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ON SPECIFICITY OF INNOVATIVE MARKET IN RUSSIA

The article studies the matters of Russian companies' innovation activity development. The specific characteristics of innovation sphere development in Russia are identified.

Key words: *industrial innovations, innovation activity, innovative market.*

I. I. Dyachenko

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**INNOVATIVE PRODUCTION OF BUILDING MATERIALS AS FACTOR
INCREASING LEVEL OF ECONOMIC SECURITY OF INDUSTRY**

The article considers the reasons of weak innovation activity in the industry, analyzes the investments into development of innovations at industrial enterprises producing building materials. Suggested are the main directions of innovation development in the sphere of building materials production that ensure economic security in building materials industry.

Key words: *economic security, building materials industry, building complex, innovation, innovative production.*

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**ON THEORETICAL MODEL OF BUSINESS POTENTIAL
EVALUATION OF INNOVATION PROJECT FOR SUBSTANTIATION
OF VENTURE FINANCING**

The characteristics of innovation projects evaluation by foreign and Russian venture funds are considered in the article. Based on the rating approach the model of business potential evaluation of innovation projects is suggested.

Key words: *innovation, investment, venture fund, business potential of a project.*

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**ON PERSONNEL MANAGEMENT IN FOOD SECTOR OF FAR NORTH
REGION**

The article in question analyzes negative trends in personnel management at the enterprises of food sector in the Far North, suggests recommendations on the efficiency increase of personnel management in the sector under discussion.

Key words: *agriculture, agrarian industry, personnel capacity.*

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ON CONCEPTUAL APPROACH TO THE EXPORT-IMPORT POLICY FORMATION

The article in question defines the notion “*export-import policy*”. Monetary policy is defined as a characteristic feature that distinguishes the *export-import policy* (EIP) from the trade policy. The object, subject and object of EIP, the main factors of the EIP formation were identified. Basic principles of the *export-import* activity regulation were developed. The principle of balance, which implies a harmonious, *sustainable* development based on the harmonization of government regulation, market *self-organization* and *efficient* activation of the EIP factor formation, is considered as a key for the concept.

Key words: *export-import policy, principle of balance, principles of export-import activity regulation.*

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INFORMATION TECHNOLOGIES AS DEFLATION FACTOR OF TRANSACTION COSTS

The article analyzes factors which influence on the time history of transaction costs. The information technologies are considered as one of the factors that result in transaction costs reduction.

Key words: *transaction costs, efficiency, information technologies, state institutions.*

E. V. Lapkovskaya

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**ON STRATEGIC MANAGEMENT MONITORING AT FOOD
ENTERPRISES**

The article studies the system of implementation of strategic management monitoring at industrial enterprises. The algorithm of strategic management monitoring of the industrial enterprises is developed. The model building of economic situations on the example of the food enterprise under changing market conditions enables to work out the optimal development strategy.

Key words: *implementation, monitoring, industrial enterprise, method, strategic management, food industry.*

E. I. Masalov

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**REGION PRODUCTIVE POTENTIAL ESTIMATION TECHNIQUE
WITH A GLANCE TO SPECIFIED CRITERION «RATE OF
SUBSTITUTION»**

The productive potential estimation technique of a region with a glance to innovative activity is considered. This significant component is expressed in terms of estimation of living labour substitution rate. The industrial complex of Kursk region is analyzed with a help of the technique. The weak and strong branches of the region are identified. The estimation of potential efficiency is suggested.

Key words: *region, productive potential, rate of substitution, technique.*

N. D. Rogalev

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«METHODS OF CALCULATION OF THE DISCOUNT RATE AND RISKS ACCOUNT AT COST ESTIMATION OF INTANGIBLE ASSETS»

Discount rate definition is one of the most complicated questions at intangible assets estimation by methods of the income approach. The size of the discount rate makes essential impact on an estimation of intangible asset. In this article the risks account and calculation methods of the discount rate at cost estimation of intangible assets were investigated. The main attention was given to a Build-Up Method.

Key words: *intangible assets, intellectual property, estimation, discount rate, Build-Up Method.*

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E. V. Anischenko

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INNOVATION METHODS OF DETECTING ECONOMIC CRIMES AS A TOOL FOR ENSURING ECONOMIC SAFETY OF RUSSIA

The article substantiates the necessity to introduce the innovation methods for detecting economic crimes as a means of ensuring economic safety of Russia; it analyzes economic crimes in the tax field as well as the innovation aspects of the police activity in fighting economic crimes.

