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**ANNOTATIONS OF THE ARTICLES**


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**PHENOMENON OF EMOTIONAL MOTIVATION: EXPERIENCE OF UNDERSTANDING**

*The results of philosophical understanding of personality emotional motivation are represented in the article. The author introduces the studies where emotional motivation received theoretical meaning. The concepts of «attitude» and «disposition» are specified and compared. The substantial proximity of «emotional motivation» and «disposition» concepts is noted. Efficiency of approach to interpretation of emotions unity and motivation is shown on the basis of regulations formulated by D.V. Pivovarov as mutual action of elements, which change quantitatively, but keep high-quality definiteness. Author's determination of emotional motivation as mental phenomenon is offered. It is noted that sources of this phenomenon lay in thingness of emotions shown in communications of person with various parties of his existence. It is emphasized that emotion, acting as a motive, appears automatically after perception of subject and depending on the modality will organize the certain inadvertent actions directed towards an experience subject.*

**Keywords:** motivation, emotional motivation, disposition, emotional connections of human with subject, unintentional actions.

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### **CONTROL FEATURES OF COMPANY INVENTORIES IN THE CONTEXT OF CRISIS**

*The paper presents control features of inventories under the conditions of economic instability. Various interpretations of «inventories» concept are examined. The following functions of an enterprise inventories were identified: ensuring continuous expansion of production and turnover; meeting the public demand, controlling the ratio between the volume and structure of demand and goods supply. The main directions of inventory optimization were defined as: use of standardized methods for supplies rationing; calculation of the optimum inventories volume; estimation of rates and regulations of finished products. The authors present ways to optimize the use of resources: increasing labour and capital productivity, providing line balance, reducing funds turnover, full utilization of secondary resources, improving investment efficiency and so on. The recommendations for inventories management in the context of crisis are drawn up.*

**Keywords:** inventories, effectiveness, profitability, material resources, economic use.

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### **TRANSFORMATION OF RUSSIAN ECONOMY AFFECTED BY INDUSTRIAL CHANGES IN LABOR PRODUCTIVITY**

*The paper analyzes sectoral structure of the national economy, as well as dynamics of its efficiency at the industry level for 2005–2014. The purpose of the study – is assessment of structural changes impact on development of Russian economy. To solve the research tasks, the author implements new figures published by Federal State Statistics Service – total labor costs in the equivalent of full employment by types of economic activity for the calculation of labor productivity. The author carries out decomposition of aggregate labor productivity growth in contribution of intra-branch sources and structural changes (reallocation of labor). To solve this issue, the traditional method of decomposition (estimation of effects by Denison and Baumol) was implemented. Based on this analysis, the findings on the effect of industry structure of added value and structural changes on the growth of labor productivity in Russia were presented. In general, sectoral structure and labor reallocation contributed to productivity growth during the review period. At the same time, despite the leading position of service sector*

*in contribution to the growth of productivity and employment, agricultural sector and industry continue to have a significant impact on competitiveness and development of the country.*

**Keywords:** labor productivity, structural changes, decomposition of labor productivity growth, long-term economic growth.

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#### CREATION AND PERFORMANCE FEATURES OF DEVELOPMENT INSTITUTIONS IN RUSSIAN FEDERATION

*The author considers creation and performance features of development institutions in Russian Federation. The attracting practice of internal and external investments for the national economic growth is analyzed. Experience of opening special economic zones (territories) is studied for the purpose of economic indicators growth in the regions and Russia as a whole. In conditions of foreign policy instability and deficit of the national budget, the projects of public-private partnership have become an important direction of socio-economic development of Russian Federation. The search of new external and, most importantly, domestic financial sources is essential for creation of new industries and jobs in the country's regions. Application and dissemination of the forms and mechanisms of public-private partnerships, including special economic zones (territories), creates the possibility of attracting financial resources which are necessary for the functioning and improvement of Russian economy in the long term.*

**Keywords:** investment, public-private partnership, fund raising.

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#### **FORMATION MODEL OF ORGANIZATIONAL COMPETENCIES IN THE CONTEXT OF ENTERPRISE'S INNOVATIVE DEVELOPMENT**

*The relevance of this study is determined, on the one hand, by significant impact of immaterial resources on the innovative activity of an enterprise, on the other hand - lack of clear mechanisms for innovation-oriented management of intellectual capital. The purpose of the paper is to systematize different approaches to formation of organizational competencies as one of the components of intellectual capital, as well as formation of a development model based on organizational innovations. The author used the methods of comparative and cognitive analysis; special attention was paid to organizational learning as a method of organizational development. The list of essential characteristics of organizational competencies was made; the author proves the importance of its constant updating. It is concluded that interconnection of human and organizational capital in a company underlies the mechanism of organizational competencies development. The author's model of organizational competencies formation based on interconnection of human and organizational capital is proposed for implementation process of organizational innovations.*

**Keywords:** innovative development, intellectual capital, human capital, organizational capital, organizational competence, formation model, organizational innovation.

