
ANNOTATIONS OF THE ARTICLES

I. A. Balyuk,

PhD (Economics), Associate Professor of World Finance Department, Financial University under Government of the Russian Federation, Moscow, Russia

EURO- COMMERCIAL PAPERS AS ONE OF THE INTERNATIONAL FUNDING SOURCES FOR RUSSIAN CORPORATIONS AND BANKS

Along with most developed countries since the mid of 90-s of the last century Russia has also been an active participant of the international debt securities market. Economic sanctions imposed in 2014 against some Russian banks and corporations have forced them to find alternative sources of funding. As international investors tremble to expose long-term Russian risks, there is a possibility to explore international sources of short-term funding that are not so far fully used by Russian banks and corporations.

One of the international instruments for short-term funding is euro-commercial paper (ECP). Article considers specifics of this financial instrument, a short history of ECP's implementation, a formation of international market of this type of securities, basic parameters and key participants of ECP programs, major documents and ECP issue techniques. Author also analyzes a role of international credit rating, means of financial enhancement of ECP issue programs and main factors influencing ECP market price. Current situation and coming prospects of Russian segment in the ECP market are discussed in general terms.

Article makes a conclusion that at present ECPs are still not actively issued by Russian banks and corporations. They mostly prefer to satisfy their short-term financing needs by selling promissory notes in the domestic market. Author believes that currently it is reasonable for the Russian corporate borrowers to issue ECPs as one of the actual and perspective sources of international funding. Although it is a source of short-term funds, nevertheless it will be simpler to raise this kind of funds compared to the long-term ones. In addition to it, ECPs cost will be lower in comparison with the short-term funds in the domestic market.

Keywords: *euro-commercial paper; international money market instruments; debt securities; short-term funding; international debt market.*

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Z. A. Voitleva,

Candidate of Economic Sciences, Associate Professor of Department for Informative Safety and Applied Informatics, Maykop state technological University

DEVELOPMENT OF MIXED AGRARIAN ECONOMY AS FACTOR FOR PROVIDING FOOD INDEPENDENCE OF RUSSIA

Article describes diversification development of Russia's agricultural economy as one of the possibilities for increasing the volume of agricultural production within the country, improving the efficiency of domestic agricultural production and achieving food independence. Author considers development directions of agriculture diversification of the Adygea Republic and Russia in whole that may contribute to the mentioned tasks solution. In particular on the part of executive authorities appropriate measures for supporting population households and peasant (farmer) farms are reasonable. This article considers possible types of state support for small agricultural enterprises and commercial cooperation forms of large and small farmers. Directions of diversification development for agrarian sector that facilitate providing food independence of Russia, include number change of region's farms or other farms depending on farms' position according to comparative analysis results of agricultural production efficiency. According to the author it is advisable to develop integration in agriculture.

Keywords: agrarian economy, multiformity, food sovereignty.

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A. E. Galichkin,

Postgraduate Student of Department for Political Economy, Plekhanov Russian University of Economics

STATE SUPPORT OF INDUSTRIAL ENTERPRISES AT THE FEDERAL AND REGIONAL LEVEL

This article studies the modern trends in development of economy industrial sector; dynamics of industrial production index; brief analysis of fixed assets conditions on industrial enterprises is performed. On the basis of this analysis problems in industrial sector development were identified, including the situation of innovation development. Inefficient management system in industrial enterprises should be also attributed to existing problems.

The main research focus is made on theoretical analysis of state support measures on industrial enterprises by considering the law provisions and application practice of certain regulations at the federal and regional levels.

Authors of this research made a conclusion about measures effectiveness that are used by state to support and develop the industrial sector. It was revealed that use of support tools will achieve main state goals aimed at the country's effective socio-economic development.

Keywords: *State support, development of industry, industrial sector, industrial plant, state mechanism.*

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I. N. Korabeynikov,

Candidate of Economical Sciences, Head of Department for Personnel Management, Service and Tourism,
Orenburg State University

IMPLEMENTATION OF PUBLIC AND PRIVATE PARTNERSHIP ON THE REGIONAL MARKET OF INFORMATION SERVICES

Today development of information services market is increasingly determined by the cooperation level between different economic actors including public authorities and business. Public and private partnership on this market allows posing and implementing transition mechanisms to postindustrial society, implementation approaches for principles of sixth technology revolution, tools for development of public intelligence level and others. Interpretations' differentiation of concept "public and private partnership" is classified in the article. The characterization of public and private partnership as a phenomenon of economic development includes setting of objectives, tasks, principles, forms, and its special aspects. Successful experience in developing major projects on the information services market on basis of public and private partnership on the regional and federal level is presented. Critical analysis of pointed development factors for "public and private partnership" projects on the information services market allowed offering author's opinion about development problems of this phenomenon. Factors influencing development of information services market are posed in frames of offered classification

features. Institutional providing of public and private partnership development on the regional information services market is determined.

