
ANNOTATIONS OF THE ARTICLES

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METHODOLOGICAL BORDERS OF A SUBJECT IN MODERN ECONOMIC SCIENCE

The article is an invitation to discuss the content of research borders in the modern economic science. The author draws a parallel between the traditional methodological assumptions and notion found on the paradigm of information and communication in order to determine characteristics of the subject in the modern economy. Based on the methodological understanding of an enterprise as an open «live» system, the study justifies association of firms in the market as a market network - the dyad 'subject-subject relationship'. The author proves importance of indirect information for an enterprise effectiveness as well as indirect relationship of an enterprise with the partners of its partners; also the paper introduces the concept of network capital, coherence of market network, degree of information asymmetry in market network, trust in the network and others. Sustainability is defined as tendency of changes.

Keywords: methodology of economic science, subject of economic science, analysis unit in economy, management in market networks, communications in market network, new paradigm of economic development.

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STATISTICAL ANALYSIS AND FORECASTING OF AVERAGE PRICES FOR ELECTRICITY IN RUSSIAN FEDERATION

The current economic and political situation in the Russian Federation and the world as a whole has given a special importance to research in the field of energy prices aimed at development of tools for information support system of strategic planning at the micro-, meso-, and macro-levels.

The article presents results of dynamics analysis and forecasting of average prices for electricity sold for population and industrial enterprises in the Russian Federation monthly, time period: 1998-2016. The comparative analysis of dynamics intensity allowed making a conclusion that prices for population are increasing at a higher rate.

Investigation of time series structure on the basis of spectral analysis and calculation of autocorrelation and partial autocorrelation functions has proved the existence of trend and cyclical components. Taking into account the structure of time series, modeling and forecasting average prices for electricity sold for population and industrial enterprises on a second-degree polynomial in view of variability of adaptive polynomial models, as well as models of autoregression of integrated moving average is conducted.

The high quality of the forecast is confirmed by the differences' coefficient of G. Theil calculated on the actual values of average electricity prices released for industrial enterprises and population in August - September 2016.

Keywords: average prices for electricity, time series models, statistical forecasting.

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ASSESSMENT OF GRADUATES DEMAND ON RUSSIAN LABOR MARKET

The paper's purpose is assessment of economic education in Russia by means of allocation and analysis of key indicators of higher education in the context of graduates' employment. The statistical approach, in particular tabular, graphical and coefficient methods, is used as the tool confirming the author's point of view. The main

outcomes achieved during the study are: main tendencies in dynamics of Russian HEI and number of students training there are revealed; the major factors exerting a negative impact on employment probability of university graduates are explored; development trends of the national higher education are planned. The results of the scientific article will be useful for researchers in the field of labor market and higher education as well as for state specialists performing control functions in the sphere of educational institutions and the labor market.

Keywords: education, reforms, human capital, budget expenses, labor market, employers, Turin process.

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HYPERMARKETS AS INFRASTRUCTURE ELEMENT OF CONSUMER MARKET BY THE EXAMPLE OF ORENBURG

The paper focuses on a hypermarket as infrastructure element of consumer market. The significance of this study is stipulated by the fact that expansion of national chains to regional markets including the opening of such stores has recently increased. The aim of the article is to present the features of hypermarkets and its competitive advantages that should be considered for the further development of market infrastructure.

The analysis of hypermarkets characteristics in Orenburg revealed: affiliation to federal chains mostly, preferential placement in major shopping malls, quite uniform geographical distribution on the territory of the city, own work schedule, presence of a significant parking space. The paper highlights advantages and disadvantages of hypermarkets from two viewpoints - customer and the owner.

The results of competitiveness evaluation revealing a considerable potential of hypermarkets for further development of consumer market infrastructure are given in the article. The competitiveness evaluation was conducted by comprehensive, integrated and graphical methods. The following figures were taken into account: quality of goods, its range, price level (expressed in terms of average price index), quality of service, favorable location of a hypermarket, allocation of merchandise lines, style, advertising support and business environment.

Keywords: *infrastructure of consumer market, form of trading company, hypermarket, competitiveness of trading company.*

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ECONOMY OF REGION AS MANAGEMENT OBJECT

The research purpose is to determine the place and a role of region's economy in development of society that became a subject of close attention for economists for years. As a result, the study revealed that the state can significantly influence the interest from business entities in improving efficiency of economic resources usage for regional benefits, i.e. society as whole and individual owners. The regional economy requires further development. The study results will be useful to both scientific and business entities while forming the development strategy of region's economy.