Key words: *economic safety, threat, crime in sphere of taxation, economic crimes.*

I. Z. Tovysheva

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**MODEL ON COMPETITIVE ANALYSIS FOR HIGHER
PROFESSIONAL EDUCATION INSTITUTIONS IN EDUCATIONAL
MARKET**

Professional training competitiveness has a crucial importance for the successful economic development of Russia. The article substantiates the necessity of microenvironmental analysis for understanding of educational structure and its development as well as opportunities and risks, for identifying key factors of success. Suggested is the model of competitive analysis that reveals the content of Porter's five forces for the educational market of higher professional education institutions in Russia.

Key words: *Competitiveness of higher professional education institutions, competitive analysis, educational market.*

O. Yu. Trunina

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**ON ANALYSIS OF ALCOHOL-FREE BEVERAGES MARKET IN
RUSSIA**

The article in question studies the matters of consumer market functioning in Russia. The structure of alcohol-free beverages market as well as consumers' demands are analyzed.

Key words: *consumer market, alcohol free beverages, market structure.*

T. F. Sharipov

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ON PLANNING MODERNIZATION UNDER CONDITIONS OF ECONOMY TRANSFORMATION

The essence of the planning process at an enterprise under conditions of modernization was reviewed in the article. Particular attention was paid to the need of considering the degree of innovation processes in the planned upgrade, evaluation algorithm of innovative planning at the enterprise was suggested. A list of criteria for evaluating innovative options plans of the enterprise was developed.

Key words: *modernization, planning, innovation, evaluation algorithm.*

D. A. Yafizova

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ON PECULIARITIES OF INTELLECTUAL POTENTIAL FORMATION AT SMALL BUSINESS ENTERPRISES

The trends of the intellectual potential development of small business enterprises as well as the peculiarities of its formation were considered in the article. The analysis of the Russian economists' researches was suggested.

Key words: *intellectual potential formation, mechanism of intellectual potential reproduction, small business.*

G. F. Arstangaleeva

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**PEDAGOGICAL CONDITIONS OF STUDENT CORPORATE CULTURE
MODEL IMPLEMENTATION INTO OPEN EDUCATIONAL SPACE**

The article identifies pedagogical conditions of the student corporative culture formation in the open educational space of a college. The novelty of external and internal pedagogical conditions is analyzed.

Key words: *student corporative culture, open educational space, strategic partnership, personality-oriented interaction.*

N. V. Boiko

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**ON FACTORS AND CONDITIONS FOR IMPROVING THE
COMPETITIVENESS OF THE EDUCATIONAL SERVICES
(ON EXAMPLE OF RUSSIA AND KEMEROVO REGION)**

The article reveals factors improving the competitiveness of educational services. On the basis of statistical data on Russia and Kemerovo region analyzed are the conditions that impede the implementation of the factors increasing educational services competitiveness.

Key words: *factors, conditions for improving educational services competitiveness, higher education employees.*

E. A. Verzhinskaya

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ON ESSENCE OF PEDAGOGICAL PROJECTING

The article contains a comparative analysis of notions “projecting”, “modeling”, “forecasting” and “designing”. The essential characteristics of the pedagogical projecting are suggested.

Key words: *projecting, modeling, forecasting, designing, pedagogical projecting.*

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E. E. Zhernov

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INQUIRY INTO SIGNIFICANCE OF MANAGERIAL DEONTOLOGY FOR UNIVERSITY MISSION IMPLEMENTATION

The goal of the article was to study characteristics of managerial deontology in higher school. The object and the subject of inquiry were identified; reasons for deontology development in university management were specified; deontological principles of higher school management were revealed and studied.

Key words: *managerial deontology, ethical theory, professional ethics, applied ethics, deontological norms, “phronesis”, mission.*

E. N. Ishakova

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**MODEL OF PROFESSIONAL COMPETENCE DEVELOPMENT
OF BACHELORS AND MASTERS IN THE FIELD OF SOFTWARE
ENGINEERING**

Development technique for bachelor and magistrate competencies in the sphere of programming engineering by means of professional training was suggested in the article.

