Sh. M. Valitov

Doctor of Economy, Professor, Director, Institute of Economics and Finance, Kazan (Privolzhsky) Federal University

M. F. Safargaliev

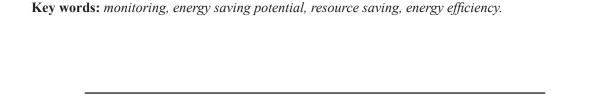
Candidate of Economic Sciences, Assistant Professor, Department of Economics and Enterprise Management, Kazan National Research University named after A. N.Tupolev

Yu. A. Gainutdinova

Postgraduate Student, Department of Economics and Enterprise Management, Kazan National Research University named after A. N. Tupolev

RESOURCE EFFICIENT USE MONITORING IN TATARSTAN

The article suggests methodical aspects of monitoring for industrial enterprises energy saving potential. Multilevel hierarchy with the cyclo-formalized levels characterizes the process. The relationship scheme comprises the following elements: evaluation, implementation, record keeping of changes (recession in consequence of assimilation and increase in consequence of scientific and technological progress).



Sh. M. Valitov

Doctor of Economy, Professor, Director, Institute of Economics and Finance, Kazan (Privolzhsky) Federal University, Member of Board of Directors, «Generating Company» Open Joint Stock Company

HEAT POWER ENGINEERING IN TATARSTAN: DEVELOPMENT CHALLENGES AND BPROSPECTS

The article considers cross-subsidization which goal is to reduce tariffs for electric and heat power. Restructuring and upgrading of heat power enterprises in Tatarstan were analyzed. Main goals for energy consumption improvement were identified.

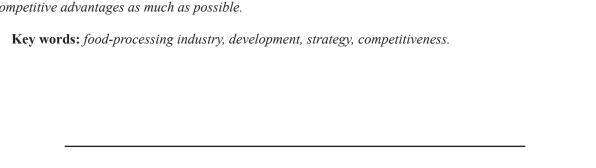
Key words: heat supply, cross-subsidization, reconstruction, upgrading, managing company.

N. A. Vasilieva

Saratov State Social-Economic University, Candidate of Economic Sciences, Department of Economics and Industrial Management

CONDITIONS AND STRATEGIC DEVELOPMENT FACTORS FOR FOOD-PROCESSING ENTERPRISES IN RUSSIA

Globalization and integration of Russia into the world market change competitive conditions on the food market and put at threat the food sovereignty of the country. Strategies of food-processing enterprises should consider external environment amplification, orientate to a global level and use industrial and national competitive advantages as much as possible.



N. O. Mogharbel

Candidate of Economic Sciences, Assistant Professor, Department of Economics and Management, Volgograd
State Technical University

V. F. Galanja

Candidate of Economic Sciences, Assistant Professor, Department of Economics and Management, Volgograd
State Technical University

INVESTMENT POLICY AND MODERN ECONOMIC REFORMS

Defeat inflation sets new objectives, one of them is investment. Banks make easier investment accumulation. The article substantiates the idea of issuing short bonds and allocating them on the financial market.

Key words: government securities, investment, f	ınancıal	market.
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V. M. Mvasnikov

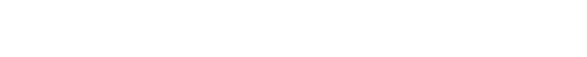
Candidate of Economic Sciences, Assistant Professor, Department of National Economy and Natural Resources, Samara State University of Economy

G. P. Gorbacheva

Senior Lecturer, Department of Science and Mathematics, Orenburg State Institute of Management

LABOUR MARKET IN ORENBURG REGION

The article analyzes the labour market in the Orenburg region in 2002–2011. Labour market index movement was considered. Identified were the essence, characteristics and challenges of the movement. Federal State Statistics Service and Territorial Body of Federal State Statistics Service in the Orenburg region provide the empirical material for the article.



Key words: regional labour market, employment and unemployment, labour market pressure.

E. A. Gurianova

Candidate of Economic Sciences, Assistant Professor, Department of Management Kazan Federal University,
Institute of Management and Territorial Development

EXTERNAL AND INTERNAL ENVIRONMENT FACTORS INFLUENCE ON PROCESS ORGANIZATIONAL DESIGN

The article analyzes the factors of organizational design. The choice of the organizational management structure type depending on characteristics of the external and internal environment factors of organization was substantiated. The interrelation between organizational structure and the life cycle of the organization was identified.

Key words: organization, structure, management, design.

