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**ROLE OF ENTERPRISE STRUCTURES IN INNOVATIVE
DEVELOPMENT OF NATIONAL ECONOMY**

The article considers the innovative development of national economy based on stepping up of economic entities` activity. The necessity to focus attention on the entrepreneurship entities, that need support more than large corporations, was substantiated.

The goal of article is the identification of the main areas for business innovative development support; the tasks are to identify the indicators of innovative activity at the enterprises with different number of employees, to consider the concept "business", to determine the state support factors and measures, influencing favorably the domestic businesses development, to investigate the importance of small enterprises for national economy innovative development, to identify the areas of support and innovation development in small business. When researching the methods of the analysis and synthesis as well as statistical and modeling methods were used.

The aspects under consideration enabled the author to draw a conclusion that stability of national economy depends on the balanced harmonious development of large, medium and small businesses; thus the innovation-oriented companies have a particular importance, being the driving force of economic system innovation development; enterprise structures can be divided into three different groups according to their attitude to the innovations.

Key words: national economy, innovative development, business, susceptibility of innovations.

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**THE FORMATION OF AN INNOVATIVE ECONOMY THROUGH
PUBLIC PROCUREMENT ON STATE PROCUREMENT
IMPORTANCE FOR DEVELOPMENT OF INNOVATIVE
ECONOMICS OF RUSSIA**

The article considers the development of the state procurement system as the essential factor for the development of the innovative economy. The goals of the research are to reveal the tools of state control, to meet the public demands through the principle of contract system "innovativeness of procurement".

Laws of analysis form the methodological framework of the research. and regulations for the state procurement contract system, the works of foreign and national scholars on the issue in question, methods

The relevance of the research is conditioned by the concept that economic growth and industrial upgrading of the Russian Federation is possible due to the state policy aimed at the development of a new structure for the innovative economy.

To meet modern challenges the national innovative economy should develop institutions of governmental control, theoretically conceive and then develop the practical recommendations for purchasing innovative products to satisfy state and municipal demands.

Key words: innovative economy, public procurement, contract system, criteria of products innovativeness.

V. N. Bulgakov

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**RATIONALITY AND IRRATIONALITY OF EXPECTATIONS
AND MATRIX MODEL OF SUSTAINABLE DEVELOPMENT
OF THE INDUSTRIAL ENTERPRISES**

The future events expectation plays an important role in identification of enterprise current expectations. According to the uncertainty of the future an enterprise that improves its behavior needs the information which the existing market doesn't provide. At the same time the mechanism of industrial enterprises' sustainable development should consider the rational and the irrational behavior of market participants which finally determine the choice of goals, rationality and irrationality of expectations.

The mechanism of enterprise sustainable development in the conditions of rationality and irrationality of expectations, which is described as a function of the internal and external environment as well as criteria of regulatory stability, is considered. The conclusion is made that economically sustainable development of any region is impossible without sustainable work of enterprises and organizations operating in the region and considering the expectations as the assessment of a certain event probability.

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

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**FORMS OF ATTRACTION OF INVESTMENTS INTO REGIONAL
VENTURE PROJECTS IN NEW ECONOMIC REALITIES**

The article deals with the problem of attracting private capital in the innovation sector of the Russian regions' economy in the deteriorating macroeconomic situation, reduction of investment activity of the institution with the state participation, as well as over-saturation of the innovation sphere with inefficient and often loss-making projects. Particular attention is paid to the venture business and its earliest stages. The authors emphasize the importance of such financial institutions, which are able to not only attract to regional start-ups the funds of private investors, but also to bring the idea into independent business. The paper argues the need for legal registration of the participation of non-professional investors in the investment field through online platforms and proposes measures aimed to stimulate investment attractiveness of regional start-ups.

Key words: *innovation project, regional business angels' network, start-ups, crowdfunding, crowdinvesting, venture business.*

A. A. Mayorov

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INNOVATION MANAGEMENT AS TOOL TO UPGRADE INDUSTRY AND SOLVE PROBLEMS IN AGRICULTURE

The article suggests practical recommendations to solve management problems in the agricultural area that can produce an effect on support of the agro-industrial innovative capacity. The essence of crisis factors, impeding the innovation management during economic slowdown 2014-2015 is revealed. On the basis of agro-industrial sector analysis the current processes are considered from the point of the innovative economy, the impact of the crisis factors upon the economic and innovation policy is evaluated.

The article outlines areas, leading to renovation of control standards that influence the control efficiency in agro-industrial complex. The ways of innovation activity, that boost profit growth, are suggested in the article.

According to the article the development of innovation activity provides national self-sustained economic growth, promotes innovations and results in increase of innovative enterprises, enables to solve key managerial problems in national agro-industrial complex.

