
ANNOTATIONS OF THE ARTICLES

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**THEORETICAL AND METHODOLOGICAL ASPECTS OF HUMAN RESOURCE
DEVELOPMENT IN A BUSINESS ENVIRONMENT**

Successful activity of an organization is impossible without developing of its human resources. That is why research objective is specification of conceptual construct, basing of methods and direction for development of human resources in the business environment, and exposing of key barriers for its development. In the article concept of "enterprise's human resource" is considered, standpoints of different authors are analyzed, author's interpretation is given. Main characteristics of organization's and employee's human resource are exposed, their relation to organization's strategy is shown. The author thinks that organization's human resource has qualities of emergence and synergy in relation to human resource of a certain employee. Modern evaluation methods of human resource (such as competence's analysis, evaluation "360 degrees", and methodology "Assessment Center") are considered. Key problems of human resource's development in Russia and main directions of their solution are presented.

Key words: human resource, development of human resource, evaluation of human resource, competitive human resource, innovative employee potential.

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REVISITING THE DEVELOPMENT OF ANTI-CRISIS BUSINESS MANAGEMENT

The article analyzes the current issues of development of anti-crisis business regulation. The problems and management peculiarities in different economic areas for the purpose of business regulation are defined. Authors propose basic principles of business management and classification of existing diagnostic techniques for crisis state in the context of anti-crisis business regulation.

Key words: *crisis, anti-crisis business regulation, potential bankruptcy, diagnostics, financial equilibrium.*

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CEMENT INDUSTRY OF RUSSIA: INFLUENCE OF CRISIS AND PROSPECTS OF DEVELOPMENT

The article provides analysis of cement industry's development in Russian Federation where research of cement market for 2012-2015 is conducted. Summary indicators of cement industry are considered; manufacturing by

production types, by regions, by leading producers, by amount and by export-import characteristics of cement is analyzed. Shares of the companies in cement production on the territory of Russian Federation are determined. Diagnostics of development for cement industry enterprises of Volga Federal District by the method of dynamic standard rates on the basis of business indicators model is performed; Kendall's indicators are calculated by means of inversion technique. Assessment results of cement producers of Volga Federal District in terms of quality, reliability, price policy are provided. On the basis of the research negative consequences of crisis influence on industry development are defined, thereby directions and key factors of cement industry development are determined.

Key words: cement industry, cement production, industry of construction materials, cement sector, cement products, cement enterprises.

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COMPETITIVENESS FORMATION OF UNIVERSITY GRADUATES

In modern conditions training of competitive graduates with the high level of professional competence and all-round personal development capable to persistent self-perfection, constant widening of knowledge and skills is one of the most important goals for the up-to-date higher education.

Modern paradigm of education consists in the shift from «knowledge» learning to learning by doing, so that the education should give graduates not only knowledge, but the set of competences ensuring work readiness in changeable economic conditions. Consequently the aim of modern education is to prepare a competitive personality.

For the purposes of getting qualitative education and further self-realization of the students the HEI has to provide conditions for self-actualization, self-improvement, self-correction of professional and personal qualities in the educational process, as a result it allows developing students competitiveness continuously.

Key words: *competitive graduate, education, labour market, educational market, educational-occupational space of HEI.*

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STRATEGIC ASPECTS OF ORGANIZATIONAL CULTURE FORMATION

The article deals with organizational culture as a basis for implementation of strategy focused on preservation of unique competitive advantages. It reveals a contradiction between culture and strategy of organization appeared in different target directions of these categories. The terminological analysis of “organizational culture” concept and the author’s interpretation are offered. The author highlights corporate culture as a set of core values and behaviors shared and accepted by organization members which defines the personality and originality of the organization at internal and external levels. The matrix allowing to distinguish concepts of organizational culture, corporate culture, entrepreneurial culture and organizational climate is developed. Characteristics of features and types of organizational culture are presented. Relationship between organizational cultures types such as hierarchical, market, clan, adhocratic and strategy types such as cost leadership, differentiation and innovation is defined.