Keywords: market of information services, public and private partnership, factors, problems, experience.

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M. G. Lapaeva,

Doctor of Economic Sciences, Professor of Regional Economy Department, Federal State Budgetary Educational Institution of Higher Education "Orenburg State University"

S. P. Lapaev,

Doctor of Economic Sciences, Associate Professor of Regional Economy Department, Federal State Budgetary Educational Institution Higher Education "Orenburg State University"

MODERN FEATURES OF PRODUCTION POWERS DISTRIBUTION

Fundamentals of theory for production powers distribution were developed in works of Western and Russian economists. In the modern period in connection with the development of scientific and technical progress special aspects in distribution of production powers have appeared. It must be considered by placement determining of some company in a particular region. A goal to systematize features of production powers distribution in modern conditions is settled. These conditions should be taken into account by developing economic policy in region.

If you combine all the conditions, preconditions, reasons that lead entrepreneurs to place enterprises on a given territory and to label them as host factors, there are following among them:

1. Economic-geographical position of region (transport and geographical, industrial and geographical, agrogeophysical, market, demographic, recreational geography, level of infrastructure development, strategy of leading enterprises of region, etc.);

2. Technical and economical characteristics of enterprises' production (material intensity, energy intensity, complexity, etc.);

3. Scientific-technical progress (change in the role of certain production factors, growing knowledge-intensity of production, growing influence of environmental factor, etc.);

4. Transition to a postindustrial economy puts forward new requirements for transport development (reliability, compactness, access to information systems, formation of international transport corridors, etc.);

5. Increasing interaction between regional economies (the Pareto optimum, core, economic equilibrium).

In the modern period there is a new paradigm of production powers distribution based on inputs such as innovation and highly skilled labor. In scientific works the theory of production powers distribution is coupled with theories of urban development and regional growth, with concept of increasing returns from a concentration of economic activity in space.

Interaction complexity between components of production forces has led to formation of new host principles – economy, concentration in space, irregularity.

Study of theoretical and methodological principles of production powers distribution in space, analysis of their placement peculiarities in the modern period allow taking into account new trends in development of economic policies to ensure the effective development of country's economic space.

Keywords: *production powers, allocation, factors, principles, characteristics, scientific and technological progress.*

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D. V. Likhachev,

Candidate of Agricultural Sciences, Orenburg State University

SUBSTANTIVE AREA OF REGIONAL ECONOMY DEVELOPMENT

This article presents theoretical and practical aspects of development as a subject area of regional economy management. Author makes an attempt to generalize content of interpretations "development of regional economic system" on the basis of attributive development model, to prove applicability of design and territorial approach to regional economy management.

In the course of research characteristics of region development were defined; development goals of regional economy according to decision-making levels – strategic and tactical (and relevant to them quantitative data) were grouped. Author's definition "regional economy development" is given. Made a conclusion that it is necessary to use project and territorial approach in regional policy actions. This approach can provide effective use of natural, human, material and structural resources of regional economic system, and also a synergetic effect for region economy on the basis of reasonable choice of investment strategy.

Keywords: regional economic system, project and industrial approach to formation of regional policy, attributive development model.

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A. N. Lysenko,

Candidate of Economic Sciences, Senior Lecturer of Department for Public Administration and Finance,
Bryansk State Engineering and Technology University

T. I. Sebekina,

Candidate of Economic Sciences, Associate Professor of Department for Public Administration and Finance,
Bryansk State Engineering and Technology University

O. V. Laktyushina,

Candidate of Economic Sciences, Associate Professor of Department for Economic and Legal Security, Bryansk
Branch Russian Academy of national economy and public administration under the President of the Russian Federation

MODERN PRACTICES FOR INCREASING INVESTMENT ATTRACTIVENESS OF REGIONS

Article explores concept of regions' investment attractiveness including integral characteristics of individual regions from the perspective of investment climate and development of investment infrastructure. International practice of state involvement in enhancing the investment attractiveness of regions is considered. In particular positive experience of investment attractiveness increasing in individual regions of such countries as the USA, China and Ireland is presented. These countries have created a profiled organizations involved in formation of regions' investment attractiveness. In the USA in the late 90-ies of the last century special international trading division in each region (state) were created; activity of these divisions was aimed at attracting foreign investment. In Ireland, in order to improve control over investment activities in the 1960-ies there was created agency for country's industrial development. China in the 1970s has created "special economic zones" in regions of Guangdong and Fuyang. Examples of measures for improving the investment attractiveness of regions in Russia are shown. In particular experience of federal city Saint Petersburg, the Republic of Khakassia and Krasnoyarsk Region are presented. Basing on regions' experience conditions, methods and instruments for investment attractiveness increasing are revealed.

Keywords: investment attractiveness, region, priority sectors, investment policy.