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**PUBLIC-PRIVATE PARTNERSHIP: EVALUATION AND IMPLEMENTATION  
AT REGIONAL LEVEL**

*The use of public-private partnership (PPP) as an effective tool for development of priority directions of social and road infrastructure is particularly important in the conditions of economic crisis. In this regard PPP activating in the Russian regions is important. The purpose of the paper is analysis of PPP in the regions of Volga Federal District. The following methods were employed for PPP analysis in Russian Federation: method of ranking scores and statistical methods of data processing. The results are: 1) a study on PPP development of different regions in Volga Federal District is performed; it was found that only a third of them, including Orenburg Region, were able to exceed the threshold of PPP; 2) an analysis of PPP projects implementation in Orenburg Region has shown that it was carried out in the social and utilities areas, as well as in modernization of the transport sector; 3) enhancement direction are proposed based on analysis of primary indicators of methodology for assessing the activity of PPP implementation in the regions.*

**Keywords:** public-private partnership, methodology of analysis, regional level, integrated assessment.

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### FEATURES OF SOCIAL PARTNERSHIP ON MARKET OF INFORMATION SERVICES

*Development of information services market involves implementation of network effects, based on formation of a partnership. One of the most effective mechanisms is development of social partnership. The social partnership on the market of information services allows: to commercialize results of private initiatives, to attract private investment for implementation of priority projects, to organize cooperation for production of information services and so on. The author classifies the concept «social partnership» and details its characteristics as a phenomenon of economic development, which implies formulation of objectives, tasks, forms and features. The paper presents the positive experience of major projects development on the market of information services based on social partnership at the international, federal and regional levels. The critical analysis of selected factors of the projects development on information services market based on social partnership has allowed the author to offer a problematics of this phenomenon. In terms of proposed classifications the study formulated the features of information services market on the basis of social partnership: implementation of knowledge and skills of individual specialists, risk minimization for risk capital, development of network effects on the market and others.*

**Keywords:** *information services market, social partnership, features, concept, characteristics.*

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#### **CLIMATIC CHANGES AS ECOLOGIZATION FACTOR OF REGIONAL ECONOMY**

*The article presents the impact of climatic changes on the economy on the example of Arkhangelsk Region forestry. It is noted that climate change influences society and economy more and more, brings new risks for economic activities. The abnormal climatic changes have the greatest impact on economic activity, presenting not equally in different regions, sectors and types of activities. Climate transformations dictate the need for changes in methods of farm management, improvement of production technologies and forms of organization and management, which ensure its adaptation to the new climate and weather realities. Greening of regional economy in case of bio-fuel production from wood waste for needs of municipal power industry of Arkhangelsk Region considers as a mechanism for reducing of anthropogenic impact on the environment. Institutional, resource, marketing, production and technological, financial and investment, innovative, managerial and strategic parties*

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*of such mechanism are reflected. It ensures complexity of waste solutions in order to receive the multiplicative effect.*

**Keywords:** *climatic changes, forest complex, greening of economy, regional management, production of bio-fuels.*

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#### **STAGES OF DECISION-MAKING DURING THE PROCESS OF FORMATION AND IMPLEMENTATION OF ACCOUNTANT'S PROFESSIONAL OPINION**

*This research considers problems of accountant's decision-making in uncertainty conditions during the process of implementation and formation of professional accountant's opinion.*

*The research purpose is to systematize modern theoretical and practical approaches to decision-making and development of own decision-making algorithm for accounting during the process of formation and implementation of professional accountant's opinion.*

*The methodological basis of the study is general scientific principles and research methods: analysis and synthesis, induction and deduction, systematization of theoretical foundations and practices of decision-making. In the framework of integrated approach the methods of observation, grouping and comparison were also used.*

*The article explains the structure of «decision tree» for the accounting purpose based on professional judgment, which relevance increases in the modern accounting practice; it discloses content of accountant's decision-making as consistent stages of professional actions in accounting and analytical activity to select optimal alternative, to verify it and to implement professional accountant's opinion in practice.*