Key words: *competence development model, competence matrix, software engineering.*

R. R. Akhmetov

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**ON STRATEGIC APPROACH TO ANALYSIS OF FINANCIAL MARKET
CONDITIONS**

The article states theoretical approaches to the analysis of current and cyclic financial market conditions and suggests the estimation techniques. Financial market conditions are considered as a necessary estimation stage of cyclic economic state and a level of financial stability. The suggested method is based on two indicators: macroeconomic level and monetary market condition. The influence of the monetary market on financial market conditions is studied.

Key words: *financial market, financial market conditions, national debt, government budget, gold and foreign exchange reserves, money supply, monetary multiplier, cyclic characteristics of economy.*

M. N. Berlizov

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ON IMPROVEMENT OF LOAN RATES IN INNOVATIONAL COMPANIES

The article studies the forming of an innovation company capital structure. A high ratio of intangible assets to the whole amount of actives is characteristic of high-technology and innovation companies. Loan capital cost dependence on specific weight of intangible assets was analyzed. The conclusion was made that coupon rate of bonds, emitted by the high-technology companies greatly exceed loan capital of the companies with a small part of intangible assets.

Key words: *capital structure, the Modigliani-Miller theory, intangible assets, innovational companies, loan capital cost.*

A. V. Eremyakin

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O. V. Matushkina

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ON MANAGEMENT OF AGRICULTURAL INSURANCE DEVELOPMENT IN RUSSIAN REGIONS

The article studies the basic questions of agricultural risks insurance with state support in the regions of Russia. The reasons for the low efficiency of this type of insurance are analyzed.

Key words: *insurance of agricultural risks, risk, crop insurance, insurance market.*

L. V. Kuznetsova

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SYSTEM OF FORMALIZED INDICATORS FOR COMMERCIAL BANKS FINANCIAL STABILITY ANALYSIS : CALCULATION, INTERPRETATION, NEW INDICATORS

The credit-and-monetary system is basic for financial relations between business entities. Development of small, medium-sized and large businesses and quality of service depend on its successful functioning in the country. The importance of the financial analysis of a commercial bank is stated in the article.

Key words: *commercial bank, indicator, financial stability.*

N. V. Predeus

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ON CREATING UNIFIED CHART OF ACCOUNTS FOR THE FORMATION OF ACCOUNTING INFORMATION ABOUT INVESTMENT AND CONSTRUCTION ACTIVITIES IN COMMONWEALTH OF INDEPENDENT STATES

The article studies the approaches to the formation of the Chart of Accounts in the Commonwealth of Independent States and its development in accordance with International Financial Reporting Standards. The recommendations for the grouping of accounts for the formation of a Unified Chart of Accounts were given. The economic cycle of construction products reproduction in the process of investment and construction activities is on the basis of formation.

Key words: *Chart of Accounts, International Financial Reporting Standards, account grouping of investment and building activity.*

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INTERNAL REASONS FOR FINANCIAL AND ECONOMIC CRISIS DEVELOPMENT IN RUSSIA

The basic internal reasons for the development of the financial and economic crisis in Russia were identified in the article. The structure of reasons in the form of a scheme was substantiated in the article.

Key words: *financial and economic crisis, reasons for crisis.*

A. Yu. Averin

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RATING OF RF CONSTITUENT UNITS AS INSTRUMENT OF EMMITING SECURITIES' INVESTMENT APPEAL INCREASE

The article analyzes the changing rating trends of RF regions, which issue securities. The rating aspects and rating influence on the investment appeal of regions are studied in the article.

Key words: *rating, investor, risk, RF regions, investments.*

O. A. Babina

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Pedagogical University

LOCAL GOVERNMENT REFORMING IN ORENBURG REGION IN 1990–2010

Reforming of local governments in Orenburg region is analyzed in the article. Much attention is paid to the features of reforming at local level, to debatable points of reforms. Consequences of local government reforms in the region are considered.

Key words: *local government, Municipal Duma, City Council, executive committee, presidium.*

O. V. Shinkareva

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POPULATION PARTICIPATION IN MUNICIPAL FINANCIAL CONTROL

The global experience of citizens' involvement into the control over local finance was considered. The citizens' opportunities to control municipal financing in Russia were analyzed. Methods concerning usage of world experience elements for implementation of municipal financial control into domestic practice were suggested.

Key words: *municipal financial control, local government, municipal finance, local self-government performance indicators, territorial public self-management.*

E. Yu. Bobkova

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RESEARCHES ON METHODOLOGY OF HISTORICAL SCIENCE IN 1980–2001: MODERN INSIGHT (HISTORIOGRAPHIC REVIEW)

Methodological issues of the historical science in 1980–2001 were reviewed in the article. Considered was the methodological revolution in a domestic historical science at the end of the XXth century which resulted in an ambiguous definition of a historical science subject and its functions in the society life.

