
ANNOTATIONS OF THE ARTICLES

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SYSTEM OF PUBLIC ADMINISTRATION AND OCCURENCE OF DYSFUNCTIONAL TENDENCIES

Article describes problem in developing of public administration system and detecting in it dysfunctional tendencies from the perspective of interdisciplinary approach. Dysfunctions are defined from the standpoint of consumer needs satisfaction in providing public goods. Theory of economic dysfunction in public administration (presented in this article) is a result of interdisciplinary researches and borders on such sciences as economic sociology, economic theory (institutional theory) and management theory. In terms of identified dysfunctions in public administration system the author offers to make some corrections in the ongoing institutional policy in accordance with interests of the country's national economy. The article deals with public administration's dysfunctions in social sector (health, science, education) and also in forming process of country's bureaucratic system where public and business interests are clearly disadvantaged in comparison with favorable opportunities generated by state for their employees.

Keywords: *dysfunction of public administration, social sector, trust in society*

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SPECIFICITY OF EXPERT INTERVIEW IN INDUSTRIAL MARKETING IN THE CONTEXT OF METAL-WARE INDUSTRY

Relevance of the topic is determined by the constant demand of industrial companies in timely depth information on the industry market. Generally the choice of expert evaluation method can be explained by the complexity of research problem. The paper describes the author's example of the expert interview on the market of metal-ware products. Selection of internal and external experts was conducted to identify the objective information on the industry market trends. In general the interview of external experts allows confirming the identified market

trends by desk research. The interview with internal experts differed by the depth of obtained market information. All identified trends will serve as the basis for the competitiveness formula' formation in metal-ware company. Therefore the author proposes to transform qualitative data in quantitative by the method of Akao and Mizuno.

Keywords: expert interview, qualitative research, industrial marketing, market of metal-ware.

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ENTERPRISE RISKS IN UNSTEADY ECONOMIC ENVIRONMENT

An enterprise's problems in unstable economic environment, theoretical and practical generalization of risk factors and its types, development of optimization plan are considered in the paper. It's showed that an enterprise is the main fundamental unit of the economy and at the same time the national economy depends on enterprise efficiency. The authors analyzed the change dynamics in the total number of companies including loss-making enterprises depending on the internal and external risks as well as economic sanctions against Russia.

One of the most influential factors for enterprise development is a high dynamics of external environment and all the related risks. In this basis one of the offered strategies provides a plan averting possible and existing external risks.

As a result, top managers may use offered anti-risk strategies of enterprise development under the conditions of external environment negative impact and the sanctions against Russia.

Keywords: enterprise, unsteady economic environment, risks, development strategy.

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**FROM THE EXPERIENCE OF THE COMPANY BY STRENGTHENING
THE ADAPTIVE CAPACITY TO CHANGES IN THE MARKET ENVIRONMENT**

Annotation. Current economic conditions are characterized by high levels of business complexity, dynamism and instability, which significantly complicate the management processes. This market environment is the source of resources and markets, an important aspect of the operating conditions of the enterprise. The company able to exchange with the environment is constant, thereby ensuring their survival. The resources of the environment are not unlimited - they are also claimed by other companies, this entails the possibility that the company may not receive on time and in the right quantity needed resources from the environment. In turn, this possibility may lead to many negative consequences for the company and reduce its potential. To maintain the capacity of the enterprise and the achievement of its survival in the long term requires constant adaptation to changes in the market environment factors (we are not talking about large enterprises, affecting the market environment). The purpose of the study is examining the successful experience of the telecommunication companies to adapt the enterprise market environment factors. Objectives: to analyze the positive experience of enterprise adaptation to the market environment, to develop areas for further adaptation of the enterprise to the influence of environmental factors. Use traditional techniques and methods of analysis, the model of the five forces of competition by Porter. The results of evaluation of five competitive forces of Porter allow us to determine the main directions of improvement of the activity of the telecommunication industry.