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Y.Y. Myagkova,

Candidate of Economic Sciences, Associate Professor of Department for Risk-Management, Insurance and Securities, Plekhanov Russian University of Economics

FEATURES OF INSURANCE SUPERVISION IN GERMANY

Article analyzes organization experience of insurance supervision in Germany. Features of insurance supervision leading to strict regulation of insurance services market are indicated. It was revealed that the basis for insurance supervision implementation in Germany is a special legal act, which contains a list of fines and penalties. It was found that powers of the Federal Financial Supervisory Authority (BaFin) are quite broad in terms of the impact on insurance market participants. In analysis result it was recommended to confirm the right of administrative influence on participants of insurance relations for the Bank of Russia, as well as to initiate criminal proceedings what would improve effectiveness of insurance supervision.

Fundamental purpose of insurance supervision organization in Russia should be to ensure the guarantee for protecting the interests of policyholders and obligations of insurance companies to policyholders.

Keywords: insurance, insurance supervision, administrative offense, mega-regulator, law, the Bank of Russia.

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Y. N. Nikulina,

Candidate of Economic Sciences, Associate Professor of Department for Personnel Management, Service and Tourism, Orenburg State University

DEVELOPMENT OF INDUSTRIAL TOURISM AS A WAY FOR QUALITY IMPROVING OF YOUNG SPECIALISTS TRAINING FOR REGION'S ECONOMY

Article considers complex issues associated with development of industrial tourism in interaction system between universities and enterprises in a region. The main subjects of industrial tourism, including consumers of educational services (University entrants and students), are revealed. Correlation of objectives between regions, enterprises and institutions within development of industrial tourism is determined. On the basis of study results of graduates and employers regarding to assessment of education quality some conclusions are made

about necessity to raise the level of professional training, including organizing and conducting industrial tours. Experience of universities in Volga Federal District in the field of industrial tours conducting, including Orenburg State University, is described. Author has developed the main provisions and directions for the regional project "Development of industrial tourism in universities of Orenburg region". Examples of consolidated plan for regional project implementation in general for regional universities and examples of timing the industrial tours for students and students of Orenburg State University on enterprises and production sites of Orenburg region are presented.

Keywords: industrial tourism, enterprise, region, University, young specialist.

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D. Y. Nozhenko

Minister, Ministry for Economy in Sverdlovsk region

MONITORING OF ADAPTATION INSTITUTE OF A STATE PROGRAM IN RUSSIAN FEDERATION SUBJECTS

Author of this article has explained features of present stage of program-target approach implementation in regional strategic planning and place of state program implemented in regions. Author relies on administrative and budget reforms of recent years. Author has revealed problems of approaches to development and implementation of state programs in Russian Federation subjects. Necessity of state programs adaptation monitoring is grounded.

Article's author has established factors for adaptation monitoring of regional state programs as a new institute for state management. Principle diagram of adaptation monitoring is presented. Basing on classical approach, author has identified four adaptation stages: problem actualization (goal-setting); institutionalization (development of institutional support); active adaptation (direct program implementation); adaptation assessment (assessment of state programs implementation). Results of author's statements approbation by the example of Russian Federation subjects are presented.

Keywords: adaptation, Institute of state program, administrative and budget reforms, monitoring, regions.

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E. G. Revkova,

Editorial scientific journal «Intelligence Innovation. Investments»

DEVELOPMENT OF HIGHER EDUCATION BASED ON THE PROJECT-ORIENTED APPROACH

The author unify such notions as “higher education”, “higher educational establishment”, “organization”, “higher education as an open system”.

The authors characterize the process of open system adaptation, define the notion of “higher education adaptive development” and give its basic characteristics. Having analyzed some system-wide principles they have outlined the principles of adaptive development of an organization.

Regarding the process of managing organization development as activities aimed at maintaining target-oriented changes in the organization parameters and properties in response to the current (anticipated) changes in the external environment, the authors suggest the following hypothesis: if adaptation involves changes based on the principles of cyclicity and impermanence, activities of an organization can be represented as a bulk of projects, aimed at achieving certain targets and goals and limited in time.

The Project-Oriented Approach is shown as a methodology of management, helping to link together the linear management of an organization (a permanent process) with managing goal-oriented projects (provisional management structures). This approach helps to assess the adaptive development indicators of a higher educational establishment as a subject of the socio-economic sphere.

Keywords: *adaptive development, higher education, project-oriented approach, indicators, adaptive development principles.*

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A. A. Sergeev,

Postgraduate Student of Economics Department, Saint-Petersburg State University of Aerospace Instrumentation

ASSESSMENT OF INNOVATIVE ACTIVITY OF BUSINESS ENTITIES IN ORDER TO FORESIGHT ECONOMIC DEVELOPMENT OF RUSSIA

Nowadays there is an opinion that innovation is a key factor for modern development of Russian economy. In this connection questions concerning the accumulation of competitive advantages in the innovative sphere dominate. The main aim of this research is to update a conceptual construct, measures and approaches of assessment, to collect statistics data characterizing innovative activity of regions of Russian Federation. Period since the beginning of implementation the Strategy for Russia's innovative development until 2020, which is defining global purposes and priorities of the state innovation policy, is taken as a basis of this research. Position of Russia in the world innovation rating is analyzed in this article. Data evaluation of Federal State Statistics Service, expert and analytical accounts are considered.