*The study results have both theoretical and practical scope of application and can be used in accounting practice as well as for further research in the field of accounting.*



*Currently, the accountant's decision-making process during the process of formation and implementation of professional opinion is not studied enough. That's why various philosophical approaches are the basis for analysis and development of decision-making algorithm used in accounting. Systematization of theoretical and practical approaches to this issue has shown that constructing of «decision trees» including the element of «professional opinion» is necessary to improve understanding of the decision-making stages by accountants and its visual presentation.*

**Keywords:** *decision tree, professional accountant opinion, accounting, stage of decision-making, uncertainty.*

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### **MACROECONOMIC MEASURES ENSURING ACCESS OF RUSSIAN ECONOMY TO THE EFFECTIVE DEVELOPMENT PATHWAY**

*The relevance of the paper is caused by the current macroeconomic situation in the country and by the necessity of some actions to stimulate the growth of national economy and continue the trend of lower inflation.*

*The paper presents the analysis of macroeconomic indicators and highlights the necessity to form a new development model as well as to change the current paradigm of fiscal consolidation. In terms of production and investment decrease, the reduction of inflation can be achieved only by reducing the revenue that implies deepening of the economic crisis, degradation of the economy and the decrease in living standards. It is emphasized that inflation decrease is provided by improving efficiency and production volume. Therefore, contrary to the generally accepted ideas, inflation decreases with monetary expansion and, on the contrary, increases while the money supply falls in a demonetized Russian economy.*

*The study concluded that it is necessary to convert the entire economic policy. Recommendations strengthening Russian economic security and economy's access to the effective development pathway are given.*

**Keywords:** *inflation, investment, transformation, fiscal consolidation, development, strategic planning*

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*The paper studies possibility of using comprehension as a criterion of consciousness presence in analytic philosophy. The problem of artificial intelligence and mental states in neural systems is one of the most important in the contemporary analytic philosophy. At the same time, criteria of consciousness presence or absence in neural computational modeling are not completely researched today: one of the main criteria – comprehension – is criticized*

*in the contemporary analytic philosophy. In this regard, the purpose of the paper is necessity argumentation of using this criterion for detecting the presence of mental states as the only possible nowadays. The most known pros and cons on the use of this criterion are discussed in the paper; and conclusion of the need to revise the existing views on this problem is drawn.*

**Keywords:** *consciousness, mental state, comprehension, neural computational system.*

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#### PHILOSOPHY OF MUSIC IN «PHILOSOPHY OF ART» OF F.W.J. SCHELLING: ON QUESTION OF MUSIC SUBSTANTIAL EXISTENCE

*The paper discusses the technique of transcendental idealism by F.W.J. Schelling regarding philosophy of music. Schelling used construction method of general idea of the art in «Philosophy of Art». Construction of the art according to Schelling means its allocation in the universe following the interpreted natural philosophy. Determination of its place is a definition of art, which points at its special feature and meaning.*

*The meaning of music in the art and in the universe according to Schelling consists of the unity of music as an allegorical art, which has universe rhythms and music reflection as the infinite and boundless one among the arts, dissolved in the divine nature. Schelling revealed the feature of music in the philosophy, which led to understanding of music substantial existence, but he didn't develop the aspect of music, expressing only the idea that the infinite universe is a part of our world through the music.*

**Keywords:** *philosophy of art, philosophy of music, substantial existence, F.W.J. Schelling.*

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### NATIONAL MENTALITY IN THE CONTEXT OF PHILOSOPHICAL DISCOURSE

*The paper analyzes philosophical aspects of national mentality that is interpreted as a unity of essence and phenomenon. National mentality includes stable collective visions of life and national self perception as essence; being a phenomenon it appears as external essence demonstration in specific behavioral responses of ethnophors, in unique features of social, political and spiritual life of a nation. National mentality includes both the subjective side of people's life, and the objective side associated with objectification of these features in socio-political life, culture, and behavior of individuals. Thus, national mentality during its objectification affects the features of social relations between people, their behavior and cultural orientation.*

*National mentality is a complex and conterminal scientific issue that is studied by specialists of various social and humanitarian sciences. Philosophical discourse is implemented in the integrated theoretical design of national mentality. Philosophy helps to answer the questions about causes of mental differences among people, as well as the impact of these differences on the various aspects of social and cultural practices.*