Key words: *history, methodology, technique.*

E. A. Grigoryan

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POLITICAL TRAINING OF THE RED ARMY MILITARY PERSONNEL IN EARLY 1920. (ON DATA ANALYSIS OF ORENBURG REGION)

The article analyzes the Red Army political indoctrination at the beginning of 1920s. Attention is paid to some peculiarities of the training. Some characteristics and controversial matters are identified.

Key words: *The Red Army, political training, ABC of Communism, Soviet Russia, propaganda.*

N. N. Dikova

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RESEARCH AND EXAMINATION DURING CRIME INVESTIGATION COMMITTED WITH ELECTRONIC PAYMENT DEVICES AND SYSTEMS

Specific character of research and examination during investigation of crimes committed with the help of electronic payment devices and systems was considered in the article. The investigation of this kind was defined as a specific one, as vestiges of crimes are searched in the virtual world. The subject matter of action determination of an investigation officer was discussed in the article.

Key words: *crime investigation, committed with the help of electronic payment devices, plan of investigation.*

P. P. Krasnov

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WINDOW TO AMERICA: CARDINAL PACHELLI'S DIPLOMACY

The article in question analyzes the visit of Vatican state-secretary, cardinal of the Roman Catholic Church Eugenio Pacelli to the USA in 1936. The visit that was very important in view of pre-war situation in Europe initiated interesting and fruitful political and financial cooperation between the Holy See and the USA. Western and domestic historiography avoids the fact that the visit was a start to the development of relations between two countries in the XXth century.

Key words: *USA, Vatican, diplomacy, visit, Cardinal Pacelli.*

V. V. Kulachkov

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SOCIAL POLICY OF NOMINATING RUSSIAN PEASANTS OF WESTERN REGION IN 20S, XX C

Nomination appeared as measures on the part of trade union, administrative and party bodies with the aim to find out politically aware and technically competent workers and peasants and train them for work in government agencies. The nomination gave peasants and workers the opportunity to change dramatically their social status, to make career. The nomination was one of the slogans of the Bolsheviks` personnel policy.

Key words: *nomination, peasants, government agencies, social status, career, bureaucracy, Soviet model of management organization.*

Yu. E. Komlev

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SOCIAL PARTNERSHIP IN MANAGEMENT OF MUSEUM COMMUNICATIONS

This article analyzes the notion "social partnership", considers types and characteristics of museum social partnership from the viewpoint of efficient management of museum communications in the 21st century.

Key words: *social partnership, museum management, museum communications.*

Y. R. Salikhova

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BLOG AND ONLINE JOURNAL: CORRELATION OF NOTIONS

The article in question studies the etymology of the term "blog", it analyzes two notions "blog", "online journal" and their correlation. To study the terms` functioning in the Internet the information search according to the number of notions was conducted.

Key words: *blog, online journal, computer-mediated communication.*

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MODEL OF STAFF SELECTION ON BASIS OF PRINCIPLES OF ASSOCIATIVE PROPERTIES AND DECISION-MAKING MAJORITY

The results of model-building for staff selection in automated system of personnel management on the basis of associative principles, majority of candidate selecting and decision-making are suggested. The approach differs from the others by higher validity and operative efficiency.

Key words: *staff selection model, associative principle.*

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N. V. Sharapova

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EFFICIENCY EVALUATION OF HEALTH IMPROVEMENT PROGRAMME FOR ACTIVE POPULATION, RESIDING IN INDUSTRIAL CITIES AND TECHNIQUE OF PREVENTIVE VITAMINIZATION AND ADAPTATION TO ATMOSPHERIC HYPOXIA

The article in question presents results of the research, fulfilled within the scope of a federal, goal-oriented programme "Scientific, Research and Educational Manpower in Innovation Russia" for the period 2009–2013. The theme of the research – "Development and Evaluation of Optimal Anti-Pollutant Influence Protection Technique". The results of technique efficiency evaluation based on the combination of preventive vitaminization (vitamins-antioxidants) and course of adaptation to periodical atmospheric hypoxia are suggested.

Key words: *pollutants, preventive techniques, efficiency, prospects of implementation.*