On the basis of conducted study competitive advantages of domestic enterprises are marked out; factors considerably constraining their innovative development are revealed. Directions, which offer an opportunity to determine profitable conditions for increasing the innovation activity of Russian enterprises, are defined.

Keywords: *innovations, innovation activity, competitiveness, analysis of activities, innovative work.*

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M. N. Sultanov,

master's degree student of Management Institute, Orenburg State University

REENGINEERING AS A TOOL FOR BUSINESS REGULATION

Article considers tools for crisis business regulation that work at the micro level – at enterprises. Author attempts to analyze role of such tool as reengineering of business processes in business regulation for providing stable specific operation of an enterprise. It is shown topicality of this direction for researches that deal with determining the involvement level of crisis business regulation's elements depending on external environment and its interaction with internal environment of enterprise.

Research objective – to determine reasons and conditions of necessity and requirement in reengineering of production processes.

Tasks of business regulation and management's improvement of enterprise's production processes are classified. Problems of stable operating are detected, transformability's modes for business process are determined.

Reengineering results are presented. Transition conditions to reengineering mode are posed in conclusion. These conditions are partly connected with scenario for abrupt improvement of micro-economical factors in enterprise's activity.

Keywords: reengineering, business regulation, business process, tool, crisis management, micro-economy, production process.

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V. V. Filatov,

Candidate of Technical Sciences, Associate Professor of Department for Management, Moscow State University of Technologies and Management named after K.G. Razumovsky

RISK MANAGEMENT ON INNOVATION MARKET IN FOOD INDUSTRY OF CENTRAL FEDERAL DISTRICT

Modern Russian economy is becoming more and more innovative what is associated with development, implementation and use of innovations and restructuring of organizational and economic management mechanism. Article discusses risk factors that prevent formation and regulation of innovations market in food industry of Central Federal District. Author has made an attempt to classify risk factors that inhibit formation and regulation of innovations market in food industry of Central Federal district. Basing on identified economic trends it was found that in the case of saving the situation in sector, changes in trade, economic and political spheres can be an important factor for reducing dependence on imported equipment and machines, otherwise it will remain lagging behind the industry in terms of technical development from similar industries in developed world countries. Therefore, it is necessary to stimulate the development of industrial technologies in innovations market of sectoral economic system.

Keywords: risk factors, market innovation, food industry, industry economic system, the Central Federal district (CFD).

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D. V. Ankin,

Doctor of Philosophic Sciences, Professor of Ontology and Cognitive Theory Department FSAEI HVE “Ural Federal University named after the first Russian President B. N. Yeltsin”

INFORMAL THOUGHTS ABOUT FORMAL IN CONNECTION WITH CATEGORY OF POTENTIAL

The article discusses category of potential in the context of logic nature. This approach allows us to separate logical potential from other possibility types more clearly. The author offers an original classification of the eventual, based on the category of informative eventual. Informative eventual is considered as opposition to logically possible and includes both actually possible, and not logical possible of aprioristic type. Within not logical possible aprioristic type the author emphasizes especially conceptual aprioristic, connecting it with language used for creation of a set of possible worlds. Philosophy is interpreted as a discipline, which works in the field of conceptual a priori. According to the author, logic is the most tolerant discipline to what we include in the area of possible. Only the contradiction to itself is forbidden, because it is destructive for any theories, even for the theories allowing existence of contradictions (in some or other borders). Philosophy is less tolerant than logic in the field of possible, as it sets some conceptual restrictions for a set of possible worlds (for example, "metaphysically impossible").

Keywords: possible worlds, logic, logically possible, actually possible, informative eventual

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L. A. Barkova,

Senior Lecturer of Department for Philosophy and Cultural Sciences, Moscow State University of Railway Engineering.

SPIRITUAL COMPONENT OF MOTHERHOOD AS SOCIOCULTURAL PHENOMENON

Article contains review, analysis and interpretation of sociocultural phenomenon “motherhood” from the point of his spiritual essence that is influencing formation of society outlook. Thus, dichotomy of natural and social is supplemented with new, namely spiritual measurement of the considered phenomenon. Besides, reasons, because of which it is easier for modern society to reduce a motherhood phenomenon to biological, or to social aspects of life, are investigated, than to cultivate its spiritual value which is essential to formation of mother identity being a basis for transfer of culture to new generations.

