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INSTITUTIONAL ENVIRONMENT OF NATIONAL INNOVATIVE SYSTEM IN RUSSIA

The article in question considers the role and the value of institutional component in modernization of the Russian society as well as the necessity of its conformity with reforming requirements, and current state of society and economics. The author discusses how to create institutional environment in Russian economics innovation activity.

Key words: *institutional environment, national innovative system, informal institutions.*

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ON MAIN ISSUES AND PROSPECTS OF AIRCRAFT FLEET DEVELOPMENT IN RUSSIAN FEDERATION

The article in question studies the modern level of aircraft fleet development and the forecast in the field of aviation activities. The movement of passenger cycle is introduced. The structure of aircraft transport system in Russian Federation is examined, the prospect of development is identified.

Key words: *aircraft, civil aviation, aircraft transport system, passenger cycle.*

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STRATEGIC TARGETS OF REGION DEVELOPMENT IN CRISIS PERIOD ON EXAMPLE OF ORENBURG REGION

The article in question considers development mechanisms of region`s competitiveness in crisis period. The authors analyze the development of key industries in Orenburg region to establish priorities of production development. Basic directions of public economic policy and the region government aimed at strengthening of region`s competitiveness factors are identified.

Key words: economic policy, regional anti-recessionary program, recurrence, factors of region`s competitiveness.

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PROBLEMS AND PROSPECTS FLEET CIVIL AVIATION OF THE RUSSIAN FEDERATION

The article in question reveals the problems, stages and methods of the insolvent enterprise`s financial improvement, and the peculiarities of investment resources creation in a crisis situation. The forms and conditions of the pretrial reorganization processes of an enterprise are considered.

Key words: anti-crisis management, insolvency, restructuring, reorganization.

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**ON PROCESS APPROACH TO STRATEGIC
PLANNING IMPLEMENTATION AND ENTERPRISE
MARKETING POLICY DEVELOPMENT**

The article covers the problem of domestic enterprises competitiveness, it examines the main stages of strategic planning. The organization of the strategic planning on the basis of a process-oriented approach is suggested. Practical aspects of approach application at the enterprises of the Orenburg region are analyzed. Recommendations on organization of strategic planning services are suggested.

Key words: *strategic planning, process-oriented approach, competitiveness, marketing policy.*

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**CONGLOMERATE AND INTEGRATED
STRUCTURES` FORMATION WITHIN INTEGRATION
AND DIVERSIFICATION PROCESSES**

Integration processes between the enterprises are getting the increasing popularity. This fact encourages interest in economists to the research of the phenomenon. The article in question considers the concept "conglomerate and integrated structure" and the process of its development. Such processes as integration, diversification are examined and their inherence in conglomerate and integrated structures are substantiated.

Key words: *integration, diversification, conglomerate and integrated structure.*

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ON APPLICATION OF PROJECT-ORIENTED MANAGEMENT IN HIGHER EDUCATIONAL INSTITUTIONS

The article examines the application of the project-oriented management in a higher educational institution. The author describes how the mechanism operates with respect to the main directions of higher school activity.

Key words: higher school, project, project management, management, design approach, development prospects.

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INTERACTIVE EDUCATIONAL SITUATION AS ELE- MENT OF SPECIALIST`S` MORAL DEVELOPMENT

The article in question examines students` moral development. Interactive educational situation is highlighted as a significant pedagogical condition in the system of education. The article suggests various interactive techniques that aim at the development of future specialists` morality.

Key words: morality, education, interactive techniques.

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LABOUR MARKET AND EDUCATIONAL SERVICES MARKET IN PROFESSIONAL EDUCATION IN ORENBURG REGION: STATE AND INTERACTION

The article in question considers interactions between labour market and educational services market in professional education in Orenburg region. The statistics is given by the Territorial Body of Federal State Statistics Service.

Key words: labour market, educational services market in professional education.

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BASIC APPROACHES AND PRINCIPLES TO METHODOICAL SUPPORT FOR REGIONAL MODEL OF INDEPENDENT QUALITY ASSESSMENT SYSTEM OF EDUCATIONAL INSTITUTIONS

The integration of Russia into Bologna process makes demands to both the national quality guarantee system of education and the mechanism of independent quality guarantees of educational institutions. Methodical support as well as specially organized and efficient cooperation of all the parties concerned are necessary for implementation of the regional model of the independent educational institutions quality assessment system.

Key words: quality assessment system, ENQA, model of independent quality assessment system, methodical support, educational institution.

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FEEDBACK OPERATIONAL PRINCIPLES AND MUNICIPAL SERVICES CONSTITUENTS

The article in question describes the relations between municipal services constituents from the viewpoint of a feedback. The feedback operational principles in the municipal services are revealed and defined, the relation matrix between the feedback operational principles and main groups of municipal services constituents is developed.

Key words: *municipal services, municipal services constituents, feedback, feedback operational principles.*

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ANXIETY LEVEL EFFECT ON PSYCHOGENIC STRESS FORMATION IN PATIENTS WITH ACUTE B AND C VI- RAL HEPATITIS AND STRESS-RELATED DISORDER OF STRUCTURAL AND FUNCTIONAL BIOMEMBRANES STATUS

The rise of lipid peroxidation products level in erythrocyte membranes of patients with acute viral hepatitis B and C is in direct relation with severity of the disease. The authors reveal the dependence between the anxiety level and psychogenic stress development, stress-related activation of lipid peroxidation products and structural and functional membrane disorder. The conclusion about the role of psychological and emotional status of patients in negative membrane manifestation of acute viral hepatitis is drawn.

Key words: *acute viral hepatitis, anxiety, erythrocytic membranes, lipid peroxidation.*

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**ON ESTIMATION OF METABOLIC STATUS
OF WORKING POPULATION LIVING
IN INDUSTRIAL CITIES**

The article in question estimates lipidic metabolism of citizens in the cities and towns of Orenburg region and establishes the interrelation between the development of dysbolism and the oxidizing load typical of this region.

Key words: *anthropogenous and oxidising load, blood lipids, vitamins-antioxidants, working population.*

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METAPHORICAL POTENTIAL OF THE CRISIS DISCOURSE PROFESSIONAL PR-TEXTS (ON THE MATERIAL OF ENGLISH INTERNET SOURCES)

The article addresses the issue of popular metaphors in the crisis management PR-discourse. Standard models of conceptual metaphors are described, the analysis of models is based on the examination of crisis texts found on the Internet.

Key words: *conceptual metaphors, present day situation keyword, PR crisis management, metaphorical model, recession.*

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SUBJECTIVITY AS AN INTEGRAL COMPONENT OF THE CATEGORY OF MODALITY

The article focuses on the problem of opposing the objective and subjective aspects of modality as a linguistic category. It aims at identifying the subjective component as an integral part of the category under consideration. It also attempts at describing the basic linguistic means of its realization. The author reviews a number of viewpoints related to the problem and suggests her own interpretation of the category of modality. The author considers modality as a unified subjective and objective category, taking into account the primacy of the former.

Key words: *linguistic category of modality, subjective aspect of modality, objective aspect of modality.*

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**VERBALIZATION OF MYTHOLOGICAL CONCEPT
[WITCH] AND [WIZARD] (ON THE MATERIAL
OF THE PROSE BY J.K. ROWLING)**

*The article considers the conceptual structures of two dominant mythological concepts in J.K. Rowling's prose – [WITCH] and [WIZARD]. A detailed examination of the constituents and the interpretation field is suggested by singling out indicators for the concepts and analyzing the images of **a witch** and **a wizard** in Rowling's prose.*

Key words: *mythological concept, conceptual analysis, verbalization.*