**Keywords:** *discourse, nation, mentality, national mentality, collective vision, world view, essence, phenomenon.*

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### PHILOSOPHICAL UNDERSTANDING OF TOLERANCE PHENOMENON

*This article is devoted to the philosophical understanding of tolerance phenomenon. Nowadays the society overcomes enormous contradictions in its development that bring uncertainty and randomness in the relationship between a man and society. In this behalf tolerance is sharply demanded to deep into the essence of problems and to summarize the huge experience of people's tolerance that have made a significant contribution into compromises finding and development of nations and people. At the present stage of social development the complex tolerance phenomenon becomes a central, fundamental concept forming the integrated whole with the most important social events and processes. The society is going through a difficult period of its transformation accompanied by painful breaking of the previous principles and social norms. Therefore tolerance as a phenomenon of mass consciousness in various kinds of social practice finds its objective expression where she acts as a regulator of human life activity. Tolerant education of the younger generation forms a new look at history, culture, religion, national traditions and customs. Globalization - is a great challenge, requiring an active, critical citizenship from each person; and voice of reason will help a person to deeply understand the thorny path of tolerance.*

**Keywords:** *globalization, challenges, idea of harmony, culture of peace, reasonable approach, compound of varieties, transformation, tolerance education, philosophy, responsibility.*

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### DAILY LIFE AS VALUE OF BEING

*Getting a true picture of present society development under the conditions of rapid transformation of many aspects of social life, as well as forecasting possible changes in social development is impossible without reference to the topic of daily life that makes it possible to explain not only the choice of a behavior strategy but also to explain paradigm of the certain value basis by human's being.*

*The aforesaid has defined the purpose of this article – to consider daily life as a value component of being, as well as to determine the significance of this phenomenon and its ranking in the formation of institutional and temporal aspects of co-existence. The objective of the presented study was conditioned by necessity for understanding the value aspect of daily being as the dominant one in development of many social phenomena. The methodological basis for solving the stated problem was application of the comparative method and the method of systematicity that allowed comparing different viewpoints of daily life perception and to specify its importance in forming and establishing of behavioral and axiological preferences in people's lives.*

*The value component of daily being is considered as the immanent potential manifesting in institutional, temporal and identification aspects, which change contributes to modifying internal paradigms of a subject. Particular emphasis is made on the unconditional axiological significance of daily life in gaining experience of subjects' co-existence and possibility of this experience implementation to ensure safety of everyday activities.*

*The value of daily living skills in developing the institutional component of people's co-existence is not in doubt as daily testing of standards adapts them to the social reality and the daily need of people. Perception of being's temporality is manifested only in daily life through realizing the events rhythm and age-related changes. Three components of time claim for flow and infinity of our daily life that causes necessity of the accumulated experience reevaluation.*

**Keywords:** Daily life, value, temporality, institutionality, identity, day-to-day existence, life safety, axiological priorities.

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**SIMULATION MODEL OF INFRASTRUCTURE FOR MULTICAST MULTIMEDIA TRAFIC  
IN SOFTWARE-DEFINED NETWORKS**

*The paper describes the simulation model of multicast multimedia traffic infrastructure in the context of software-defined networks. Simulated processes are TV switching on and off, as well as channel switching. The channel switching distribution depends on its consumers' popularity. Over 10% of channels are significantly in-demand compared to the rest. The simulation model was implemented by OMNET++ simulator. The created network includes the main ring of 10Gb/s, one video streamer (server) and clients with IPTV devices. The clients request new channels through IGMP according to the exponential distribution of channel switching time. Moreover, the clients receive other traffic in «light browsing» mode. The experiment within OMNET++ simulator presented increase of switch performance up to twice implementing OpenFlow for processing of multicast video streams.*

**Keywords:** SDN, IPTV, OpenFlow, routing of multicast video streams, simulation.

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### WIENER'S FILTER AS A REPROCESSING METHOD OF INFORMATION WITH GLONASS SYSTEM

*The relevance of the issue is caused by the need for constant use of different navigation tools, including Russian satellite navigation system - GLONASS, engineered for precise definition of an object's movement path. The paper's purpose is to describe application of the Wiener's filter algorithm for the task of vehicle position adjustment. The leading method for the issue of vehicles accurate positioning is the Wiener's filter algorithm, which allows adjusting the position of moving or parked vehicle. The study of moving and parked states of a vehicle is performed, and the Wiener's filter algorithm providing an increase in positioning accuracy is applied in each case. The effect of filter order changes on adjustment accuracy of vehicle's location is assumed. The authors present comparative characteristics of the Wiener's filter for different filter orders by means of various statistical criteria. The paper's proceedings may be useful for companies engaged in passenger transportation.*