N. O. Mogharbel

Candidate of Economic Sciences, Assistant Professor, Department of Economics and Management, Volgograd
State Technical University

T. V. Dubovskaya

Candidate for Master's Degree, Volgograd State Technical University

FINANCIAL MANAGEMENT ON BASIS OF RESULTING MATRIX

Domestic enterprises need investments, upgrading, restructuring. To achieve the goals the article substantiates the necessity to manage their financial efficiency.

Key words: financial efficiency, efficient management, upgrading.

I. N. Krugova

Assistant Lecturer, Department of Economic Theory, Astrakhan State University

EFFICIENCY CRITERIA FOR FINANCING HIGHER EDUCATION

Alongside with the traditional methods of efficiency estimation with the help of Pareto-efficiency criterion, Caldor-Hicks indicator and Skitovsky double criterion the article suggests using efficiency quality indicators based upon the principle of higher education availability and quality improvement.

Key words: human capital, efficiency, Pareto-efficiency, Caldor-Hicks indicator, Skitovsky double criterion.

A. G. Polvakova

Candidate of Economic Sciences, Assistant Professor, Head of Department, Department of Economics and World Economic Relations, Tyumen State Academy of World Economy, Management and Law

D. I. Kuznetsov

Postgraduate Student, Tyumen State Academy of World Economy, Management and Law

STRATEGIC ASPECTS OF REGIONAL ECONOMY COMPETITIVENESS

The article considers strategies that provide achievement of strategic competitiveness of the region. Differentiation of strategies enables to reveal the wave nature of competitiveness. The article substantiates the government control over the competitiveness through venture financing, innovational infrastructure, generation of new technologies.



Key words: region, competitiveness, region development, strategy, innovation competitiveness.

A. K. Kurbanov

Candidate of Economic Sciences, Assistant Professor Military Academy of Logistics and Transport named after General of the Army A. V. Khrulev (St. Petersburg), Doctoral Student, Department of Humanities and Socioeconomic Studies

ANALYSIS OF LIFE CYCLE STAGES FROM OUTSOURCING CONCEPT POSITION

The article in question studies the notion «outsourcing» and its application characteristics in organization activities. The model of the military-economic system life cycle was considered, the the objective laws of its use at appropriate stages of military organization development were identified.

Key words: outsourcing, concept of outsourcing, organization life cycle, military-economic system.

T. N. Larina

Candidate of Economic Sciences, Senior Lecturer, Head of Statistics and Economic Analysis Department,
Orenburg State Agricultural University

Y. R. Yuzaeva

Research Student, Department of Statistics and Economic Analysis, Orenburg State Agricultural University

THE ANALYSIS OF CHANGE OF SYSTEM OF RURAL MOVING OF RUSSIA (ACCORDING TO POPULATION CENSUSES)

In article the system moving of population the Russian Federation which last years changes more and more intensively is considered. The system moving is characterised by demographic indicators: number, structure of population on a floor and age, intensity migration.

Key words: the Russian Federation, agricultural population, system moving of population.

L. V. Mazina

Assistant Lecturer, Department of Industrial Management, Orenburg State Institute of Management

IMPROVEMENT OF PERSONNEL SELECTION AND RECRUITMENT IN AST-MOTORS «NISSAN» LLC (ON EXAMPLE OF DEPARTMENT OF WARRANTY AND POST-WARRANTY SERVICE)

The article studies theoretical aspects of personnel selection, process data analysis at AST-Motors «Nissan» LLC (on the example of the department of warranty and post-warranty service). Special attention was paid to the identification of problem areas in the organization and their improvement.

Key words: selection of personnel, Candidate Applicant, labour fluctuations.

F. F. Jurlov

Honoured Master of Science, Member of Russian Academy of Natural Sciences, Professor, Nyzhny Novgorod State Technical University named after R. E. Aleckseev

M. E. Neznakhin

Assistant Lecturer, Nyzhny Novgorod State Technical University named after R. E. Aleckseev

ON SUBSTANTIATION OF MULTILEVEL APPROACH WHEN USING LIFE CYCLE MODEL FOR ECONOMIC SYSTEMS

The article in question studies the possibility of multilevel approach application as the systems analysis tool when forecasting the development of economic systems with use of the life cycle model. The basic properties of the multilevel approach, their practical relevance were analyzed. Multilevel character of the approach was researched on the example of a hierarchical economic system consisting of a set of various elements, holdings, conglomerates, enterprises etc., possessing own purposes and resources for their achievement. The set of systems general criteria was considered, private indicators of separate subsystems were identified, purposes structures, interrelation and interdependence of criteria, purposes, means of a system and its elements as well as duration of their life cycles were formed.