Key words: *innovation management, agribusiness, management relations, import substitution, innovation processes, the modernization of agriculture.*

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ENTREPRENEURSHIP VIRTUALIZATION HYPOTHESIS

The article highlights the key trends in the development of modern business and hypothesizes virtualization of business, according to which modern business is entering a new phase of the development, characterized by virtualization of economic relations, that's why the old methods are not applicable to the evaluation of virtual enterprises.

The article analyzes the evolution of economic systems and business targets, develops the classification of types of business activities by the criterion of the primary factors of production. The factors of virtual enterprise` production are classified, a mechanism of virtual enterprise is identified. The law of virtual economic indicators expansion in economic entities` current economic activity is drawn. The method of virtual implementation is developed. With the help of the conventional method for competitiveness evaluation and virtual implementation method the solvency and virtual enterprise`s investment appeal are estimated.

Key words: *virtualization, business activities, virtual enterprise, the economic system, the virtual capital.*

A. P. Shmarin

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**EVALUATION METHOD OF URBAN TRANSPORT
PASSENGERS' RESPONSE TO SOME QUALITY INDICATORS
OF TRANSPORT SERVICES SATISFACTION**

The goal of the research is to investigate the most efficient ways of quality improvement of public passenger transport services.

The indicator of passenger satisfaction is considered to be one of the main information sources about the current quality level. To evaluate the quality the article suggests the passenger interview method based on twenty-six quality criteria within five logical groups.

The criteria are derived in the context of operating standards and demands considering the practice of the Russian scientists. The questionnaire with the list of criteria and parameters "meaningful for me", "current implementation" is used for evaluation.

To minimize the transport costs the article suggests the second questionnaire to determine the satisfaction degree of passengers' response to some transport services quality indicators. The obtained findings enable the transport businesses to develop primarily the areas which are the most important for consumers.

The article recommends to range the evaluation data according to ABC-analysis.

Key words: *passenger carriage, passenger satisfaction, passenger transportation quality.*

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**PROJECT MANAGEMENT IN COMMON INFORMATION SPACE
OF RESEARCH AND DEVELOPMENT ENTERPRISE IN A BIG
DATA CONTEXT**

The article considers new aspects of project management at a research and development enterprise, taking into account the information concerning their activity in common information space. Data presentation levels of common information space were determined and the architecture of project management system which is based on analysis of key performance indicator's combination in a Big Data context was suggested. The findings were used when organizing project management system in matrix structure of vertically integrated oil company. The analysis of project efficiency before and after application of approach was conducted.

Then the comparative analysis of the projects efficiency implementation before and after application of the considered approach was carried out. Appropriateness of the decision was confirmed with the charts based on the data that were obtained during implementation experiment. Due to the application, the cost and runtime of company's projects significantly decreased.

Key words: *Big Data, common information space, human resources management, research and development enterprise.*

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AUTOMATION MANAGEMENT SERVICE APPARATUS BASED ON THE RECOGNITION OF GRAPHIC DATA

This Article describes the automation management service apparatus based on the recognition of graphic data.

The aim of the article is the presentation of schema integration software based on pattern recognition, control systems serving appliances. This integration will reduce the financial costs of production control by reducing setup time and training of the maintenance apparatus. As an example, consider the processes of diagnostics and control of spot-welds. It is noted that a variety of diagnostic systems technical objects and technological processes control its results are widely distributed in various industries as a graphic data are x-ray products. The circuit integration Manager service device software in the process of x-ray inspection products. Described structural diagram of an automated x-ray inspection products have a modular structure. The conclusion is made about the structure of the software, United by feedback from the nursing staff.

Key words: *service unit, control, recognition, graphic data, control.*

I. A. Apollonov

Candidate of Philosophical Sciences, Associate Professor, Kuban State Technological University

**NATIONAL IDENTITY IN CONTEXT OF HISTORICAL MYTH:
BETWEEN FACE AND MASK**

The article discusses the features of historical consciousness that is an integral part of a human national identity. The existential-hermeneutic approach to the phenomenon of the personal identity is the methodological basis of the research. The article substantiates the mythological background for the historical consciousness, associated with the sacred significance of the foretime for the human being. The idea of distinguishing between the myth, that reveals the truth of the history and generates human virtues, from the myth that has the form of a historical misconception, giving rise to chauvinism and xenophobia.

The reason for such a distinction is the ideological orientation of the myth. On the one hand, the idea is apophatic, leading above the explicit knowledge about the past. On the other hand, the idea comes down to a particular ideology, which influences the historical facts and sets them into their respective narratives, which become tools of the ideological struggle.

