
ANNOTATIONS OF THE ARTICLES

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**METHODOLOGY OF INTEGRATION MANAGEMENT OF INTELLECTUAL, RESEARCH
AND INVESTMENT RESOURCES INCREASING EFFICIENCY OF NEOINDUSTRIAL
TECHNOLOGICAL DEVELOPMENT OF SYSTEMS**

The article revealed the contradiction between the demands of the theory and practice of ensuring the effectiveness of systems at stable compromise with the objectives of their innovation in the range of «modernization is high-tech development» and the insufficient capacity of the existing methodological approaches in conditions of resource constraints. It identified the main problem of the lack of management methodology improving its quality through the integration of application processes of resources increasing the efficiency of neo-industrial technological development (NTD) in the pointed range.

To alleviate the problem, the goal was set: to develop the methodology for managing the spatial and temporal coordination of joint or combined use of intellectual, research and investment resources stabilizing the efficiency of neo-industrial technological development (NTD) in the long run. The aim of the article caused the following tasks: justification of method and models enhancing the quality of performance management; development of the concept and principles of the integration mechanism synthesis in the spatial resource model «5I» of key factors; presentation of methods and results of separate and integrated using of resources, and methods of their implementation at the resource impact.

Keywords: integration of intellectual, research and investment resources, model «5I», efficiency of neo-industrial technological development.

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THE IMPROVEMENT OF MANAGEMENT SYSTEM OF UNDERPERFORMING STOCKS

Nowadays the amount of the costs within the category of «inefficient» depends on the efficiency of inventory management. In this regard the aim of this article is to develop a complex of activities increasing the efficiency of underperforming stocks management. In a market economy the decline of the proportion of underperforming stocks is particularly relevant. The article proposes to classify stocks in efficient and inefficient, while inefficient stocks are subdivided on surplus and illiquid. To manage the selected groups of stocks the ABC-analysis method is used. The article offers the system of indicators and the procedure that allows detecting inefficient inventories in stages. To determine the market price in the sale of inefficient inventory the author offers to use the correction factors, considering the loss in the product value because of its functional obsolescence, storage duration, inadequate storage conditions, lack of certificates, packaging violation. The efficiency of the mentioned above activities aiming at the improvement of inefficient stocks management is shown on the example of the gas transportation enterprise «Gazprom Transgaz Nizhny Novgorod» Ltd.

Keywords: inventories, underperforming stocks.

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PROBLEMS OF DEVELOPMENT OF SMALL BUSINESS IN THE ORENBURG REGION AND WAYS OF THEIR SOLUTION

The relevance of this topic is identified by the high importance of small and medium business in the market economy. Small and medium business helps to solve problems related to employment, it increases the efficiency of production, encouraging the development of competition, promotes innovation, and also it is a source of constant payments to the budget (taxes).

This article aims at discussing the main problems of functioning of small business: unfair price competition, lack of financial resources, difficulties in obtaining credit for business development, high administrative barriers, excessive tax burden, problem of using non-residential premises, low qualification of personnel. All together it puts insurmountable barriers to successful business development.

Solving the mentioned above problems, especially considering their complexity, requires an integrated approach and targeted support in various areas such as: educational, consulting and information support of the personnel, scientific and technical, technological and financial support, preferential loans, provision of business services and many others. The article provides recommendations for solution of problems using complex of measures on creation of favorable conditions for running business.

The article may be of some use to researchers, teachers and specialists dealing with the problems of development of small business, their solutions, both at the state level and, in particular, in the Orenburg region.

Keywords: *small business, industry structure, revenues, business problems, Government measures to support entrepreneurship.*

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THE STRATEGY OF NEW INDUSTRIALIZATION AND ITS ROLE IN THE LONG-TERM SOCIO-ECONOMIC DEVELOPMENT

The research urgency is caused by the necessity of studying the role of industrial policy in the recovery processes

of the growth of the domestic economy on the basis of new industrialization and innovative development. The main goal of the strategy of new industrialization in Russia is associated with the need to solve two fundamentally important problems: firstly, the recovery of the industrial potential based on new technology, secondly, the development of high-tech sector, and the establishment for it of the appropriate technological base. In this regard, it was necessary to evaluate the development of subjects of the Russian Federation in increasingly uneven economic development. Based on the analysis of socio-economic strategies of the Russian regions development, the conclusion about the weak embeddedness of the strategy of scientific and technological development in the system of strategic planning was drawn. The most important development problems of the regional industry are the moral and physical wear of processing equipment, the volatility of growth, unfavorable market conditions, lack of investment and working capital. The conclusion on the example of Republic of Buryatia on the necessity of initiating the high-tech industrial clusters in the region as a priority direction of social-economic development, allowing to provide high rates of production growth, to give access to the latest breakthrough technologies and highly qualified personnel.