Key words: multilevel approach, life-cycle model, interconnection systems goals, duration of economic system life cycle.

O. V. Kalugina

Postgraduate Student, Department of Economics and Management at Trade Enterprises, Russian State Trade and Economic University

MAIN TENDENCIES OF CAR MARKET DEVELOPMENT IN POST-CRISIS PERIOD

The article reveals the main features of the car market development in crisis and post-crisis periods and suggests the comparative dynamics of sales in the conditions of economic instability. The analysis of the identified trends enables to fill in the gaps in the regulating and stimulating the development of the car industry and the car market.

Key words: car market, crisis, sales dynamics, crediting, financial model, state stimulation.

E. V. Saprykina

Postgraduate Student, Department of Economics and Sociology, Donskoy State Agricultural University

ON INNOVATIVE INTERNET ADVERTISING COMMUNICATION FOR COMPANIES AND CONSUMERS

The article studies different types of internet-advertising communication, its peculiarities and ability to solve the company's issues. The transformation of internet-audience and specific character of interaction between the customers and company employees were discussed in the article. Main innovation trends of internet communication development were identified.
Key words: innovative type of internet communication, internet advertising.
$\textbf{D. I. Sorokin} \\ \textbf{Postgraduate Student, Russian Presidential Academy of National Economy and Public Administration} \\$
STATE REGULATION OF BIOFUEL MARKET DEVELOPMENT: INTERRELATION WITH AGRARIAN AND INDUSTRIAL COMPLEX
The article reveals advantages and disadvantages of the biofuel market development in Russia Considered were the agrarian and industrial complex readiness to manufacture raw materials. Studied were state regulation measures that stimulate the biofuel market. Specified were deterrents of the industry, it interrelation with the agrarian and industrial complex. Suggested were measures on the improvement of the investment climate in Russia.
Key words: biofuel market, state regulation, agrarian and industrial complex.

S. P. Lyubchich

Acoountant, Sole Proprietorship Lapshina G.S.

HIERARCHICAL ANALYSIS TECHNIQUE TO GENERATE DEVELOPMENT STRATEGY FOR SOCIO-ECONOMIC SYSTEMS

The strategic planning of socio-economic systems results in its successful functioning. of a draft document. The method of hierarchical analysis and the theory of inventive problem solving are the possible ways to sort out the difficulties.

However, the generation of a development strategy faces some challenges which may affect the quality **Key words:** strategy, socio-economic system, strategic plan, planning. N. A. Barannick Candidate of Economic Sciences, Assistant Professor, Department of Economics and Management, Orenburg Branch of Moscow Technological Institute «World Technological University» A. S. Jumatov Candidate of Economic Sciences, Assistant Professor, Department of Economics and Management, Orenburg State Institute of Management LABOUR AND EDUCATIONAL SERVICES MARKETS FEEDBACK **PRINCIPLES** Feedback principles between labour and education services markets were identified, grouped and described. **Key words:** feedback, labour market, educational services market.

I. V. Minakova

Doctor of Economy, Professor, Head of Department, Department of Customs, Management, World Economy and Politics, South-West State University

V. V. Covarda

Candidate of Physical and Mathematical Sciences, Assistant Professor, Department of Customs, Management, World Economy and Politics, South-West State University

RESOURCE PROVISION OF SUSTAINABLE DEVELOPMENT IN RUSSIA

The article considers the condition of the Russian economy resource base. Export/import structure and changes in basic stock and human capital were analyzed. The conclusion, concerning the resource base, was made. The measures to achieve the sustainable development were suggested.

Key words: innovation production, sustainable development, social and economic system, resource provision.

I. V. Trofimov

Lecturer, Department of Economics, Orenburg State Institute of Management

MECHANISM OF CONSTRUCTION ENTERPRISE INDUSTRIAL POTENTIAL DEVELOPMENT ON BASIS OF EFFICIENT HUMAN RESOURCES MANAGEMENT

The article suggests the mechanism of construction enterprise industrial development and HR efficient management on basis of industrial potential development.

Key words: HR management, construction enterprise, industrial potential, efficiency.