Key words: *organizational culture, strategy, types of organizational culture.*

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ROLE OF CUSTOMS TARIFFS IN ECONOMY DEVELOPMENT

The functions of customs tariffs are studied and the influence of customs tariffs on development of national industry is revealed in the article.

The problem importance is determined by insufficient research of theoretical and practical issues of the tariffs impact on foreign trade activities of the state and development of the national economy sectors.

The scientific and practical significance of the study lies in the allocation of regulatory protective functions of customs tariff on the example of specific sectors of the national economy. This approach allowed justifying the need for an effective protection mechanism of state foreign trade by means of customs tariff mechanism.

Reliability of the achieved results based on the indicators characterizing the development of foreign trade activities of Russia and State Customs Committee.

The study revealed the main threats to the country's economic development and proposed solutions for identified problems by improving customs and tariff policy.

Key words: *customs tariff, customs duty, customs and tariff policy, national economy.*

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ASSESSMENT METHODOLOGY OF POWER COMPANIES EFFICIENCY FOR THE PURPOSE OF REGIONAL POLICY FORMATION

The article reveals the sequence of methodology development assessing the efficiency of energy companies for regional policy purposes. The author proved that energy infrastructure, including electric power, is critical for development of the regional economy, quality of life, living conditions and, as a result, human society as a whole. Electric power companies of Tyumen' region were chosen as the objects of study. It is proved that stimulating the electric power industry positively affects the production component of the region as large production usually placed near the electric power stations. The positive impact of the industry on financial component of the region is described, since the electric power facilities demand large flows of investment resources. Moreover the clear budget effect through taxation of the industry objects is presented.

The author designed an integrated indicator of electric power enterprises efficiency in the regions, as well as influence of the integral index of electric power enterprises to the level of regional socio-economic development on the basis of a list of different indicators, reflecting economic and financial potential of electric power industry

and the influence level on regional development. Efficiency matrix is created allowing to estimate the position of electricity companies in "company efficiency - regional efficiency" space based on aggregation of multiple parameters to appropriate integrated indicators.

Key words: *energy infrastructure, electric power, integrated analysis, regional policy, regional efficiency.*

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COMPARISON OF GROWTH (DECREASE) RATES OF RUSSIA AND USA INDUSTRIAL PRODUCTION IN 1970-2010

Comparison of development dynamics on economic activity types for two or more countries is one of independent tasks of the statistical science. Especially this problem is essential for Russia due to economic sanctions and crisis 2014 consequences. Hence the purpose of the present article follows defining in collecting of complex of industrial production indicators for Russia and USA with the subsequent comparison of dynamics. The analyzed period of 1970-2010 is chosen, that could be explained by full existence of indicators. For receiving reliable and steady results within the research we used such statistical methods as: graphic, tabular, and also coefficient method. Implementing of statistical tools allowed estimating positions of Russia to USA on the basis of the natural indicators characterizing industrial production and also defining the influence of financial crisis on industry development of the considered countries.

Key words: *Russia, USA, industrial production, comparison, dynamics, growth rates, development periods.*

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CONCEPTUALIZATION OF “EMOTIONAL MOTIVATION” NOTION AS AN EPISTEMOLOGICAL ISSUE

The article deals with conceptualization of “emotional motivation”. This notion is caused by necessity to improve conceptual construct of psychology and other fields of social and humanitarian knowledge. The author shows gist of the issue and demonstrates its epistemological actuality. The study presents content of such notions as “emotional” and “motivation” based on synthesis of ideas about appropriate phenomena fixed in theories of various psychological institutions. Predominant procedural and productive characteristics inherent in possible systemic synthesis of these notions content are indicated. The emotional motivation is interpreted as a human response to the current circumstances, as experience of different events, stimulating the person to vigorous activity of the certain focus. The author mentions localization of “emotional motivation” phenomenon in the man-sized reality. The term “emotional motivation” is determined as a part of conceptual and terminological framework of social and humanitarian knowledge, given to explain the sources and mechanisms of human behavior. The author applies dialectic and semantic algorithm developed by Professor D.V. Pivovarov to conceptualize the notion of “emotional motivation”.