Keywords: *management, territory, region, economy, regional economy, regional policy.*

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FINANCIAL RISKS MANAGEMENT IN PUBLIC PROCUREMENT SYSTEM

In the modern practice of risk management there are many different control methods by content and purposes. Despite the variety, the traditional methods of financial risk management are often implemented. This paper analyzes applicability of traditional (theory of financial management) methods to control financial risks in public procurement. The author systematized the issues of identification, classification and description of financial risks widely studied by the scientific community. The study explored the main key features of public procurement system, which have any significant impact on the financial risks in the system. Based on the analysis, the author concluded that traditional methods of financial risk management are not universal and non-standard for public procurement system.

Keywords: *state and municipal needs, risks of public procurement system, contracting procurement, risk management, management techniques of financial risks.*

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**STUDY ON TRENDS IN REPRODUCTION AND EMPLOYMENT OF RURAL POPULATION
FOR AGRICULTURAL SECTOR OF REGION**

The article describes the actual problem dealing with the state of rural labor force of the region as important factor in achieving food security of the territory. The purpose of the paper is to study trends for replacement and employment of the rural population in companies of the agricultural sector on the example of Orenburg region. The following methods were implemented: structural and timing analysis, statistical groupings, diagram and coefficient methods. The study revealed stable negative trends of decrease in rural population and in the number of employed for the agribusiness. The positive aspects are high proportion of the population below employable age and a low proportion of retirement people. Moreover the share of average labour force in agriculture remains high among the regions of Volga Federal District. For a long period Orenburg Region has the highest rates for these indicators. In general the state of human resources in agrarian production should be characterized as critical, so it is necessary to activate measures on restoration of labor potential in rural areas.

Keywords: region, municipal area, labor, reproduction, agriculture, use.

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CHARACTERISTICS AND CLASSIFICATION OF MATERIALS AND ITS USE AT DIFFERENT STAGES OF ACCOUNTING PROCESS

This article discusses the problems connected with expansion of materials' specification as objects of accounting and development of its science-based grouping at different stages of the life cycle.

To systematize modern theoretical and practical approaches to description of materials characteristics and its classification in order to justify their complex grouping what is necessary for appropriate reflecting the material resources cost at the various stages of accounting process, which in turn largely affects the objectivity of information on performance of production activities of economic entities.

The general scientific principles and research methods has formed the methodological basis of this work: analysis and synthesis, induction and deduction, systematization of theoretical basis and practice of material's accounting process. The methods of observation, grouping and comparison were used as a part of the integrated approach.

From the perspective of the complexity, the approaches to characterization and classification of materials in the modern accounting were systematized. The article reveals the economic essence of materials as objects of accounting, various approaches to its grouping are systematized, the authors' opinion on clarification of this concept and expansion of existing groups of materials is substantiated; a comprehensive classification of materials with selection of 13 different criteria is presented.

The results of this study have both theoretical and practical application, so it can be used in the accounting practices of economic entities, as well as for further research in the field of accounting.

Systematization of theoretical and practical approaches to the considered problem has shown that materials' grouping with selection of different classification criteria is required for characterization of the materials essence in the accounting and its visual presentation. For instance, partition of materials by incoming sources and values affiliation, its purpose and payment terms, quality requirements for raw materials, as well as by storage conditions and other grounds will improve the objectivity of cost accounting for purchased and consumed values and the cost of manufactured products consequently. Moreover, this systematization will have significant methodological assistance in accounting of materials procurement and consumption, for monitoring of its safety.

Keywords: stores, materials, accounting, classification, cost, delivery, storage conditions.

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PRINCIPLES ON OPTIMIZATION OF REGULATORY ECONOMICS

The article discusses theoretical issues related to state support optimization for different branches and the economy as a whole. The purpose of the research - is to improve state regulation methods for economy in the market conditions. Objectives are: to identify the main theoretical aspects of state regulation for national economy; to determine the impact of World Trade Organization on the state support of the economy; to expand the classification of state regulatory functions; to propose an optimal model of economy functioning.