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METAMORPHOSIS OF INTELLECTUAL PROPERTY IN THE STAGE «COGNITIVE CAPITALISM» OF INDUSTRIAL CIVILIZATION DEVELOPMENT

The article suggests the philosophical, anthropological and culturological criticism of the contemporary neo-liberal and anarcho-individualistic conceptions «human capital» and «knowledge society» in the context of updating K. Marx's classic ideas.

The article substantiates the idea that within the framework of the industrial civilization the intellectual and spiritual products become specific ones, and the cultural (human) capital due to the establishment of legal forms of intellectual property is included into an integrated system of commodity-money economy. In the area of spiritual production the intellectual products as cultural capital come into conflict with the private ownership for means of production and for human capital which is considered as a transformed form of the labour force. It is measured not just by «working time» but also by virtual stock exchange quantitative indices and auction speculations on the sale of cultural goods as well as by accounting of intellectual property at enterprises, and by various ratings in the sphere of culture, science and education.

Thus, quantitative temporal indicators of human capital in «cognitive capitalism» are reflected in the measurement of intellectual labor (intellectual property, stock indexes, citation indexes scientists, image ratings, etc).

Key words: labour power, human capital, human labour, knowledge society, intellectual property, rating.

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ON DEVELOPMENT OF TERM “NIHILISM” IN THE CONTEXT OF RUSSIAN CULTURE (REVIEW OF ARTICLE BY V. P. ZUBOV «ON ETIMOLOGY OF WORD “NIHILISM”»)

The article makes an attempt to reconstruct the etymology of the term “nihilism”. According to the author the term due to uniqueness of its linguistic usage displays social and cultural characteristics of public consciousness peculiar to the intellectual and ideological culture of Russia during different historical epochs. Though unlike in Europe the phenomenon of nihilism has not been discussed in Russia widely, the essence of the term is still relevant for the contemporary Russian culture and the ambiguous usage of the word induces philosophers to investigate the phenomena over and over again.

Key words: nihilism, history of philosophy, nothing, materialism, idealism.

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**ONTOLOGICAL AND METHODOLOGICAL FOUNDATIONS
FOR CONCEPT “INTENTIONALITY” IN PHENOMENOLOGY
OF EDMUND HUSSERL**

The article analyzes one of the key problems in phenomenological philosophy of E. Husserl. The author studies the content of the concept “intentionality”, which is understood as a directed sense-making act of the material and objective reality insight; and considers the ontological and methodological foundations for consciousness intentionality, manifested in the specific connection between the object of cognition and the world that encourages the semantic reality development. The article pays a particular attention to the fact that E. Husserl considered “intentionality” to have an epistemological character, meaning thus that classical phenomenological philosophy overcomes the narrowness of psychological methodology in the study of the nature of consciousness. The article demonstrates that Husserl's phenomenological strategy has a clearly pronounced intention to eliminate the empirical and psychological component from the phenomenological analysis of the cognitive process nature with the view to create a consistent cognitive theory.

Key words: *intentionality, experience, essence, sense-making, intentional objectivity.*

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I. A. Belyaev

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ON ETHICAL MULTIDIMENSIONALITY OF FREEDOM

The article investigates the freedom of a human being as a multidimensional moral phenomenon in its various dimensions. The authors proceed from the idea that the rapidly changing world results in accumulating contradictions and losing the prior relative stability of its fragments. Philosophical comprehension of the ethical component of freedom gives people new choices and awareness of the degree of responsibility for their actions.

Many philosophers have researched the ethical dimensions of freedom. The article does not involve analysis of all ethical vision options of freedom, represented in the philosophical literature. According to the authors, specially selected sources enable to construct a panorama of ethical multidimensionality of freedom, its details can be a landmark for understanding human actions and motives.

Key words: *God, world, man, morality, freedom, multidimensionality, rational, irrational.*

A. V. Molchanov

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ON LONELINESS IN EXISTENTIALISM AND PERSONALISM

The article considers the issue of loneliness in the existentialism and personalism. The analysis of the conceptual development of the notion "loneliness" leads to the conclusion that a problem is rooted in a person in particular and his inner world. A human being is doomed to make a free choice "either-or" imposed by the human inner demand to preserve the inner consistency.

The subjective reality, its comprehension and research caused the content relevance of the definition "loneliness" and acquisition of issues related to the phenomenon "loneliness".

The move of the philosophic thought from the genesis to consciousness and from consciousness as a particular form of genesis to the substantiality of the person and his existential givenness in genesis (existentialism and personalism) resulted in awareness of loneliness relevance.