Keywords: *strategy of new industrialization, socio-economic development, industrial policy, high-tech industrial clusters.*

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ASSESSMENT OF THE SOCIO-ECONOMIC FACTORS INFLUENCE ON THE RESULTS OF SMALL ENTERPRISES ACTIVITY IN RUSSIA

The purpose of this research consists in detection of the main socio-economic factors influencing on the effectiveness of small enterprises activity in Russia. Following methods of studying were chosen: tabular and graphic, coefficient, correlation and regression. It is possible to refer to the main results of the conducted research: the structures analysis of small enterprises number has shown that the enterprises functioning within a kind of G activity and located in the Central Federal District and Volga Federal District have the largest specific weight; application of the correlation and regression analysis established that the major factor exerting positive impact on turnover of the enterprises is number of busy. The received results of this research can be useful to representatives of executive power for formation of small business support strategy in Russia, and also to researchers dealing with the problem of business in the conditions of market economy.

Keywords: *small business, number of workers, investments into fixed capital, effectiveness, variation, interrelation.*

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IMPROVEMENT OF ORGANIZATIONAL AND ECONOMIC MANAGEMENT MODEL OF THE ELECTRIC POWER INDUSTRY OF THE REGION

The aim of the article is to develop proposals improving the organizational and economic mechanism of power industry management in the region providing effective functioning of economic entities.

During the research the following methods were applied: information analysis and synthesis method, method of deduction and induction in disclosure of the essence of social and economic processes, method of statistical data processing, methods of the logical and economic analysis, methods of the positive and standard analysis, regulation methods, graphic method.

The subject of the article is the development of the contractual relations system between energy companies, the increase of the economic efficiency in the common parallel work, the adoption of the laws fixing the principles of free access to power supply networks of the energy companies.

Now many industrially developed territorial subjects of the Russian Federation independently form the state regional industrial policy. The need of its development is caused by the lack of the standard legislative base at the federal level, the high importance of the industrial complex in the region economy, the sharpness of social, environmental and other problems.

In the article the need of the control system forming of the electric power industry development is proved. Lacks of the modern investment process in the energy companies are described. The need of development of the new mechanism of investments attraction is proved. The control system of electric power industry development in Russia is presented.

The economic growth in the region is impossible without further development of power supply sources. For the perspective development of the power industry in the Orenburg region the advanced organizational and economic management model of the region power industry is offered.

The main strategic task facing the electric power branch is the choice of the correct decisions on development of power industry providing sustainable development and effective functioning of electric power branch in modern conditions. At the same time the important direction is its transfer to the new technological basis connected with

use of the most modern power technologies and the equipment.

Keywords: *electric power industry, investment, electric power industry management in Russia, organizational and economic management model of the electric power industry in the region.*

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THE ARCTIC TOURISM IS THE INNOVATIVE IMPULSE OF THE EUROPEAN NORTH DEVELOPMENT

The purpose of the article is to study the tourist potential of the European North and on its basis to determine the directions of the innovative development of the northern territories tourism in the conditions of the Arctic exploration. In the article following methods were used: analysis of approaches to the research of tourist potential of the territory; development and approbation of the technique of tourist potential level determination of the northern territories by means of the expert evaluation and mathematical apparatus. The results were achieved: the objects of tourist attraction of the Arctic zones of the European North were considered; by means of the critical analysis of the existing approaches to the tourist potential studying their advantages and disadvantages were revealed; on the basis of the author's technique application the northern territories with the largest level of tourist potential were pointed; the problems and prospects of development and implementation of tourist potential of the territories of the European North in the conditions of the Arctic exploration were determined. The originality of this author's technique of tourist potential assessment is determined by a complex of criteria which includes the image of the tourist region, the level of development of tourist infrastructure, the labor potential of tourism, transport availability and ecological usefulness of the territory, comfort and safety of the tourist, and also competitive, institutional and innovative components of the tourist sphere. The basic provisions and conclusions of the article

can be used by regional authorities and administration for the purpose of tourist attraction development in the northern territories. The conducted research allows claiming that the development of the tourist projects including the Arctic recreational zones will promote full implementation of the tourist potential of the northern territories and can become the innovative impulse of the European North development.

Keywords: arctic tourism, innovative development, tourist potential, technique of tourist potential assessment, the European North.