R. G. Mannapov

Doctor of Economics, Professor, Department of Entrepreneurship, Ufa State Academy of Economics and Services

A. R. Mannapov

Candidate of Technical Sciences, Associate Professor, Innovation Management Department, Ufa State Aviation
Technical University

SYSTEM FORMING MANAGEMENT OF INNOVATION-DRIVEN REGIONAL ECONOMICS

Important issues of transition to innovation economics in Russia were considered. Suggested were recommendations on relevant restructuring of regional economics on basis of strategic approach; on creation of a regional innovation system; on government support of innovation activity and on managerial reorganization in regional management system.

Key words: innovation-driven economics, regional development, regional innovation system, regional management.

S. A. Shevchenko

Candidate of Pedagogic Sciences, Assistant Professor, Volgograd State Technical University

PROCESS APPROACH TO MANAGEMENT AS EFFICIENT WAY OF BUSINESS UNITS DEVELOPMENT

The article studies the essence of the process management, its advantages over the functional management. The implementation of the process management in organization activity was considered.

Key words: process management, functional management, practical relevance of process management.

E. V. Isaeva

Postgraduate Student, Department of Modern History and Foreign Relations, Tyumen State University

MARY WALLSTONECRAFT: IMAGINARY AND REAL OR WILLIAM GODWIN ABOUT HIS WIFE

The article researches the first biography of M. Wallstonecraft and her role in mythologization of a female writer's life journey.

Key words	s: M. Wallstonecro	aft, W. Godwin, "Men	moirs about author o	of «Women Rights Defe	ense»".
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N. N. Kalinkina

Postgraduate Student, Department of History, Methods of Teaching History and Social Science, Orenburg State Pedagogical University

SOCIALIST COMPETITION AND STAKHANOV MOVEMENT AT INDUSTRIAL ENTERPRISES OF SOUTH URAL FROM 1946 TO 1950

This article considers the development of socialist competition at industrial enterprises of the South Ural in the post-war period. The role of competition for labour productivity boost was studied. Analyzed was gross and commodity indicators increase. Weaknesses in the management of competition were identified.

Key words: socialist competition, Stakhanov movement, labor productivity.

A. G. Alyatina

Candidate of Science (History), Senior Lecturer, Department of Philosophy and Humanitarian Arts, Orenburg
State Institute of Management

RESEARCH AND EDUCATIONAL ACTIVITY OF SOUTH URAL MUSEUMS AFTER II WORLD WAR

The article analyses museums research and educational activity after the II World War. The development dynamics of the South Ural museums was described. Archives of the Chelyabinsk, Chkalov and Kurgan regions gave materials for the article.

Key words: museums, growth dynamics, Chelyabinsk Regional Museum, Chkalov Regional Museum, Kurgan Regional Museum.

Z. A. Veterkova

Candidate of Medical Science, Assistant Lecturer, Department of Pediatrics, Orenburg State Medical Academy

G. Yu. Evstifeeva

Doctor of Medicine, Professor, Head of Department, Department of Pediatrics, Orenburg State Medical Academy

A. A. Albakasova

Postgraduate Student, Department of Pediatrics, Orenburg State Medical Academy

MORPHO-FUNCTIONAL CARDIAC DATA AT DIFFERENT AGE IN CHILDREN BORN WITH INTRAUTERINE GROWTH RETARDATION

The article considers electrophysiological and morpho-functional changes of cardiac performance in children born with intrauterine growth retardation.

Key words: children, intrauterine growth retardation, cardio-vascular system.

G. E. Kudinova

Candidate of Economic Sciences, Head of Environmental Economics Group, Institute of Ecology of the Volga River Basin, Russian Academy of Sciences

M. N. Ivanov

Deputy Head of Regional Public Organization «Guild of Trade of the Samara Region» (Togliatti)

Y. D. Karpenko

Candidate of Biological Sciences, Director of Scientific-Research Institute of Ecology and Nature Management of Ministry of Natural Resources and Ecology of Chuvash Republic (Cheboksary)

A. G. Zibarev

Doctor of Economic Sciences, Corresponding Member of the RAS, Chief Researcher, Institute of Ecology of the Volga River Basin, Russian Academy of Sciences

G. S. Rozenberg

Doctor of Biological Sciences, Corresponding Member of the RAS, Director, Institute of Ecology of the Volga River Basin, Russian Academy of Sciences

INNOVATION AND ECOLOGY: SYNTHESIS FOR SUSTAINABLE DEVELOPMENT

Some aspects of innovation activities in the environmental science (environmental regulation, new methods of bio-indication, bio-monitoring, waste management, environmental audit of territories, etc.) were studied in the article. Issues of innovations in environmental management were considered.