**Keywords:** positioning, GLONASS, vehicle, Wiener's filter, filter order.

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### **EFFICIENT ALGORITHM FOR NUMERICAL IMPLEMENTATION OF RANDOM VARIABLES IN STATISTICAL MODELING OF TECHNICAL SYSTEMS RELIABILITY**

*Highly reliable systems are characterized by a rather small number of violations of its performance (failures), which can be observed very rarely; overseeing such systems it is not possible to determine probability of its flawless operation with reasonable accuracy. Reliability determination can be performed by methods of statistical modeling based on the knowledge about internal regularities of their functioning. While external influence and internal system parameters are represented by random variables whose values are unstable during the period of the system operation. Numerical simulation's accuracy of these random variables is one of the key conditions for accuracy estimation of system reliability. This paper proposes an algorithm constructing a sample from realizations of a random variable, which frequency function is known. The proposed algorithm is not based on the use of pseudorandom numbers' generators; it is characterized by the ability to accurately reproduce the simulated distribution at small number of realizations. A characteristic feature of this algorithm is distribution of the resulting figures over all possible values' ranges of a random variable with its probability density. The proposed algorithm is presented in three versions, performance and accuracy of each option is studied (on the example of modeling a normally distributed random variable); the authors have compared its accuracy and performance with standard generator of MathCad software.*

**Keywords:** statistical modeling, random variable, distribution law, efficient algorithm, pseudorandom-number generator.

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#### ALGORITHM FOR FUEL CONSUMPTION CALCULATION OF PASSENGER CARS EQUIPPED WITH CLIMATE CONTROL SYSTEM

*Fuel efficiency growth of vehicles and accuracy of fuel consumption is one of the important tasks for road transport companies and organizations dealing with cars. To solve this task, the paper analyzes the guidelines for calculation of fuel consumption rates, ignoring the influence of climatic factors and technical characteristics of a vehicle; moreover the methodology and algorithms for cars equipped with climate control system is proposed. The method is based on the factors affecting the fuel consumption of passenger cars with climate control system: effective temperature of environment air, light reflectance coefficient of nontransparent body parts, volume of cooling air and internal combustion engine power, considered in designed settings of specific climatic power.*

**Keywords:** *fuel consumption, passenger car, climate control system, rationing method for fuel consumption, specific climatic power.*

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#### **ANALYSIS OF TRANSPORTS SPEED CATEGORIES FOR REGULAR BUS ROUTES**

*The paper analyzes the issues in the field of transportation on regular bus routes. One of the measures for quality improvement of public transport services is organization of rolling stock operation according to the established time-tables. The analysis method of transports speed categories for regular bus routes was suggested. The findings may be used for development of more precise time schedules. The data from navigation system GLONASS were used as initial information. Data arrays on speed categories of transport vehicles movement for two regular bus routes with different level of specification were used as an example. On the basis of obtained data the route time tables of transport vehicles were made.*

**Keywords:** bus routes, road transport, passenger transport, navigation systems, route time schedules.

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### CONSTRUCTION OF AUTOMATED EQUIPMENT FOR BREAD AND BISCUIT MAKING

*Almost all produced bread and a large assortment of flour confectionery products are baked by using the radiation-convective method. Analyzing the influence of traditional baking process on the nutritional value of the end product, it can be concluded that function of biologically active compounds and enzymes is decreasing during the baking process. A baked product accumulates products of polycyclic aromatic carbohydrates, fats polymerization and various oxide materials in the crust. Traditionally baked products limit an ability: to influence the kinetic processes occurring in dough products in the process of baking, to adjust porosity and volume yield of the finished crumb as well as to get the end product of the program quality.*

*In this regard, baking methods not forming the crust acquire a specific interest; these methods also allow reducing the nutrients loss, conserving more vitamins and improving the nutritional value. Moreover, it is relevant to provide a device for making bread and flour confectionery products, in particular biscuit, with an automated control system, equipped with monitoring sensors for temperature, pressure and humidity.*

*The usage of the automated device allows affecting the kinetics of the baking process by influencing the dough piece and receives bread and biscuits of the specified quality.*

**Keywords:** *electric-contact baking method, automated device, dough mass, pressure control system, crust-free bread and biscuit.*

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