The study defined the role of WTO in the system of economic regulation. A new classification of state support functions was proposed, including traditional groups of functions and associated one which combines features of both groups. In addition, the authors developed the model of economy's optimal functioning, based on the synergistic effect by implementing state regulatory principles.

Considering the mentioned points, nowadays the regulatory economics should ensure implementation of the structural changes using different tools to increase production, create preconditions for its development and, as a result, to better meet population and economy needs. Therein it's necessary to appreciate the characteristics of each branch.

Keywords: *state regulation, World Trade Organization, optimization, control mechanism, degree of support.*

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THEORETICAL BASIS OF REGIONAL MARKETS FORMATION

The paper provides an analytical overview of regional markets concept: theory of production location and distribution; formation of market areas; factors of distribution; theory of market potentials and spatial interaction; theory of central places; concept of geo-marketing, spatial distribution of trade flows as well as institutional concept; sale theory and marketing management, logistics. The conclusion on multi-aspect nature and specifics of regional markets problems study has been made. The authors identified the main development directions, forms and methods of regional markets forming: configuration of organizational-economic mechanism; choice of organizational form of trading, as well as forms of trade and economic relations within the market; formation of local markets system, depending on consumers interests; selection of efficient goods channels for different types of local markets; rationalization of transportation and storage, material and financial flows and development of logistics base of market infrastructure in the region. The main features of regional markets are highlighted. It was concluded on a multi-level nature of regional markets, integrating macro-, meso- and micro-economic relations, as well as on the need for further study of regional markets.

Keywords: region, regional market, concept of regional markets, characteristics of regional markets.

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STATISTICAL ANALYSIS OF FACTORS INFLUENCING ON STUDENTS PROGRESS IN RUSSIAN UNIVERSITIES

Despite the large number of works devoted to the problem of education quality improving at the present stage of higher education reform, the study of factors affecting students' success is still under-investigated in our opinion. In order to optimize higher educational process at the present stage of pedagogy development, the analysis of relevant papers was carried out. It's necessary to identify the factors influencing on academic performance, and the factors leading to a negative result in educational activity or students expel, as well as implementation of a set of educational activities for improvement of educational process, management students studies, use of different methods and learning technologies, taking into account the personal characteristics of students, their motivation, intelligence; that will have salutary effect on the employment of graduates and their living standards. The purpose of the research is application of statistical tool-box for evaluation of factors' effect on performance of HEI students. The subject of the research – is relationship between students' performance and influencing factors. Information provision was formed by the results of a sample survey of students learning finances and economics as well as the data from centralized information system of Orenburg State University. Correlation-regression method, in particular a logarithmic linear regression and order logit model, is used as the primary method of obtaining knowledge.

Keywords: progress of students, factors, statistics, logarithmic linear regression, order logit model.

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STATISTICAL STUDYING OF DEMOGRAPHIC PROCESSES INFLUENCING OVER THE SIZE OF REGIONAL WORKFORCE

The problem statement is caused by staff deficit in certain types of economic activity what is inherent not only for Russia economy in general, but also for different territorial subjects. The article's purpose is to assess the impact of demographic processes in Orenburg Region on the size of regional workforce potential. Theoretical and practical scientific methods were used in the frames of this study. As a result, hypotheses were formulated and approved during the process of the experiment. The main results: the regularities of demographic processes development in the region are revealed for 1990-2015; the influence of natural and mechanical development of population on the size of regional workforce is estimated. The materials of this paper may be useful for researchers studying statistics of population and labor force, as well as for local government to form labor development strategy of Orenburg Region.

Keywords: population, mortality, birth rate, migration, workforce, movement trajectory.