Key words: *loneliness, alienation, existence, being.*

S. N. Nekrasov

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**DAILY LIFE OF RUSSIA AND INNOVATIVE DEVELOPMENT
OF SOCIETY**

The scientific culture and the creation of a new world picture will be the main condition for the victory in the battles of the XXI century civilizations for the future. The current stage marks the end of the Enlightenment, with its universal humanistic values and Western humanitarian technologies that gave rise to the project of archaic fascism.

The Western science about society describes the society with the distinguished economic, social and political spheres. The article deals with the question, if the science of this kind enables us to study pre-capitalist, anti-capitalist, socialist societies. These societies saw the development of their own public sciences, which quite successfully provided the sustainable growth and competitiveness of the societies.

As the great powers and great global societies have developed on the great ideas, the question arises, what great idea can emerge in Russia in the context of the current constitutional ban on national ideology. The idea requires the creation of new sciences for the transition to the new world order; which can be compared with the transition from the primitive society to the class-based one.

A new society is being built on neo-industrial basis and Russia as the country-Messiah of the Russian Super-modern project is called to head the mankind on its way to progress and freedom away from natural and social spontaneous forces which lead to regression and fascism.

Key words: *Eurasian society; integration of scientific model; neo-industrial modernization; modern Humanities.*

F. N. Ponosov

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SUBJECTS OF HUMAN COGNITION: STRUCTURE AND SPECIFICITY OF FUNCTIONING

The development of mass media and production have caused global and structural changes of a cognizer. As the notion "cognizer" is being currently specified in modern science, the article considers some of these changes.

The article analyzes structural and functional characteristics of a cognizer. A single person, a group of people, social community or the whole civilization can act as the cognizers and can be classified into mono-subjects and poly-subjects. Mono-subject is a single cognizer; poly-subject is a collective cognizer.

According to the time of existence the cognizers can be divided into synchronous and diachronous ones. Structural elements of a synchronous cognizer exist in one and the same time interval, structural elements of a diachronous cognizer exist in various time intervals.

According to different attitudes to cognition cognizers can be divided into gnoseological, epistemic and syncretic ones. A gnoseological cognizer acquires new knowledge for civilization. An epistemic cognizer uses both current and possible future knowledge. A syncretic cognizer not only acquires new knowledge for the civilization but also uses the current and possible future knowledge of the civilization.

Gnoseological, epistemic and syncretic cognizers' activities are interrelated and influence each other. In the long run the specification of cognizer's functions contributes to a quicker truth achievement.

Key words: *cognizer, gnoseological, epistemic, syncretic, synchronous, diachronous.*

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ON AMBIVALENCE OF TOLERANCE IN SOCIAL AND CULTURAL COMMUNICATION

The article considers problems of tolerance arising in the process of social and cultural communication. These problems are conditioned by the continuous changes in social reality and search of axiological and integrating foundations for human existence. Culture, being the custodian of the potential values that unite people and consolidate social forces for the sake of achieving socially significant goals and objectives, influences the changes.

The major social and cultural mechanism of interaction between people is the communication serving as mediating link in the system "I'm different". The human existence is inclined to axiological implications and determine the actors' meetings that result in tolerant consciousness-based multifarious activity.

Tolerant consciousness can manifest itself in different ways in the communicative processes. From the constructive perspective it develops understanding and acknowledgement of human diversity and respect to any otherness.

At the same time in the context of inter-civilization interactions, tolerance may threaten the security of the Russian society, culture and cultural identity and encourage the emergence of extremism.

Despite the contradictory nature of tolerance a human being can't be segregated from the society and culture. Therefore, to avoid the negative effects of tolerance the national ideology of youth education, shaping in the young people the ideas of honor and conscience, friendship and mutual assistance, decency and humanity, friendship and respect should be developed.

Key words: actor, social and cultural communication, tolerance, "I'm different", tolerant conscience, spirituality.

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ON ISSUE OF CONCEPT "POLITICAL PROCESS" CONTENT

The current stage of world community development is characterized by the global changes covering all the spheres of the human life. The citizens awareness of the political processes, that are taking shape between various political actors, social groups and society, has increased, that`s why the comprehensive analysis of political processes is relevant for social and humanities studies.

The scientific insight of the concept "political process" cannot be perceived within the frames of one science; it is a complex and multifaceted concept, which is based on theoretical and systematizing knowledge of sociology and fundamental knowledge of political science. The political process is considered as a dynamic realm of politics, the interaction between social and political systems, the individual activity, the activity of social groups and political actors who pursue their needs and interests, cooperating with the social environment.

The research of political process formation, changes of its nature and content generates interest.

Key words: *political process, interests and needs, power, political actors.*
