transform the economic entity into business structure: the preparatory phase, restructuring phase and final phase.

Key words: *entrepreneurship, enterprise structure, restructuring, business unit.*

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CONCEPTUALIZATION PROBLEMS OF «SUBCONTRACTING» IN «NEW ECONOMY»

Nowadays world economy considers subcontracting as an effective way to organize the process of production and to improve its competitiveness. A lot of enterprises are involved in the production of a complex item. Large industrial companies, engaging subcontractors to perform additional and incidental works, reduce production costs. Specialized small and medium-sized businesses, which are eager to be the subcontractors, gain access to resources and long-term contracts with the state and large companies. For example, 80% of all parts and appliances in the automobile industry are produced by subcontractors. One of the most important reasons, that prevent the development of subcontracting in Russia, is the insufficient theoretical background of the issue under discussion.

Currently professional literature numbers dozens of books and hundreds of scientific publications on subcontracting, including the works of the Russian and foreign researchers. Nevertheless, the essence of this category, its structural aspects and links in a categorical field of economics remain a matter of considerable scientific discussions and require thorough consideration.

The article regards the opinions of leading economists, suggests a comparative analysis of the definitions for subcontracting and experimental definition of the term.

Key words: *subcontracting, production enterprises, industrial cooperation, effective production, cluster.*

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**ECONOMIC DEVELOPMENT OF REGION THROUGH
ESTABLISHMENT OF INTER-SECTORAL CLUSTER
IN PENZA REGION**

This article considers the problem of creating conditions for the formation of intersectoral financial and construction timber industry cluster in the region.

The relevance of formation of innovative-investment construction cluster is substantiated by the complex (socio-economic and technological) development of the region through the modernization of the construction industry, woodworking and farm forestry.

The goal of the research is to improve the formation and management of innovative-investment construction cluster in a competitive environment. The interdisciplinary economic cluster extends interrelation and penetration of both non-specific technologies and traditional industries into innovative production in the region.

Based on the survey of the development of construction complexes in the Penza region the article substantiates the idea that the cluster will promote the growth of profits, productivity and innovation activity of enterprises, intensive development of small and medium businesses, attraction of direct investments, ensuring social and economic development of the region.

Key words: *interdisciplinary cluster, innovation, investments, construction materials, profit.*

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METHODS TO ASSESS ATTRACTIVENESS OF INVESTMENT PROJECTS IN THE FIELD OF INFORMATION TECHNOLOGIES

The information technologies currently become a widespread practice. The article considers the real contribution of information technologies into business, such as effectiveness, efficiency and innovation.

The investments into information technology result in the development of modern information products that possess real competitive advantages in the struggle for qualified personnel and resources.

Improvement in investment activity, which is the most important area of "Strategy of Growth of the Russian Economy", formulated by the President of Russia and the Government of the Russian Federation, requires an adequate methodology for the assessment of the IP, taking into account the international and national scientific and practical experience in this area.

The article states the lack of universal methods for investment projects assessment. In this regard, the methods of identifying the information technology investment appeal can be divided into three main groups: financial, qualitative and probabilistic.

Investments into information technologies, despite certain risks, appear to be profitable and have great prospects for the development. The article suggests using the mix of methods to identify investment projects economic efficiency in the field of information technologies.

Key words: *information technologies, investments, IT-project, methods.*

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MANAGEMENT STRATEGY FOR REGIONAL AGROFOOD MARKET

The article analyzes and emphasizes the main issues and development strategies for agrofood market of the Russian Federation and its basic economic indices. The main directions of market strategy are emphasized. The article studies the market decline problems and issues of economic and food security, describes the agro-industrial complex system and its areas. The objectives to improve the management and security system of the regional agro-food complex are considered. The structural parameters of agricultural industries based on detailed criteria are determined. The economic security criteria are considered.