Author demonstrates necessity to create an appropriate outlook, primarily by specialists that are directly interacting with their mothers - medical professionals, and also by teachers, because at the moment this problem is not solved. Despite there is a hope for a principal possibility to form public attitudes that enhance mothers status in society by their understanding the moral values, which are fundamental for motherhood phenomenon. According to author motherhood value cannot be overstated, because mother affects not only the individual child, but later the whole of society as a whole system, therefore it is necessary to direct the research potential to comprehensive study of conditions that are conducive to the harmonization of relationship between mother, child, and eventually the whole society.

Keywords: motherhood phenomenon, biological, social, spiritual, sacral, culture, social spheres, ontologic status.

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F. E. Dzheyranov,

Candidate of Philosophical Sciences, Associate Professor of Department for Philosophy, Izhevsk State Technical University named after M. T. Kalashnikov

PROBLEM OF GOD IN VIEWS OF ANTIQUE AND CHRISTIAN THINKERS

It is investigated an important component of Christian teaching - the concept of God, its features and its influence on ancient philosophy are revealed. It is noticed that "God of philosophers" is impersonal that does stay within the universe, and that is thought as intrinsic to him. He appears as ultimate understanding of the universe, ultimate foundation of concept and space, but not as a "transcendent and personal identity of the Absolute." As a metaphysical construction such God brings satisfaction to intelligence, but he gives hardly anything to religion; he is schematic, he is far away and untouchable, he cannot be named.

The Christian God is a living person who creates freely; it is the Creator who loves and cares of his creation, what elevates and sanctifies all created things. Within the framework of Christian Ontology Axiology is absorbed by Theology, and it is approved by ideology universalism. There is a new type of philosophizing that is claiming for superintelligent act of creation, love and care of God for created things, including unordered and sinful. His address to a human requires free adoption, opposing motion, opening themselves to others. Being the religion object and responding conscience reasons, the Christian God is able to fill the heart and soul and to give a new meaning for life.

Keywords: Antiquity, Christianity, religion, Anthropocentrism, supernatural, welfare, God, freedom, personality.

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T.V. Zakirova,
Lecturer, Department of Philosophy and Cultural Studies,
Orenburg State University

SOCIAL IMITATION AS SYSTEMIC FEATURE OF MODERN RUSSIAN SOCIETY

The article is devoted to consideration of social imitation and its implementation in conditions of modern society. It has been affirmed that primary, original reality changes to the secondary, unauthentic imitation reality in the framework of social-imitation processes. It is noted that socio-imitation processes of our time determine the fact that people lose the ability of real and imaginary differentiation. It is explained that social imitation today is systemic characteristic of modern Russian society. It exists practically in all spheres of public life. Examples of such spheres are politics and economy, state and municipal management, science, philosophy and education, daily life of people, their social identity and immediate social role interaction. The article shows that expansion of imitations dynamics within our society can be marked by an exponential curve.

Keywords: social imitation, originality, inauthentic, real, imaginary, virtual reality, culture, manipulation, imitation, artificial world.

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V. P. Polozova,
Candidate of Philosophical Sciences, Associate Professor of Department for Foreign Languages, Nizhny
Novgorod State Agricultural Academy

ABOUT THE ROLE OF HISTORICAL NEEDS AND ABILITIES IN FORMATION OF MANKIND

Abstract. Article deals with the role of historical needs and abilities in development of mankind and its moral formation. Author provides vivid examples when historical (not natural!) needs and abilities made human being not only to survive in the wild but to change environment and adapt it to his existence. Existence of mankind is impossible without development of its historical needs and abilities. They make our society go ahead. Meaning of human life is to realize his rational needs and abilities and to choose the right path of life, which is based on moral values. Article gives concrete examples of human society history, proving that its whole story in one way or another is connected with development of historical needs and abilities. What yesterday satisfied man, today does not suit him, since the surrounding social environment has changed. Historical needs and abilities are constantly developing and improving, aiming for a more complete insight of human essence. From a stone ax - to complex electronic equipment, from primitive mental experiences - to poetry and philosophical thoughts. Developing new lands, creating new technology, people have made new environment of their habitat, changed themselves, acquired new historical needs and abilities, improved the old ones, left behind the useless ones. And this process will never end.

Keywords: historical needs and abilities; human essence; moral values; mankind; moral development.

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M.K. Khadzharov,

Doctor of Philosophical Sciences, Professor, Head of Philosophy Science and Sociology Department, Orenburg State University.

IDEOLOGICAL DIVERSITY AND PROBLEM OF SOCIAL DEVELOPMENT: CAN IDEOLOGY BECOME BASIC VALUE IN RUSSIA?

The article discusses the issue, why there is no tangible progress and life of the most of people does not improve in the country, which set a course for modernization of society and accelerated economic development? Why Russia with its great material resources and intellectual potential is in a difficult situation now? In this regard, question of national ideology need become the actual. It means that it should be an ideology capable to consolidate mass of people and the elite for Russia revival to competitive level with the most developed countries. At the same time it should be a program of strategic management and dynamic development, unification of population and elite around common national interests, goals and objectives in order that society can develop rapidly and innovatively. Such ideology should not be alien to Russian spirit, but must have a humanistic nature: Russia needs national and socially oriented ideology which will defend full employment, target the government to conditions arrangement for optimization of all society members well-being, will be focused on the preservation of economic, political and state sovereignty, territorial integrity and traditional values.