Keywords: external environment, adaptation, factors diagnostics.

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CURRENT STATUS OF TOURIST MARKET IN RUSSIAN FEDERATION

In the current socio-economic conditions tourism is one of the preferred and high-yielding sectors of the economy. However geopolitical and socio-economic situation in the world has a direct impact on the tourism sector: changing the structure of tourist flows, shifting the world leaders of tourist destinations, developing new areas and forms of tourism and so on. This trend necessitates a detailed study of tourist flows' structure for effective planning and development of tourism industry both at regional and national levels.

The statistical data on tourist flows represented by Federal Agency for Tourism of Russian Ministry of Culture was studied. Based on this information the structure of tourist traffic in Russian Federation is determined and tourist destinations of international and domestic space are described.

Following the study, issues and "barriers" as well as demand countermeasures are defined for domestic tourism in Russian Federation.

Keywords: domestic tourism, tourist flow, tourism industry.

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PRICE AND VOLUME OF MONETARY GOLD IN RESERVES OF THE CENTRAL BANK OF RUSSIAN FEDERATION 1998 – 2016

The paper presents trend analysis of the volume of Russian gold and forex reserves (especially monetary gold) for the period from 1998 to 2016. Foreign exchange and gold reserves began to grow rapidly in terms of value from 2000. The growth rate of foreign exchange reserves for 2000 - 2014 was significantly higher than reserves of monetary gold. After the crisis 2008, there was a collapse of international reserves in absolute terms. This was connected to the fall in the value of foreign exchange reserves. The cost of monetary gold in spite of the crisis continued to rise. Using historical, comparative and graphical methods it is concluded that the rate of price growth for the actual volume of monetary gold reserves in Russian Central Bank was lower than the growth rate of market prices for specified value metals. In times of financial instability it is important to accumulate gold reserves what can become an assurance of economic stability of the state.

Keywords: Central Bank, gold reserves, monetary gold

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CURRENT TRENDS AND HISTORY OF BUSINESS COMMUNITY IN ORENBURG REGION

Business community plays a key role in the life of the region. Its importance is based on implementation of economic, as well as political, leadership and innovative functions. Without principal role of the business community it is impossible to solve socio-economic problems of Orenburg Region: disproportion in development of extractive and manufacturing industries, growth of service range not related to the real sector of the economy (finance, trade, real estate operations, etc.), outrunning price growth for services, regional dependence on export-resource and import-oriented economy, etc. The regional business community in line with political elite is responsible for the future of the region. It's necessary to apply the past experience especially entrepreneurial traditions of Orenburg Region in complex processes of the social life. Nowadays the circumstances are causing the necessity of new relationship'

forming between the business community and HEIs, integration of science, education and business. The political culture of the ruling elite is measured by productivity of performing functions, and foremost by the ability to integrate society, to ensure its dynamic development and welfare. Higher educational institutions need a corporate order for staff training and research, participation in shaping of educational and research programs. Only the unity of the business community, political, managerial, scientific-educational elite and the regional population can ensure effective development.

Keywords: *business community, historic traditions, integration of elite and population.*

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SELF-FINANCING AND PUBLIC FUNDING OF INNOVATION ACTIVITIES OF ENTERPRISES IN RUSSIA AND THE SVERDLOVSK REGION

The effectiveness of investment projects of innovative development of enterprises depends largely on the sources of financial support. The article discusses the two source of financing of innovations in Russia, a comparative analysis of capital investments, expenses on technological innovations of industrial organizations by types of innovative activity in Russia and the Sverdlovsk region dynamics in 2005 - 2014

The structure of budgetary expenditure related to innovative activities: provision for different types of innovation and the dynamics of financing of Federal target programs in priority areas in the field of innovation. The data on realization of the state program of the Sverdlovsk region on industry and science, examples of indirect financing of innovative activity. The conclusion is made about necessity of improvement of state regulation of innovative activity financing.