Key words: *agro-food market, problems, prospects, strategy.*

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**EDUCATIONAL CENTER AS WAY TO IMPROVE DEVELOPMENT
STRATEGY OF HOLDING INTELLECTUAL CAPITAL**

The article suggests establishing an educational centre (corporate university) as one of the most critical areas to improve the development strategy of the intellectual capital. The educational center is supposed to implement special projects for the intellectual capital development, such as organization and implementation of modern information protection systems, development of local information and communication network within the holding enterprises, establishment of intercompany library and data base, etc.

Key words: *intellectual capital of a holding; strategy of intellectual capital of a holding; educational center.*

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**APPLICATION OF STRUCTURAL AND PARAMETRIC SYNTHESIS
DESIGN PROCEDURES DURING DIFFERENTIAL TRAINING
OF PHYSICS IN CASE OF POWER PLANT RESEARCH**

The article describes the methods that enable to use the professional computer programs in order to form competence of engineers-to be when studying physics. The system, competency building and differentiated approaches to the formation of the professional competence as well as the theory of cycles, the principle of information support when studying physics were taken as a basis for the method under discussion.

Students get knowledge about professionally significant physical objects (power plant schemes) due to standard design procedures: structural and parametric synthesis. The method is based on DVIgWT system which enables to make thermogasdynamic calculations of arbitrary schemes for power plants.

Key words: *professional competence, physics training, the formation of competence, power plant, technique.*

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ON SIMULATION OF GOVERNMENT CONTROL IN SOCIAL SPHERE

The article describes the relevant issue of automatic performance of non-binding decision-making and regulatory impact forecast in the social sphere due to creation of expert system. To achieve the goal the matrix model was suggested. The research revealed a scalable and object-oriented character of a model that can become a background for creation of the expert system, forecasting the government regulatory control in the social sphere.

Key words: *expert system, model, social sphere.*

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CIVILIZATION CHOICE OF RUSSIA : EUROPE OR EURASIA

The article describes the problem of value differences between the types of civilizational identity of Euro-Atlantic and Eurasian development scenario as civilizational choice of Russia at the beginning of the XXI century in terms of information warfare and challenges of globalization. According to the author the escape from the «war of identities» is possible due to the development of nation-wide Eurasian ideology of the Russian Federation and states of Eurasian Union, which combines the traditional values of Russian (Eurasian) mentality and modernization of society including re-entry of the Russian civilization on equal rights into multipolar civilization world. The future integrity of the Russian Federation depends on the opposition between the neoliberal identities confrontation ideology (All-European – Eurasian) and their historical consensus (tradition – modernization) in Russia, as two parts of integral mentality of the people. The purpose of the geopolitical strategy of Russia is an active role in the dialogue of civilizations, collision avoidance between Islamic and Christian civilizations in Eurasia, the development of Eurasian model for the civilizational human development.

Key words: *globalization scenario, post-secularity, neo-liberalism, consumerism, postcoloniality, civilization choice, values of civilization identity, civilization internationalism, geopolitics, mondialism, Russian national idea.*

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**TIME AS ONTOLOGICAL FOUNDATION FOR SIGN ACTIVITY:
TIME AND NAME**

Sign-signaling activity is based on the number of ontological grounds. Time takes a leading position among them. The Present is a key dimension among the temporal modes. The development of the Present Time structure extends the grounds for sign activities evolution. The Name as a linguistic sign, its functioning is the background where the development of the present can be observed.

The natural unity between the signifier and the signified comprises mythological consciousness. The signified is «tied» to a mythological name that is the exclusive method of designation. Its present is represented by a single coordinate – a point. This coordinate, where the name and the thing are inseparably fused, makes the manipulation with reality possible.

The transition stage from the pre-logical thinking to the logical one enables the development of designation ways, which lead to step-by-step separation of the signifier from the signified. The time separates them into poles: the signified occupies the invariant pole and designation occupies the pole of variability. The new names do not change the signified, it remains invariant. The process objectifies, “releases” the signified and it exists apart from the name.

When the content escapes from the mythological name, a coordinate system with the Present time dimensions appears. One dimension expands the time range by incorporating new ways of designation. Another dimension encourages the separation of the signifier from the signified, but they maintain unity because they exist in the single present.