Key words: notion conceptualization, epistemological issue, motivation, emotional motivation, emotional.

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PECULIARITIES OF RUSSIAN NATIONAL IDEOLOGY FORMATION: TRADITION AND MODERNITY

The purpose of the article is to make the analysis of traditional peculiarities of Russian state ideology formation, based on the social and historical data of the imperial Russia and modernity. The author argues that the native specificity is represented in two active subjects of ideological creativity – state and intellectuals. The activity of these subjects is slightly coordinated between each other; mostly it is the consequence of significant distance between the government and society. As a result there is a great divergence of ideological production. The government is a direct and main creator of Russian politics while the representatives of intellectuals prone to the independent judgments are really deprived. The official idea projects contain not only the ideas connected with national wide problematics but with regulations reflecting the interests of ruling class often masking under nationwide ones. The ideological projects produced by the intellectuals are formed apart from nuances of political-administrative practices that make the elements of illusion and abstraction inevitable.

Key words: *ideology, state, Russian political tradition, intellectuals, nationwide interests, class interests, reforms of Peter the First, class stratification of intellectuals.*

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SOCIO-PHILOSOPHICAL PECULIARITIES OF CRITICAL APPROACHES TO MERCY UNDERSTANDING

The numerous interpretations of mercy are connected with the fact that development of this phenomenon understanding, development of its definition, giving the essential characteristics continued for many centuries. Contemporary authors consider mercy as a feeling that arises at the sight of another person's suffering and motivating for assistance. The critical vision of mercy is influenced by the teachings of Plato, Spinoza, Kant, Marx, and Nietzsche, who emphasized reduction of social solidarity in modern society. Altruism and compassion express «will to power», «libido» or «exploiting classes». The critics interpreted mercy and social control as government mechanisms and manipulation of public opinion. Multivariation and ambiguity of the mercifulness phenomenon have led us to the need to review and study carefully this phenomenon.

Key words: spiritual values, mercy, empathy, justice, social norms.

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ESSENCE AND EXISTENCE

The author carries out the categorical analysis of essence and existence continuing to play an important role in philosophy. He compared alternative interpretations of these concepts that ancient and modern thinkers have put forward. The paper represents ontological aspect of the main question of philosophy as a chain of various solutions for relationship problem between essence and existence. The author considers criteria of existence proposed in the history of philosophy and discusses the problem of essence and existence relationship in the course of philosophy.

Key words: essence, different orders of essence, phenomenon, existence, essentialism, phenomenalism, criterion of existence, ontological aspect of the basic question of philosophy, essence and existence of a human being.

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TIME AND ETERNITY

The aim of this paper is the ontological analysis of philosophical understanding history for relationship "Time-Eternity." There is a description of: relations and vertical opposition of Time and Eternity, the one's priority over time, positing sample and standard and as consequence recognition of Eternity' as ideal characteristics. It is shown that Eternity is gradually moving towards understanding of horizontal time importance, unfolding real-time from the past to the future through the present. The work is defined by preserving the value of Eternity as ethical ideal, as a "reservoir of history" and as infinite annals of all time. It is shown that the most important relationship in views evolution of "Time-Eternity" is apophatic interpretation of Eternity as the ideal, devoid of the properties of imperfect time, which for thousands of years served as a constant stimulus for philosophical analysis. All this allows identifying the essential characteristics of ontological and existential time itself.

Key words: time, eternity, historical understanding, ontological analysis.