Keywords: *innovations, financing, investments, budget funds, public funding of innovation, public-private partnership.*

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ADAPTIVE DEVELOPMENT OF HIGHER SCHOOL AS COMPLEX ECONOMIC AND SOCIAL SYSTEM

Authors of this article have revealed backgrounds for developing methodological fundamentals of a system for higher school development. Objective function of adaptive development system is determined as providing self-preservation and development of organization for a long period, providing its dynamic stability independently from external environment's conditions.

Performed analysis of main approaches to organizations' management, which belong to educational system, has shown that there is not a commonly accepted methodology, which allows implementing full-value control mechanism for adaptive development in organizations of this system.

Organization as complex adaptive system is constantly able to correct its own relationship with external environment and to interact purposefully with it. This assumes not only internal self-organization, but purposeful transformation of external sphere with aim to create favorable conditions for its development growth. From this perspective higher school is a meaningful, multipurpose system that has heterogeneous external and internal tasks, separate subtasks of specific subsystem. On the basis of system approach institution of higher education is a coherent social and economic system. On one side higher school as social organization has ability to adaptation, tendency to minimize external impacts by developing adaptive measures and reactions. In this context university is characterized by such system properties as: complexity, openness, dynamism, emergency, coevolution, and adaptability. On other side higher school as economical subject, fully functional market insider, which acts according to market rules, economy rules, is a subsystem of economical system; it cooperates with its other elements, tends to transfer its own economic system to optimal condition considering it as balancing state.

Keywords: system of adaptive development, higher school, complex adaptive system, methodological fundamentals.

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SOCIAL PARASITISM IN PHILOSOPHICAL AND ANTROPOLOGICAL DIMENSION

The article is dedicated to draft developing for possible realization of heuristic potencies in philosophical and

anthropological dimension of social parasitism as attribute for person-to-person interaction. It is argued that social parasitism and social mutualism present two alternatives of individual's subjectivity during interaction with other individuals. Attention is called to variety and multidimensionality of social parasitism's implementation strategy, to controversial ideas about entirely conscious selection of this adaptation method to social life. Author noticed that a person chooses adaptation strategy by means of social parasitizing mainly due to insufficiency of natural and organic component of inherent capabilities for his need satisfaction. Author of this article is sure in acceptability of negative ethical evaluation for social parasitism and utopian nature of an idea in general practical realization of I. Kant's imperative. It is indicated usage pattern for hypocrisy, flattery and stingy being by those people parasitic activity of which is shown in criminal, exploitive and bureaucratic variants.

Keywords: *stingy being, bureaucratic parasitic activity, criminal parasitic activity, hypocrisy, flattery, social adaptation, social mutualism, social parasitism, exploitive parasitic activity.*

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WRITINGS BY JEAN-PAUL SARTRE ON PHENOMENOLOGY AND FREEDOM AS AN INTRODUCTION TO "BEING AND NOTHINGNESS"

This paper examines two articles by Jean-Paul Sartre. One of them was written prior to "Being and Nothingness" and the second one was written after. According to the author both of these article can be viewed as an introduction to Sartre's major philosophical work. The author touches upon one of the early stages of Sartre's formation as a philosopher and pays attention to the events that occurred in Germany during Sartre's internship in Berlin and Freiburg; the events that could not have left Sartre indifferent and thus affected and to some extent formed his attitude towards politics, society and history. Sartre's articles discuss problems of phenomenology and freedom which formed the basis of his philosophical thinking. The author points out that these problems were linked to Sartre's concept of "nothingness" even at an early stage of his work.

Keywords: *nothingness, phenomenology, Sartre, Heidegger, Husserl.*

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GENESIS OF POWER: PHILOSOPHICAL ANALYSIS

A genesis study of power phenomenon and forms of influence on an individual contributes to the definition of power and functioning features at the present stage of society development. Power as a purely social phenomenon is born and has been functioning in a primitive society. It evolves according to complexity of community. Type of social connections and relationship based on the society broadly defines and provides the type of power and the nature of its influence on human life. Human history begins with the era of relations of personal dependence, where the power functions is still twined into the community life and power hasn't yet dominated society and its members.