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PROSPECTS FOR TRANSPORT AND INFRASTRUCTURE DEVELOPMENT OF THE REGION

The purpose of this article is to develop prospective lines of transport and infrastructure development of the region based on solving the existing problems in the transport infrastructure. The paper's relevance is conditioned by the geopolitical location of the Buryat Republic as a transport bridge between Europe and Asia what determines new qualitative content of the region as a border area. The economic corridor «Russia - Mongolia – China» and relevant infrastructure projects within this program is impossible without transport and logistics infrastructure development, and the lack of objectives for its formation in the strategic policy documents reduces progressive development of the region and its entry into the world transport system. The presented strategic development priorities of the regional transport infrastructure on the example of the Buryat Republic provide implementation of a new transport policy corresponding to the national interests of Russian regions under the conditions of high dynamics in development of foreign economic relations. The paper discusses formation program of organizational and functional logistics structure of the region's transport infrastructure based on the objective prerequisites, factors of intraregional development reflecting the specific nature of the region. The study results can be used by regional and municipal authorities within the preparation of regional development programs in formation of transport and logistics infrastructure what will adaptively allow upgrading of regional economic space. In conclusion, the author assumes that development and implementation of strategic focuses as a long-term program for transport infrastructure development of the Buryat Republic will form a new, more balanced model of the regional economy development that will provide noticeable growth of its social and economic competitiveness what will make possible to perform as an equal partner in international transport cooperation.

Keywords: regional economy, transport infrastructure, strategic development guidelines, transport and logistics system.

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PROBLEMS OF INFORMATION AND ANALYTICAL SUPPORT FOR BUSINESS STRATEGIES DEVELOPMENT IN COMPETITIVE ENVIRONMENT

The article describes the priority role of information and analytical support for business in the regular strategic control mode due to the necessity to develop and to implement competitive strategies on the basis of relevant information presentation as well as to create conditions for adapting to unstable external environment. Prospects for implementation of strategic account data and reporting are determined in order to identify competitive advantages based on core competencies and key success factors by complication of information flows that make business to move towards reaching the current efficiency and strategic competitiveness. The paper's purpose is to reveal the problem of strategic choice and justification of competitive business strategy: a generic strategy of M. Porter or hybrid strategy that should contribute to the creation of new and to strengthening of existing business competencies required for formation and protection of competitive advantages, as well as to premium implementation of key success factors. It can be solved without the appropriate information and analytical maintenance.

Keywords: *strategic management, competitive strategy, information and analytical support, strategic accounting, core competencies, competitive advantage, key success factors.*

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CLASSIFICATION OF RESEARCH, DEVELOPMENT AND TECHNOLOGICAL WORKS IN ACCOUNTING OF ENTERPRISES INNOVATIONS

The authors consider grouping of research, development and technological (RDT) activities implementation in the system of costs accounting and innovation process of various enterprises.

The objective is arrangement of modern theoretical and practical approaches to grouping of research, development and technological activities for innovations accounting as a factor of innovation development of Russian enterprises and economy as a whole.

Methodological basis of this article was general scientific principles and research methods: analysis and synthesis, induction and deduction, systematization of theoretical foundations and decision-making practice. The authors have also used methods of observation, grouping and comparison.

The paper has revealed the content of different types of RDT activities as a factor of innovation process in economic entities; the authors have specified and added grouping of these activities and pointed out various classification characteristics as well as proved necessity of this systematization for accounting and reporting system objectivity, and increasing efficiency of innovation management.

The study results have theoretical and application scope and it can be used in the process of planning, accounting and innovation management, as well as for the further research in economics and management.

Currently, the internal structure of RDT activities development is not studied enough. Therefore, analysis of the internal contents of these activities and nine criteria of classification was the basis for these activities grouping.

Arrangement of theoretical and practical approaches has showed that it is necessary to consider content of these activities from different perspectives: stage of completion, specificity of registration in accordance with regulatory and legal framework, results of these activities, degree of effectiveness and its relevance for business entity.

Keywords: *accounting, research-and-development activities, technological activities, experimental development, innovations, investments, globalization, global economy, national economy, intellectual capital.*

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ON METHODOLOGICAL COMPETENCE OF A STUDENT

The authors consider inadequate methodological competence of a modern student as a major obstacle to

the effective acquisition of educational materials in higher school. The paper explores conditions where in the most natural way the learner is accumulating ability to verify the knowledge and skills for truth, falsity, logic and consistency. Lack of methodological competence interfere active development and reproduction of valuable cultural, scientific and research heritage. Nowadays the mass consciousness is undergoing changes due to assorted imitation and virtualization of spiritual production, including elements of the traditional educational discourse in higher school. Traditional game practices may be used as a model for organization of group cognitive activity. The authors propose implementation of tutor's individual communication as a teaching resource.

Keywords: education, information, knowledge, verification, traditional game, criteria of truth, imitation, methodological competence.