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INFORMATION, KNOWLEDGE AND POWER IN CONCEPTUAL FIELD OF POST-MODERNITY

Dynamic pattern of semantic relations for categories «information», «knowledge», «power» in the modern socio-cultural environment is studied in the article through a prism of post-modernist terminology and philosophy; the author pays attention to the fact that changes of references «information-knowledge-power» are caused on the one hand by progressing tendency of semantic demarcation of «knowledge» and «information» concepts but, on the other hand, by conceptual convergence of «knowledge» and «power» for an information society. Change dynamics is presented by the example of transition from J. Lyotard's concept of information and knowledge identity, M. Foucault's «knowledge-power» theory through J. Baudrillard's concept of information surplus and knowledge - power simulation to modern interpretations of «mature» postmodern society as «New Middle Ages» with diversification of information and knowledge, society stratification on the basis of access to «power - knowledge».

Key words: information, knowledge, power, post-modernity, post-modernist philosophy, information society, «New Middle Ages».

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NIETZSCHE'S "WILL TO POWER" IN THE CONTEXT OF POSTANARCHISM

The article analyzes the philosophy of Nietzsche from the standpoint of postanarchism - modern, unorthodox conception of anarchism' contemporary theory understudied in social philosophy. Power, as the traditional object of anarchist reflection in poststructuralist and postmodernist interpretation acquires qualitatively different value and among other things extends to the area of human subjectivity from the policy framework. This interpretation of power has its roots in the philosophy of Nietzsche, particularly in his will to power discussion that enriches traditional anarchist reflection and becomes theoretical basis for a new, postmodern anarchism. Theorist of this conception L. Call opens in Nietzsche two philosophical assumptions based on which the German thinker becomes a critic of not only «herd morality», but of bourgeois culture, state and generated human subjectivity.

Key words: anarchism, postanarchism, will to power, anarchy of subject, anarchy of becoming.

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METHODS OF LONILENESS PASSING FOR TEENAGERS

The article is dedicated to understanding the methods of passing loneliness by teenagers. The feeling of loneliness which often incorporates as sort of psychological tension is appropriate for any age. Youngsters are susceptible to loneliness. These reactions vary depending on the type of personality of a teenager. Among them is excessive social activity, appearance, changing expectations of contacts' outcome, frequent change of friends and introversion. In this way the teenagers try to avoid the feeling of being alone. In rare cases loneliness can contribute to self-development of a person, more often it is felt as a painful feeling, what can cause unexpected, irrational and aggressive behavior, which in turn may be a very pleasant ground for entering some offensive or even terrorist organizations.

Key words: *loneliness, exceeding activity, social terrorism, teenager, reaction, relations, sense.*

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SEARCH FOR ONTOLOGICAL FOUNDATIONS OF MIND AND JUSTIFICATION OF SCIENTIFIC KNOWLEDGE OBJECTIVITY IN CLASSICAL MARXISM

Up-to-date scientific mind often detaches from reality in search of truth. Increasing theorization and mathematization of science leads to alienation of the mind out of direct communication with outside world and overcome of empirical relationship. As the justification a subject of knowledge has the right to plunging into the world of ideal objects formally saving the epistemological relationship with the outside world. Then there is opportunity to construct theoretical systems totally satisfying the mind requirements for the explication of phenomena and processes of the material world. However the explaining world is not as real as it's ideal. Therefore thinking products as resultant data of the cognitive process are seen as speculative constructions lacking of substance foundation and objectivity. These features of modern epistemology actualize the most important question of epistemology: what is the existential status of cognitive activity and its results? The problem of cognition objectivity and knowledge is directly connected with this question. At the same time there are no talks about diminution of theoretical relationship to the world. However it should involve its material basis as support presenting these relations objectivity and practical feasibility. The main goal of the paper is to show how the problem of mind foundation and knowledge objectivity was solved in the writings of the Marxism founders.

Key words: *epistemology, mind, cognition, practice, truth, objectivity.*

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NOISEPROOF OPTICAL FIBER TRANSMISSION LINE WITH LASER DIAGNOSTICS AND SECURITY SYSTEM

The author describes developed optic-fiber system allowing to work in condition of ionizing radiation. The device includes optic-fiber transmission line, photo-receiver, recorder, source of light. The continuous YAG is used as the source of light: Nd+3laser is optically connected with photo-receiver through the shutter with variable transmittance. The electric part of the system is supposed to have separate intensification of constant and alternating parts of a signal. The output of the photo-receiver is connected with the input of intensifier of constant current and with the input of intensifier of alternating current through separating vessel. The output of intensifier of constant current operates the shutter with variable transmittance and the power of laser radiation in optic-fiber line. Moreover, the correction of signal fixed by the system recorder is made according to the output of the intensifier of constant current.