Infinite expansion of the present into the sphere of designation enables to designate things by any name and creates the impression of complete independence of the signifier from the signified.

Key words: *sign, time, present, name.*

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BUDGET ORGANIZATION AS THEORETICAL, LEGAL AND INDUSTRIAL CATEGORY: LEGAL CHARACTERISTICS

The article makes distinction between the concepts «budget organization», «budgetary establishment» and «organization» which in legal literature are often used as synonyms. The characteristics of budget organization, distinguishing it from other legal entities, are identified. The notion “budget organization” is defined as a legal category in terms of the identified characteristics.

The article substantiates the idea that the budget organization as an industrial category is the legal subject, invested with legal standing. The budget organization as a theoretical and legal category is a manifold phenomenon. It is considered as a fiction, material essence, legal will, legal consciousness, legal regulation party, subject of offense, legal culture-bearer, legal figure, legal value, set of legal bonds. The article considers the internal intention and the external content of the category «budget organization».

Key words: organization, budget organization, material essence, the legal status.

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ON IMPORTANCE OF MADRASAH KHUSAINIYA IN ISLAMIC EDUCATION OF RUSSIA

The article reviews the activity of the Orenburg madrasah «Khusainiya», its role in the development of education. The facts, substantiating the importance and significance of the events, occurring in the course of revival of the educational institution, were held up as an example. The article analyzes the legal foundation for its current activity. The educational program of the madrasah, the disciplines, educational process, teaching staff is characterized. The article informs about the contingent of pupils, number of graduates, their professional service and geography of their distribution.

Key words: islam, muslim education, madrasah «Husainiya», Khusainov, Orenburg mufti.

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**PHARMACO-ECONOMIC SUBSTANTIATION FOR CHOICE
OF BRONCHIAL ASTHMA THERAPY IN CHILDREN**

In conditions of budget deficit medical organizations experience, the importance of organizational and economic decisions to optimize the medicamentary support to children significantly increases. Pharmacoeconomic methods enable to eliminate disproportion between the economic opportunities of a medical organization and needs of modern medicine.

The authors of the article evaluated alternative schemes costs for anti-inflammatory therapy of asthma in children, taking into account the severity of the disease. Due to results of the pharmaco-economic analysis of anti-inflammatory therapy alternative schemes and the method of paired comparisons, the bronchial asthma drug therapy optimal schemes for children, cared at a hospital, were identified.

Key words: *bronchial asthma, medicines, pharmaco-economic evaluation of cost, analysis of «costs – effectiveness».*

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SPECIAL RAD – HARD FIBER – OPTICS CHANNEL

The article suggests the overview of issues concerning the radiation protection of fiber-optic channels for information-measuring systems and sensors, used in ionizing radiation areas. The influence of ionizing radiation on fiber guides, fiber guide radiation hardening due to reversible radiation-induced absorption bleaching, irreversible laser emission-induced absorption fiber photobleaching as well as mathematical modeling of fiber heating by radiation protection laser emission were considered. The article suggests the research findings on fiber guide heating process control when heating is due to protecting laser emission as well as findings on fiber guide radial resistance, identifying power capability of protecting laser emission.

Key words: *radiation, defense, fiber guide production technology, laser emission, fiber guide heating control when heating is due to protecting laser emission, fiber guide beam strength.*

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HEALTH AND FITNESS TECHNOLOGIES WHEN TRAINING STUDENTS WITH DISABILITIES

The article stated the results of efficient comprehensive usage of technologies when implementing the students' individual educational plans in institutions of higher education. Taking into consideration the differentiated approach to each student with disabilities, the pedagogical conditions were identified. The importance of students' adaptation was emphasized.

The prospective directions that improve the performance efficiency of students with disabilities and develop their adaptation mechanism due to methods of adaptive physical training were studied. The article suggested the set of pedagogical conditions, influencing the professional training strategy for students with disabilities.

Key words: *student with disabilities, adaptive physical education, sports and health technology.*