Keywords: Russia, society, ideology, development, values.

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N. R. Khamidullin,

Candidate of Political Sciences, Associate Professor of Department Philosophy of Science and Sociology Studies, Orenburg State University

ON POLITICAL POWER AND PUBLIC POLICY IN MODERN RUSSIA

The Article devoted to analysis of cause-and-effect relations between political power and public policy in modern Russia. Essence of this problem comes to light on the basis of philosophical comprehension, its social sense is shown. It is shown that presently political power as a traditional object of criticism acquires another value. The problems of the state and civil society, processes of embodiment of public policy are examined in interests and necessities of Russian citizens. It is marked that the degree of political unity of Russian citizens depends on political literacy, internals of citizenship, patriotism and public consciousness of citizens. Argued, that a purposeful and effective public policy is the instrument for smoothing indexes of standard of living and major condition of maintenance of political and socio-economic stability. It is set that a search of methods for overcoming of arising up problems is the vital task of a political power. The analysis of philosophically designed pictures shows the measuring personal freedom, that national consciousness, ethnic identity and tolerance of Russian people determine firmness of Russian political system, i.e. the state is strong, and when free citizens does not pursue destroy bases of political system. As a result of people expression determines maintenance and structure of political power. Giving the votes for a candidate, citizens participate in the processes of forming and execution of political power. It is marked that political power of Russia demonstrates principles of pluralism (consensus, compromise) in urgent political and socio-economic problems solution.

Keywords: *political power, public policy, political and socio-economic problems, civil society, personal freedom.*

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O.R. Chepyuk,

Ph. D in Economics, Associate professor of «Finance and Credit» Department, Institute of Economics and Entrepreneurship, Lobachevskiy University (Nizhny Novgorod State University named after N.I. Lobachevskiy)

**ECONOMY OF KNOWLEDGE AND INFORMATION SOCIETY:
COMPARATIVE ANALYSIS IN THE FRAME OF PHILOSOPHICAL DISCOURSE**

The concept of post-industrial society, as well as the process of society informatization is discussed often in the sphere of humanitarian science. At the same time, the topic is less popular in the frame of philosophical discourse, though it has a wide range of useful mental instruments. This could be related to the phenomenon of new generation productive forces development, or either with deep and hard reversible changes in the spiritual life of a human. The result of these processes is the spiritual vacuum, the monetization of cultural space, the inflation of values, globalization of ideas and scientific optimism. The authors hypothesize about how advances in economy and science associated with the loss of humanistic values in modern society, where the emotion becomes a resource for economic growth, the same as capital or information. The article analyzes some of economic mechanisms of modern capitalist economy which transform personal emotional life to profit.

Keywords: information society, knowledge economy, social philosophy, spiritual vacuum

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Zhao Cai-hong,

College of International Education, University of Science and Technology Liaoning, Anshan, China

APPLICATION OF RELEVANCE TEACHING METHOD IN THE INTEGRATED COURSE OF CHINESE AS A FOREIGN LANGUAGE IN THE VALUE-SEMANTIC DIMENSION

Philosophical analysis shows that the application of relevance teaching method in the teaching of Chinese as a Foreign Language accords with the laws of knowledge construction and can improve the systematicity and efficiency of the overseas students' CFL integrated course. The practice of this theory in the CFL instruction is believed to enable the learners to acquire knowledge in a more effortless, coherent and solid way and successfully implement their value mastering. Following the principles of cognitive construction, the CFL instructors should know the learners' knowledge storage and experience to help them establish connections between the prior and the new knowledge before, in and after class, and design the in-class activities and after-class exercises accordingly and scientifically.

Keywords: Teaching of Chinese as a Foreign Language, cognitive construction relevance theory, active construction, value, sense.

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I. S. Bykova,
Lecturer of Aircraft Department, Orenburg State University.

A. A. Gorbunov,
Candidate of Technical Sciences, Senior Lecturer of Aircraft Department, Orenburg State University.

A. D. Pripadchev,
Doctor of Technical Sciences, Assistant professor, Head of Aircraft Department of Aerospace Institute, Orenburg State University.

N. Z. Sultanov,
Doctor of Technical Sciences, Professor, Head of Automated Production Systems Department of Aerospace Institute, Orenburg State University.

ECONOMIC ASPECTS OF FUSELAGE AUTOMATED DESIGN SYSTEM IMPLEMENTATION

Economic aspects of developed software tool "Software program for automated design of aircraft fuselage" implementation in the process of aircraft design are considered in the present article. Implementation of software tool is considered as a real investment. To assess investment effectiveness has been created combined method and the algorithm of calculation of economic efficiency of software tools, including static calculation (payback period) and dynamic (net present value, profitability index of investments) indicators of economic efficiency.