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RIGHT OF WAR: SCOPE

The issue's relevance is determined by insufficient completeness and accuracy of information on right of war functioning fixed in the developed content of this concept. The research purpose is the philosophical judgment of procedural features of right of war as the mean that minimizes scales of combating and its destructive consequences. The research methods are: dialectic, historical, phenomenological and hermeneutic; its complex implementation has provided complete vision of genesis and the current state of right of war. The main results of the research are development of understandings on: cyclic nature of right of war implementation; alternation of potentiality conditions and standards' relevance constituting this law section within the implementation process; aspects of right of war scope that are in need of priority philosophical development.

Keywords: war, right of war, globalization, state, morals, custom, agreement.

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ON REINTEPRETATION OF ASSESSMENT AND MEANING OF LONELINESS PHENOMENON IN ANCIENT GREEK PHILISOPHICAL TRADITION

The article analyzes the loneliness phenomenon within the ancient Greek philosophical system. Considering cognitive and conceptual context, a transcendental identification of loneliness with a retreat condition became traditional. During the process of study, the author separates these concepts explaining conceptual and cognitive foundations of loneliness «vision» by the ancient thought taking into account the socio-cultural characteristics of polis structure.

The analysis of loneliness phenomenon in ancient Greek philosophical tradition leads to the conclusion that it is an extreme and «abnormal» form of human existence, a result of ostracism (spiritual and political «death» of a citizen). In general, loneliness was assessed by ancient thinkers as absolutely negative and alien status of original humanity as a «social being» parting it out of spiritual, moral and axiological space bounds that form a polis.

A lonely person is an unhappy and «immoral» being. Solitude was a voluntary act and did not damage the value and moral structures of a human consciousness, quite the contrary, it promoted its enrichment.

Keywords: *loneliness, privacy, polis, space, destiny.*

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SPECTRE OF EMPIRE

Growth of nationalist sentiments has sparked an interest to ideologists of conservative revolution. The article proposes an analysis of works of F.-P. Yockey, O. Spengler and K. Schmitt recently published in St. Petersburg. The critical attitude should equally respect to naturalistic and constructivist versions of history. Therefore, the relationship between state and the nation is explored in both liberal and conservative aspects. For people caught in a state of destruction it is important to get out of it without repeating the experience of resentment, hate, revenge, constructing the enemy image and fear. Today we should not think about reappearance of blood and soil symbols, but about the revival of spiritual foundations of society.

Keywords: *power, war, enemy, empire, capitalism, conservative revolution, nation, stranger.*

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ANOTHER DIMENSION OF REALITY: LANGUAGE OF MEDIA IMAGES

The article analyzes media images acting as dominant signs and language symbols of the present. Its influence scope goes far beyond the bounds of mass media virtual reality and has an uncontrolled impact on the activities of a human and society. Simulacra not simply reflect the actual reality, but create and define it. Understanding the mass media panorama images and the content from the viewpoint of not only linguistics and philosophy allows claiming that today bright images are elements of a new language - the language of the media reality, and they have powerful potential compelling a person to act according to the certain rules. Principally it's stipulated by the nature of images and its functions. The mass media images have a particular language system, and it is one of the most effective techniques of «soft power».

Keywords: power, sign, image, mass media, reality, symbol, language, simulacrum.

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MANAGEMENT ETHICS: FORMATION OF THEORETICAL BASIS

Management ethics is a new trend in science, developing within the framework of applied ethics. The article's purpose is to show the importance of management ethics formation as an independent area of science, and to describe some issues on formation and development problems, as well as horizons for the research. The analysis of the scientific literature in the field of management ethics has revealed the following: firstly, the most part of the References has educational nature (training aids); the other part consists of articles in scientific periodicals that do not have any recurrence or sequence features. There is no any monograph for management ethics that emphasize the low status of this scientific area.

Secondly, in contemporary scientific literature, the ethics is often replaced by the management etiquette. But this is unacceptable.

Thirdly, management ethics is often limited just by corporate culture and its main features are described by the culture of dialogue and «human dignity».

This article proposes to study management ethics in terms of such ethical categories as debt, equity, benefit, happiness, etc. This approach will preserve the required balance between ethics as an area of philosophical knowledge and management science. Thus, such balance will have a positive impact on the personnel management efficiency and on the performed processes.