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INSTRUMENTS OF COMPLEX INNOVATION PROJECTS CONTROLLING IN INSTRUMENT-MAKING INDUSTRY

In modern conditions the increase of industrial enterprises competitiveness in the global and domestic markets largely depends on their innovation activities. This is particularly true of industries related to the production of complex high-tech products, for example, such as instrument-making industry. The main purpose of this article is to develop an effective tool for innovation project (IP) controlling at the instrument-making enterprises.

Based on the analysis of mathematical and instrumental controlling tools used for innovative project management, it has been defined that they are unable to assess and analyze the dependence of time interval variation from the change of the IP each stage characteristics. As a result the model of the decision support system (DSS) was developed based on fuzzy interval mathematics, which allows solving this problem. This system (DSS) allows generating the innovative project for the two cases: limited time and limited resources. This allows adjusting the innovative project under the existing organization capabilities

Keywords: innovation process, decision support system, expert system, mathematical methods of controlling, algorithmization, instrument-making industry.

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RESEARCH OF STRATEGIC MANAGEMENT PROBLEMS OF THE BALANCED INVESTMENT AND INNOVATIVE DEVELOPMENT IN MANUFACTURING INDUSTRY

The relevance of the studied problem is caused by the purposes and problems of industrial policy, determined by documents of strategic planning at the federal level, including the need of formation of the hi-tech, competitive domestic industry by stimulation of activity subjects in the industry sphere to introduction of intellectual activity results and production development of innovative industrial output. The purpose of the article consists in studying the concept of balance of investment and innovative processes in the manufacturing industry in interrelation with the purposes and tasks of strategic management, results of investments and innovations, measures of stimulation of

investment and innovative activity in the industry. Methods of the statistical data analysis, questioning and expert estimates are applied. Results of the selective inspection of the innovative activity of the processing productions enterprises in the Voronezh region in February, 2017 are given, including the expert assessment of the purposes of investment into fixed capital, and also the factors, limiting the innovative activity in the industry, are defined. The results of the conceptual framework research in the field of investments, innovations, the strategic management and the balanced development are schematically displayed. Parameters of balance of elements, and of categories of investment and innovative activity in the industry by levels of strategic management are determined. By results of the conducted research the author has drawn a conclusion on priority of strategic objectives balance (coherence) ensuring, tactical tasks and operational administrative decisions balance (coherence) ensuring in the course of strategic management of investment and innovative activity at the enterprises of manufacturing industry. Basic provisions and conclusions of the article can be used in scientific and educational activity, in development and efficiency assessment of implementation of state programs and other documents of strategic planning in the industry sphere, when developing regulations supporting the investment and innovative projects in industries.

Keywords: manufacturing industry, strategic management, investments, innovations, balanced development.

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FREEDOM AS A FUNDAMENTAL BASIS OF THE HUMAN PERSON IN THE WESTERN EUROPEAN MEDIEVAL PHILOSOPHY

The present article deals with the formation of the idea of freedom in the theocentric horizon of consciousness. In the patristic period definitive rethinking of the Greek concept of freedom took place: in the apologists' writings «freedom» (libertas) is not correlated with the external (concerning an individual) conditions and circumstances of life. Knowing the truth in the medieval worldview acts as the way to freedom, and the faith is its expression. Recognition of human's dependence on God in the Middle Ages is the expression of his freedom and the disclosure of personality. In the image of Jesus Christ the medieval philosophers saw the expression of the free orientation to the goodness, which was the real ability to get free of the sin for every person.

In this study the influence of the Augustine concept of personality on the medieval thought is revealed. He has for the first time formulated the idea of libertas as the fundamental basis of the human person, thus significantly influencing on the European medieval philosophy. He focuses his attention on the concept «intellectual freedom», which is essential to the acceptance of the reality, which overcomes superior understanding of the person, because in medieval philosophy the achievement of the Kingdom of Heaven is an expression of the desire for fullness of being.

Keywords: *God, faith, freedom, libertas, dependence, personality, medieval philosophy, Augustine of Hippo.*

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EGOISTICAL AND UNSELFISH MOTIVES OF MERCY

The aim of the article is the identification and conceptualization of charity, as well as the allocation of its basic forms. The study is based on the works of contemporary social psychologists and sociologists. The general theoretical cognitive methods were used: comparative and textual analysis. It was concluded that the charity is influenced, on the one hand, by our ability to sacrifice, and, on the other hand, by the risk of being exploited. In response, people develop a variety of mechanisms to protect themselves from exploitation. The bad feeling, depression and anxiety can easily block the ability for compassion. The conclusion is made that the capacity for compassion depends on the processes of socialization and institutionalization. In the article for the first time the factors of the charity institution as the most important moral and ethical reference point are revealed, and the prospects of mercy socialization are defined. The main provisions of the study have been used in the general course of sociology for students of Kalashnikov Izhevsk State Technical University.