Keywords: power, relations of personal dependence, antiquity, gender power, state.

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VALUE SENSE OF «BEING» CATEGORY

The paper is devoted to philosophical reflection on the formation of "being" category in the teachings of the ancient thinkers and in ancient mythology. Shaping of worldview ontology is presented on the example of rhapsodic theogony. The authors analyzed relationship of the categories of being, essence and thought; and offered praxeological model for their association. The main advantages of this model are openness to dialogue and accounting of the essential needs of the subject's activity, ability to self-organization. Based on the analysis of religious and philosophical texts of the ancient thinkers it's uncovered that original disposition of matter, being and formation is presented through distinction in the religious world view and is relevant nowadays. According to the authors all this points on its archetypal nature and essential rootedness.

Keywords: *theogony, being, matter, essence, value.*

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TOLERANCE: THE CRISIS OF CULTURE

The article is devoted to the policy's crisis of the multiculturalism in the modern world. The authors analyzed the term "tolerance's " etymology, its psychological interpretation (as the instal-lation of behaviours' liberal adoption, beliefs or values of another; as the designation of individu-al properties, which consists of the ability to

maintain self-regulation during frustrating the environmental effects; how the ability to bear stress without serious harm; as the designation of ability to non-aggressive behavior towards another person, based on transparency and relative independence from the actions of another), as well as a philosophical interpretation (as respect to others' positions in conjunction with the installation of the mutual position change as a result of the critical dialogue).

The article discusses the principle's practice of introducing an interethnic tolerance in the Western society, which contributed to a spread in post-war Europe neoliberal ideology, and the different cultures' collision consequences.

Keywords: *tolerance, tolerant personality, multiculturalism, inter-ethnic tolerance.*

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NATIONALIST SYNDROME IN SPORT AND PROBLEM OF ITS REDUCTION

This article describes nationalist syndrome in sport. Traditionalism is shown as one of the reasons for nationalism and patriotism. Traditionalism is archaic because it appeals to vital values in culture. Sport is also an archaic phenomenon, because it retains its archaic foundation – a pattern of agony and pattern of initiation. The sport's internationalization expands the agonal area and patterns get a new content. In this case, the opponent figure is deformed and it becomes personalized agonistic opponent who provokes antipathy. Sport is accompanied by an emotional affect that amplifies antipathy and provokes open aggression. Agonal interaction and initiatory practice, which are connected with liminality steps, are based on violence and it is enhanced by nationalist motives. Violence and aggression in sport can not be excluded, but their canalizing is possible. Repressive solution for this problem is palliative and inefficient. More relevant solution for this problem is a pedagogical solution that is possible through the use of educational potential of humanities disciplines.

Keywords: *Nationalism, Patriotism, Agon, Violence, Sport.*

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INFLUENCE OF "ASCETICISM" ON PAINTING OF CHINESE ARTISTS-WRITERS IN THE PERIOD OF YUAN DYNASTY

Article is devoted to consideration of questions, which are of importance in relation to understanding of painting as an integral part of Chinese art. The author judges from the fact that "asceticism" of intellectuals had social important influence on development of national art. The phenomenon "asceticism" relates to ideological and practical paradigms of Confucian, Daoss and Buddhist doctrines. Ideas of "ancient Chinese learned men" are specified, analysis of reasons for "asceticism" beginning and development as concentrated expression of one of social lines is carried out.

The subjective background of Yuan dynasty artists' life facts is discussed. Internal relations between art language and social environment are investigated. It is confirmed that again arisen stylistic features of painting represent cumulative result of Chinese civilization formation in the period of Yuan dynasty. The confidence in need of ethnic traditions preservation, which promotes positive development of national cultures, successful preservation of their originality and ensuring of understanding between them, is expressed.