Key words: *optic-fiber lines, radiation, radiation protection through laser beam, attenuation diagnostics.*

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STABILITY OF INTRA-ANNUAL DYNAMIC TREND OF MOTOR-VEHICLE ACCIDENT RATE IN CITY

The questions of statistically steady repetition of characteristics for road accident formation through time are considered in this paper. The research purpose is a test of hypothesis that road accidents are formed through time not in a random way but they are distributed according to the certain regularities which are constantly repeated. Discussions on long-term stability of road accident rate in a city are based on research of distribution repetition of an unevenness indicator of the accident rate characteristic – unevenness coefficient of road accident according to the months K_{unev} . RTA month. The means of such research was definition of Wilcoxon T-criterio, on the basis of which the conclusion about hypothesis confirmation of the absence of statistical distinction among the road accident distributions according to the months for 2012 and 2005 is defined.

On the basis of comparative research results of road accident statistics the basic conclusion about existence of stability phenomenon of intra-annual dynamics for road accident rate is formulated. The corrections of all type resources made by traffic safety organizers taking into account the actual intra-annual trend for accident rate are considered to be the practical result of the research about trend stability of intra-annual dynamics for road accident rate in a city.

Key words: road accident, motor transport accident rate, intra-annual dynamics of monthly number of road accident, stability of processes in time, management of traffic safety.

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RELIABILITY EVALUATION OF TRANSPORT SYSTEMS BY STATISTICAL MODELING METHODS (ANALYTICAL REVIEW)

The article contains comparative analysis of the main methods of statistical modeling which are used to determine reliability of motor systems in terms of its compliance with the system features and accuracy of the results. It is shown that modeling of complex systems on the basis of random processes usually leads to insuperable computational difficulties, which necessitated a simplification of the exact model. The most effective way to facilitate is transition to the use of random variables by time removing from the model. In this regard the system behavior is examined for a fixed period of time during which the probability of failure-free operation is estimated; in this case the comparative analysis of failures probability for different periods can help to determine dependence of the system reliability from the operating time. The method of "black box" provides sufficient accuracy for systems with a relatively low reliability level as the failure probability is determined directly from empirical data after the approximation by the corresponding law of random distribution. The "black box" method is effective when the system failures are repeatedly recorded during the observation period; its disadvantage is influence neglect of structure and internal relations of the system on its reliability. For the systems with small failure probability when the observation of failures is difficult in practice, the most appropriate is statistical modeling by Monte Carlo. In this case the formalized dependency between input parameters of the system and its state is a required part of the model. The necessary condition for the implementation accuracy for this method is the correctly identified external influence of the system, comprehended as random variables, as well as adequately specified and formalized dependency between external influences and the system efficiency.

Key words: transport system, reliability, statistical modeling, method Monte-Carlo.

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THEORETICAL STUDY OF "DYNAMIC ENVELOPE OF PASSENGER" INDICATOR

The paper presents approach of the rational use of fixed-route urban road network through improved methods determining the structure of passenger rolling stock of various capacities with account of restrictions imposed by capacity of the urban road network for congestion avoidance. It contains mathematical analysis of some components of the estimated "dynamic envelope of passenger" indicator and represents close relationship with operational and non-operational characteristics and factors, such as vehicle speed, variability of the maximum capacity depending on the time of year, roadway condition and psychophysical state of a driver. The article reviews the importance of mathematical modeling' applying for studying the main components of dynamic envelope of passenger; it justifies the necessity to assess the components influence of dynamic envelope of passenger on its dynamics for development of effective organizational and assessment models.

Key words: *passenger traffic, capacity, urban road network, capacity of rolling stock, mathematical modeling.*

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