Keywords: *charity, compassion, socialization, empathy, institutionalization.*

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SOCIO-ANTHROPOLOGICAL PREMISES OF LONELINESS

The article analyzes the socio-anthropological premises of loneliness. Based on the value-dialectical and synergetic approaches, the conceptual model is offered, which includes the principles of the unity of human being and world, human being and society and the unity of the natural and socio-spiritual in human being. In addition, the author proceeds from the assumption that in the context of the loneliness study, it is better to consider man in his spiritual-personal incarnation (the integrity), which undoubtedly gives the right to represent him as a complex, self-developing and self-regulating system having the open, non-equilibrium, imperfect, incomplete, and malleable nature on the basis of its determining value-semantic dominants, making up the «core» of spiritual-personal incarnation of human being. It is established that the socio-anthropological premises can objectively either trigger and amplify or reduce the tendencies of loneliness. Moreover, the degree and depth of solitude penetration in the human mind depend on many characteristic features of value-semantic «core» of the individual.

Keywords: loneliness, socio-anthropological premises, spiritual-personal incarnation, value-semantic «core».

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CONSCIOUSNESS AND UNCONSCIOUSNESS: EVOLUTIONARY ADVANTAGES OF CONSCIOUSNESS

In our article we would like to discuss two main problems. The first is the relationship between the concepts of consciousness and mind. Traditionally, we mean that the consciousness is the highest level of the mind. Is it true or not that only man has consciousness? The second problem is the ratio of the conscious and unconscious parts of our mind. The man is primarily regarded as a conscious and rational being, and the questions about the unconsciousness of many of our desires, intentions, actions, deeds, and others remain «behind the scenes». We think that the possible solutions of these problems are interrelated. If the consciousness is the prerogative of man, we suppose that in the total volume of his mind, it should occupy a larger place in comparison with animals whose mind is mostly unconscious. But is it justifiable to speak about the prevalence of consciousness in comparison with the unconscious in humans, on the one hand, and absolutely to deny the consciousness (in some kind) of all the animals, on the other hand? The question of the relationship between the conscious and the unconscious inevitably leads us to the dilemma of free will and of human responsibility.

Keywords: consciousnesses, awareness, self-consciousness, evolution, rationality, will, freedom.

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THE POLICY FOUNDATIONS IN THE WESTERN WORLD: HISTORICAL AND PHILOSOPHICAL ANALYSIS

The article is devoted to the synthesis of various theoretical approaches to the study of the concept «policy» implemented in the Western philosophical thought in the period from Antiquity to the present day. It is noted that the policy is a special kind of activity on the organization and regulation of the cohabitation of people in the society. The relevance of historical and philosophical analysis of the policy foundations in the Western world is largely determined by the logic of the political development of the post-Soviet Russia and by the special significance for it of the process of public policy formation. The idea is grounded that the essential characteristic determining the main part of the content of the notion «policy» is a set of interests and needs of the person himself; the authority, control, administration, organization, measures and actions, types of social consciousness and other. It is showed that «politics», as any philosophical concept, has several grounds of its content, from the broad, covering the interests of the whole society, to the narrow, in the form of thinking and behavior of the individual.

Keywords: policy, philosophical thought, political life, the power, interests and human needs.

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THE FAILURE CAUSE ANALYSIS OF BALL BEARINGS OF PASSENGER CARS

The aim is to analyze the defects causes of ball bearings in the passenger cars in order to increase the strength and durability of the spherical sliding bearing. Following methods were used in the article: collection and analysis of statistical data on the distribution of the major failure in motor vehicles systems, as well as the main defects

of the suspension of passenger cars according to the JSC «SURA-LADA» in Penza. It was established that the main defects in the tested ball bearings of passenger cars are connected with wear and destruction of the polymer element and are operational causes. The main continuously operating causes of defects of ball bearings of the front suspension at technical operation are: wear, plastic deformations, corrosion and fatigue failure, physical and chemical changes of the elements material (aging). Scientific novelty: it is proved that the durability of spherical bearings in the majority of cases (over 90%) is determined by the wear of the contacting surfaces of the elements and depends on the number of constructive, technological and operational factors. The main provisions and conclusions of the article can be used in the development of the technologies improving the durability of ball bearings, in particular, in the modification of the structure of the composite substrate of the liner with the metal granules in the process of its manufacturing.

Keywords: car, ball joint, defect, wearing-out, reliability.

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