Keywords: Chinese learned men, venzhenkhua, public official, scientist, artist-writer, asceticism, formal language, relationship, reclusion, implicit, concealed.

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MEANINGS OF CONCEPT "REALITY" IN ONTOLOGIC BASES OF DOUBTS ABOUT REALITY OF THE PAST

Article is devoted to judgment of ontological status of the past reality. Research approves methodology for searching concept sense "reality" by traditional doubts in reality of the past. The ontological bases of doubts about reality of the past are revealed. It is shown that reasons and bases of doubts in reality of the past are the impossibility of empirical supervision of world's past states and processes, an illegal identification with reality only of one real world's state, a reality reduction to existence only of one material thing, naive conventional understanding of the present time point as the time interval having duration. Theoretical insufficiency and weakness of these bases is shown. The author comes to a conclusion that an identification of reality with only one material things and thought that only that exists in the present is real, are theoretically insolvent. The thought of autonomy, relevance, objectivity and factuality of the past that gives a chance to speak about reality of historical process is proved.

Keywords: past, reality, time, being, history.

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INTERFACE DEVELOPMENT OF GEO-INFORMATION SYSTEM FOR GAS DISTRIBUTION NETWORK OF JSC «GAZPROM GAZORASPREDELENIE ORENBURG»

The main development stages of GIS interface are provided in the article. Issues and solutions of putting in operation are considered as well. The system is intended for display of operational information about gas distribution network and for geo-informational tuning. The interface provides integration with telemetry module, satellite observation module, Rosreestr maps and module for pipelines safety shutdown. The development stages of the interface are illustrated. The structure of access levels to functions and the interface screens is considered in details. Essential advantages of the interface are: modularity, flexibility and adaptability to a PC with several displays. Due to the data storage in R-trees arrays decrease of computer networks load is provided. Perspective directions of the interface development are determined in the article. The system is successfully used within two years in JSC «GAZPROM GAZORASPREDELENIE ORENBURG».

Keywords: interface, geo-information system for gas distribution network, R-trees.

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DATA SECURITY MODEL OF ORENBURG STATE UNIVERSITY ONLINE INFORMATIONAL AND EDUCATIONAL SPHERE

The article deals with the questions concerning data security system modeling of HEI's online informational and educational sphere. The basis of informational and educational sphere is integrated resources of educational institution automated systems.

The authors make a conclusion that important task here is development and model implementation of corporate

access control to integrated informational educational resources. Access subjects and objects as well as access modes of subjects of informational and educational sphere are emphasized. List of regulatory requirements to data security system, classification of protected information, current threats, stages of estimation and protection measures choice for personal data of employees, students, external users of information resources are presented. Requirements to unified subsystem of access and structure of covered information streams are defined; functional model of automated process for access subsystem' components control, information-logical model of considered subject domain are described.

The implementation results of uniform access control model for informational and educational sphere of Orenburg State University are presented.

Keywords: data security model, online informational and educational sphere, integration of information resources, personal data, access management.

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HAUSDORFF DIMENSION USE FOR SIMILARITY ANALYSIS OF POLYGONAL OBJECTS

The present article deals with similarity analysis' questions of polygonal models of arbitrary topological type. Hausdorff dimension – metrics of general topology is used for such estimations. Calculation analysis of the metrics for three-dimensional polygon models is conducted. The authors reviewed and explored development questions of normal vectors to the surface under study, on the basis of which Hausdorff dimension is evaluated. It's proposed to apply the averaging method – calculation of a weighted mean between normal vectors of near-by triangles for increase of metrics calculation accuracy on the developing stage of normal vectors to the surface. These studies can be used to assess the quality of polygonal objects simplifying, as well as in construction of systems for renovation of the real objects: photogrammetry, computer vision systems, navigation systems, medical studies arranged to the polygonal form

Keywords: Hausdorff dimension, 3D reconstruction, photogrammetry, object identification, reconstruction errors.