Keywords: *ethics, applied ethics, management ethics, etiquette.*

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VIRTUAL CLOUD NETWORK LABORATORY BASED ON IAAS

The paper describes a proposed approach to create virtual cloud laboratories aimed at studying network technologies, operating systems and administering in higher educational institutions as well as for network engineering purposes. The approach is based on a visual drawing and set-up of virtual network topology through a browser. The result data is stored in JSON format, which is used for automatic deployment in data center through API system of OpenNebula cloud. After deployment OpenFlow protocol is used to implement a connectivity of virtual network nodes, located on different physical servers. This protocol is supported by Open vSwitches on each physical server and HP 3500 switches in a real network. A small data center was deployed to conduct experimental research. Under conditions of high load and long delay between the client and remote desktop, the remote control flow remains stable, which ensures availability of remote operation with GUI server. The experiment's output shows the efficiency of cloud systems implementation in IT education.

Keywords: *virtual network laboratory, IT education, IaaS, OpenFlow, routing.*

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SUSTAINABLE CONTROL METHOD FOR DEVELOPMENT OF DIGITAL TELEVISION AND RADIO BROADCASTING NETWORK

The paper presents a formal model and sustainable control method to finance network development of the united digital broadcasting network (DVB) in Russian Federation, implementing advanced simulation technology and intelligent decision-making support. The method is based on capability cards for system analysis of key performance indicators in providing of DTV network. The goal is to improve control systems of digital television and radio broadcasting development through reasonable planning in terms of budget and time, considering the combined effect of time and human factors. Implementation of the proposed method in the specialized information-analytical monitoring system allowed modeling and analysis of control processes as well as information exchange. The project results were used for the federal program «Development of TV and Radio Broadcasting in Russian Federation 2009 – 2015» and contributed to achievement of key indicators and target effectiveness.

Keywords: digital television and radio broadcasting, project management, capability cards.

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MULTILAYER MODEL OF MOBILE SENSOR NETWORK

The article considers new aspects of modeling and designing a sensor network according to the modern concept of Internet of Things. In particular, a formal multilayer model of mobile sensor network is presented, that determines possible displacements of autonomous data collecting and processing devices transferring in space and time. This model allows formulating a multi-criteria optimization task for data collecting and processing as well as implementing algorithms and software of open and distributed diagnostic system using multi-agent technologies. The proposed model can be implemented in design of diagnostic systems for distributed technical infrastructure (pipelines or communication networks) or medical diagnostics, where it is necessary to provide a constant monitoring of technical condition by the limited number of sensors.

Keywords: *Internet of Things, sensor networks, big data, multi-agent technologies.*

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**INTELLIGENCE SYSTEM OF PRELIMINARY DIAGNOSIS AS INSTRUMENT
OF REGIONAL SOCIAL POLICY**

Creation of information intelligent system of preliminary diagnosis is an important tool for public health monitoring. Preliminary diagnostics of micronutrient level without sampling analysis is examined in the frames of the developed intelligent system. The purpose of this research is to create a knowledge database for intelligence system diagnosis. In order to make this, the task of developing a system of production rules and preliminary diagnosis was set. While creating software for diagnosing systems, several data mining techniques and the method of direct inference were used.

The result of the experimental medical data analysis on micronutrient composition is a developed system of production rules. This system acts as the basis of decision-making in diagnosis of micronutrient level in a human body throughout intelligent system of preliminary diagnosis.

Keywords: micronutrient, data mining, intelligent system, biotelemetry, status of a person.

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METHODS TO PREVENT INDUSTRIAL ACCIDENTS ON RAILWAY TRANSPORT

The article discusses approaches to solve the problem of industrial injuries on railways and theoretical generalization of its types. It is shown that the main causes of accidents are poor quality of organization and human factor. A survey among the university students was conducted to identify the objective information.

It was concluded that the basis of industrial accidents on railway transport are two types of causal relationship. Based on this, one of the two proposed strategies expects to change the old stereotypes of studying and introduction of new methods of knowledge presentation.

The proposed measures on prevention of industrial accidents arising in railway transport can show good results - increase a number of highly qualified specialists and the safety level of national railway transport.

Keywords: industrial accidents, specific training, provision of personal protective equipment, modern types of education, causal relationship.

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