Additional financial investments, prime cost of one hour of machine operating time, additional profit are calculated. Values of above-stated indicators of efficiency, including Microsoft Excel 2010 program are received and analyzed. According to received results, implementation of software will provide additional return of capital.

Keywords: *economic efficiency, computer-aided design, software program, investment returns.*

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A. V. Lebedev,
Doctor of Technical Sciences, Candidate of Physical and Mathematical Sciences,

INFORMATION RESOURCES OF A SOCIAL SYSTEM

Dynamic model of a social system was reviewed in the article. There are 3 main kinds of resources: material, personnel and information. The information resource of a system provides stability of this system in conditions of existing structure, i. e. stability against external and internal disturbing actions and also it determines character of process in the system. Information resource is called often as own information of system.

Given in this paper correlations describes processes, which happens in a system (its vital activity), they represent functions of time and number of another different variables which are typical for a system.

There are special units of measurement and their scales for material and personnel resources, but it is necessary to add quantitative measure of information.

The social system may be described with collection of main parameters which can be changed in appropriate range with the appointed step. In this case the quantity of information can be defined as digress of apparent notion of the system from the true characters (parameters).

Other approaches to quantitative measurement of information are offered. All above postulates should be taken into consideration at acceptance for operation of information systems, especially in case accepting for exploitation of informative system, especially in case when the choice is made between few systems. Unfortunately, it isn't possible to formalize and set quantitative criteria of information and entropy of automated system in the most cases.

Keywords: *dynamic model of social system, information, quantitative measuring of information.*

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R. I. Khasanov,

Candidate of Technical Sciences, senior lecturer of Computer Engineering and Information Security Department, Orenburg State University

T. Z. Aralbaev,

Doctor of Technical Sciences, Professor, Head of Computer Engineering and Information Security Department, Orenburg State University

IMPROVING OF EFFICIENCY AND UNIVERSALITY LEVEL OF RECOGNITION DEVICE

In automatic identification systems special attention is paid to efficiency improving. High-performance requirements applicable to methods and techniques of computer technology for recognition determines their implementation in the form of specialized hardware with the highest possible degree of operations parallelism. Efficiency improvement during walkthrough phase is important in conditions of considerable increase of recognizable features. The aim of present paper is to increase productivity and level of universality of recognition device due to teaching process automation and recognition at optional distribution rule and different lengths of informative features variations ranges. To achieve this goal it was determined organization and architecture of associative-majoritarian device, which operates in modes of teaching and recognition, as well as learning algorithm was developed, based on work of amplitude signal analyzers.

Keywords: *teaching of device for recognition, associative selection of data from memory, majority decision rule, the amplitude of signal analyzer.*

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D.A. Dryuchin,

Candidate of Technical Sciences, associate professor, associate professor of Automobile Transport Department Orenburg State University

ORGANIZATION OF INFORMATION AND FINANCIAL FLOWS TRANSFER IN SYSTEM OF URBAN PUBLIC PASSENGER TRANSPORT

Analysis of structural schemes for organization of urban passenger transport was carried out. This allowed systemic problems revealing, which were results of system key functions decentralization. Directions for improve quality of transport services were determined. According to logistic management principles new schemes of information and financial flows transfer were developed. They were based on the use of modern information and technological solutions. The offered structural scheme assumes centralization of finance movement control, based on the qualitative characteristics of public transport service. This organizational principle will allow leaving the existing inefficient motivation system of transportation activity, based on the direct dependence of financial results from transportation activity gross measures. Besides the motivational parameters changes the proposed organizational structure assumes realization of continuous monitoring of urban public transport system operating parameters. It gives opportunity to put into practice control actions in accordance with developed algorithms and procedures basing on reliable information about the system state.

Keywords: city routes, motor transport, passenger transportation, transport logistics, information flows, financial flows.

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S. P. Ozornin,

Doctor of Technical Sciences, Professor, Professor of Construction and Road Machines Department, Transbaikalian State University

V. G. Maslennikov,

Chief expert, Police Major, CEC AMIA in Transbaikalian region, Chita, graduate student, Transbaikalian State University

OPERATIONAL APPROACH TO EVALUATION OF EXPERT ACTIVITY FOR CARRYING OUT OF ROAD AND TRANSPORT EXPERT EXAMINATIONS

Specific sequence of steps in investigation and expert examination of road accidents is considered in article with use of organizations management theory and is called "operating function". It is accepted that the term "operation" includes not only carrying out of expert actions, but also forming of objective expert opinion, i.e. provision of expert services for interested individuals and organizations. Expert organization is described as an open system which transforms input information streams (materials, schemes of road accidents, survey protocols of road accidents places, testimonies, photo and video materials, etc.) into output that is in expert services, executed as objectively justified expert opinions and conclusions. Structural-functional diagram of relationships in complex operating system of expert activity is defined. It is offered to estimate change nature of this system condition by means of response function which reflects quality of its functioning. Mathematical model of expert information

support optimization when carrying out of road and transport expert examinations is suggested.