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SIMULATION MODEL OF CLOUD RESOURCE DATACENTER

Rapid development of cloud computing technologies led to appearance of different services for providing computing resources through Internet. Implementation of cloud resource datacenter (CRD) for providing services DaaS (Desktop as a Service) is described in the article. DaaS (Desktop as a Service) is a virtual desktop with installed software for educational institutions. Simulation model of cloud resource datacenter is shown. This model describes basic stages of CRD's operation: users requests generation, CRD's global scheduling by using heuristic algorithms and virtual machines implementation on physical servers. Optimization algorithm based on simulated annealing is also described in the article. This method is used for scheduling of CRD.

Keywords: simulation modeling, generation of requests, scheduling, desktop as a service.

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**MODEL FOR PROTECTION LEVEL DETERMINATION OF ORGANIZATIONAL STAFF
SELECTION SYSTEM**

This article is dedicated to one of the versions of information security risk assessment in staff selection system and to determination of system security level, where the system security level is understood as a complex of different software and hardware means for information protection. It is offered to analyze information security risks of staff selection system for determination costs for purchasing of information security products. Such kind of analysis will allow evaluating of the current security level. The article also considers probable losses caused by threats implementation. It is offered a schematic diagram for justification of information resources protection measures in staff selection system. It is developed an implementation model for information security products in staff selection system. Advantage of this system consists of showing the quantitative losses caused by possible damage in staff selection system and possible ways for eliminating of these losses with information security tools by described work scope in field of risk assessment.

Keywords: *Information security risk, probability of threats implementation, losses caused by threats implementation, information security tools, efficiency of information security products implementation.*

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ANALYZING WEATHER FACTORS OF AN INTERACTIVE MAP FOR ACCIDENT SUBSYSTEM

The article presents results of the research aimed at improving road safety. Author considers information system that allows to select and to analyze areas of the road infrastructure with high accident rate, and also to realize feedback from subjects of the road process. This article continues researches started by authors in the previous publications.

Analysis of weather factors subsystem was detailed considered. Abnormally dangerous combinations of weather factors, which are used to inform road users then, were revealed. The criteria that allow not only to predict the growth of accidents, but also to determine their type, what can be used to develop measures to improve road safety in future, including road users informing, were described in the article.

Technology of weather factors analysis is one of the main stages in the development of an interactive safety map for roads in our opinion. It is planned to use this program complex for management decisions related to modification of road infrastructure in areas with high accident rate for informing road services, training in driving schools, informing drivers and pedestrians. The last option has already been implemented on web-site that is currently in beta testing.

Keywords: *an interactive map, safety, accident, TRC, road accident, TRA, weather factor, Geographic Information System, topographic analysis.*

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**ANALYSIS OF RUSSIAN FEDERATION FEDERAL LAW REGULATIONS OF 13.07.2015,
NO. 220 FROM POSITION OF QUALITY IMPROVEMENT METHODOLOGY OF PASSENGER
TRANSPORTATION BY MOTOR TRANSPORT**

The article deals with influence of RF Federal Law Regulations of 13.07.2015, No.220 on quality improvement of passenger transportation by motor transport on regular routes from the position of methodology and modern aspects of system analysis, passenger transport theory, the theory of qualimetry and quality management. Article authors conclude that in spite of significant contribution of the Law about relations regulation in the sphere of road passenger transport, it is necessary to formulate conception and purpose, to develop these concepts to the level of system, which will contain methodology of quality improving of passenger transportation by motor transport on regular routes. Besides, it is necessary to make somebody responsible for poor quality of transportation process from authorized bodies of executive power of all categories.

Keywords: *passenger transport, transportation of passengers, regular routes, conception and methodology, organization and management, transport process, qualification and license of carrier, quality and safety of transport, competition.*

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