Keywords: *operating system of expert activity, an indicator of the objectivity and quality of expert opinion, mathematical model of optimization of expert information support.*

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A. V. Puzakov,

Senior lecturer of Technical Operation and Auto Service Department, Orenburg State University

M. I. Filatov,

Doctor of Engineering, Professor, Head of Technical Operation and Auto Service Department, Orenburg State University

DEVELOPMENT OF ESTIMATION MATHEMATICAL MODEL OF AUTOMOBILE GENERATOR RESIDUAL OPERATION LIFE

Technical maintenance of cars does not suppose generators diagnosing, therefore, their breakdown, as a rule, is unexpected and leads to essential losses of time because of repair and servicing time. It was

established due to conducted analysis that operational life of generator is caused by electrical resistances of its elements changes of which are defined by temperature, the operation duration, technological and operational factors. The mathematical model establishing dependence between automobile generator resource saving degree, environment temperature and duration of service life is developed. Residual operation life of the automobile generator at the time of diagnosing is defined by the current and extreme value of diagnostic parameter. The mathematical model of residual resource of automobile generator considers its individual technical condition at the time of diagnosing and degree of its change from factors of operating conditions for forecasting period.

Keywords: motor transport, residual resource, forecasting, automobile generator

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I. E. Arzhannikova,

student, Orenburg State University

N.Z. Sultanov,

Doctor of Technical Sciences, Professor, Head of Automation Systems Department, Orenburg State University
e-mail: arzhannikovaie@mail.ru

AUTOMATED CONSUMABLE ELECTRODE WELDING WITH COLD TRANSFER OF DROPS IN CONSTRUCTION'S BUTT JOINTS OF ALUMINUM ALLOYS

The features of gas tungsten arc welding and automated welding consumable electrodes with drops cold transfer process are considered. The advantages and disadvantages of these technologies are noted. Analysis of accomplished experimental works is carried out. Technological parameters influencing on formation of welded joints are established. Qualitative butt welding joints on samples of AMg6 alloy 2.0 mm thick are received by method of automated argon arc welding by infusible tungsten electrode and by method of automated consumable electrode welding with process of drops cold transfer. Accounting results of new welding technology efficiency are described. The optimal technological mode of automated consumable electrode welding with process of drops cold transfer is developed on the base of welded samples results. Conclusions of the study are formulated by comparison method of experiment received data. It is established that high-functional welding equipment Fronius can be effectively used in mechanical engineering for automated welding of consumable electrode with drops cold transfer in joints of aluminum alloys constructions.

Keywords: aluminum alloys, consumable electrode, welded joints, mechanical properties, power supply, hand arc welding by not melting electrode, gas tungsten arc welding, automated consumable electrodes welding with drops cold transfer process.

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D.V. Martynova,

graduate student of Food Biotechnology Department, Orenburg State University

OPTIMIZATION OF EXTRUSION PROCESS OF PROTEIN-FIBER-STARCH-CONTAINING RAW MATERIALS

Processing of raw thermoplastic extrusion is one of the main areas of food industry technological processes intensification.

Screw extruding press currently used in the extrusion of protein and fiber-starch raw materials, have high energy consumption per production unit, so the development of an effective energy-saving technology for the production of extruded products is a promising direction.

Objective is to optimize extrusion process of protein- fiber-starch raw materials in order to reduce energy consumption and get extrudates of high quality.

Tasks:

- analysis of literature sources on the problem of protein-fiber-starch raw materials extruding;
- development of screw extruding press construction with variable parameters;
- selection and justification of intensification parameters of protein-fiber- starch raw materials extruding process;
- optimization of extruding process of protein-fiber-starch-containing raw materials on the developed construction of screw extruder press with changing screw parameters.

Research methods: research of extruding process of grain mix composed of wheat, barley, oats and salt were carried out to receive final product – compound feed. Complex quality index was developed to evaluate physical and chemical properties of extruded fodder. Software tool developed on the basis of three-factor experiment "Processing of experiment results on the basis of multivariate composite orthogonal plan PFE 23" registered in the university fund of algorithms and programs was used for analysis of experimental data.

Main results:

- screw extruding press construction with variable parameters is developed;
- optimization of protein and fiber-starch-containing raw materials extrusion process on the developed construction of screw press extruder with changing screw parameters is carried out;
- optimal combination of extruding is determined to obtain high quality extrudates at minimum energy cost.

Keywords: *extrusion, fiber- protein and starchy raw materials, optimization, energy intensity, organoleptical properties, physical and chemical parameters.*

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