Key words: innovation; ecology; regulation; waste management; biological indication; environmental audit.

Z. I. Mamedov

Postgraduate Student, Azerbaijan Technical University, Baku

MARKETING ACTIVITY DEVELOPMENT AT ENTERPRISES OF WOODWORKING AND FURNITURE INDUSTRY

The article considers basic directions of marketing policy at woodworking and furniture enterprises. Important aspects related to the organization of marketing service at the enterprises, their economic indicators, items of assortment improvement were analyzed. The special attention was attracted to the management structure at the enterprises of woodworking and furniture industry. Marketing data concerning modern management structure of Azerbaijan furniture enterprises were cited.

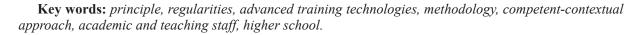
Key words: furniture	production,	woodworking,	marketing,	marketing	strategy,	management	structure
branding.							

I. L. Bulygin

Candidate of Pedagogic Science, Assistant Professor, Head of Research Laboratory of Social and Professional Adaptation, Orenburg State Institute of Management

ADVANCED TRAINING OF ACADEMIC AND TEACHING STAFF: COMPETENT-CONTEXTUAL APPROACH

The article presents the results of the fundamental research, conducted by the research laboratory of social and professional adaptation. The topic of the research is «Theoretical research and development of methodology for the advanced training of academic and teaching staff of the higher school on basis of contextual approach».



N. A. Zhernova

Candidate of Economic Sciences, Assistant Professor, Department of Industrial Economy, Kuzbass State Technical University

E. E. Zhernov

Candidate of Economic Sciences, Assistant Professor, Department of General Economy, Kuzbass State Technical University

HIGHER SCHOOL VISION FORMATION: INTERVIEW RECORDS AND CROWDSOURCING

The article suggests forming «vision» as an initial element of higher school strategy development with the help of students` interview records analysis combined with a new method – crowdsourcing on basis of communicative aspect of strategic management.

Key words: vision, strategy, higher school management, corporate self-identification, mobilization, interview, crowdsourcing.

A. A. Samoruckov

Candidate of Pedagogical Sciences, Senior Lecturer

THEORETICAL GROUNDS OF COMPETENCE FORMATION **DURING EDUCATIONAL PROCESS IN HIGHER SCHOOL**

The article in question analyzes the notions «competence», «competency», «competency building approach». The efficiency factors for the competency of a student were identified. Theoretical grounds for competency formation in higher schools were considered.
Key words: competence, competency, formation process.
${\bf A.A. Nasser}$ Postgraduate Student, Department of Telecommunications, South-West State University
CONSTROL CONCEPT OF UNIVERSITY INFORMATION SYSTEM BASED ON STRUCTURAL-FUNCTIONAL ANALYSIS OF INFORMATION FLOWS
The article suggests a unified conceptual approach to a university information system to support processes of decision-making aimed at efficient use of its intellectual, scientific and professional potential.
Key words: information system of university, model of university information flows, approach to creation of system.

A. N. Ksenofontova

Doctor of Pedagogical Sciences, Professor, Department «Pedagogics of Higher School», Orenburg State Pedagogical University

CONCEPTUAL FRAMEWORK OF SPEECH ACTIVITY

The article considers speech as activity, its properties and structural elements. Suggested was the mechanism of students` speech activity framing on the principle of gradual sophistication. Object and pragmatic aspects of speech activity were described.

Key words: speech activity, speech situation, pragmatic approach, forms of speech activity, stages of framing, principle of gradual sophistication, properties, leading characteristics of personality formation.

E. G. Revkova

Candidate of Pedagogic Science, Head of Research Division, Orenburg State Institute of Management

I. Z. Tovysheva

Chief Specialist on Licensing and Accreditation, Division of Monitoring and Supervision, Ministry of Education of Orenburg Region

TECHNOLOGY OF STRUCTURAL INTERACTION BETWEEN HIGHER SCHOOLS AND BUSINESS ENTITIES UNDER JOINT PROJECTS AND PROGRAMMES

The article considers technologies of structural interaction between higher schools and business entities under joint projects and programs.

Key words: higher schools, business entities, structural technologies, joint projects and programs.

D. G. Amanjaev

Postgraduate Student, Department of Finance and Credit, Kiev National University named after Taras Shevchenko

WAYS OF DEBT INSTRUMENTS USAGE IN FINANCING MORTGAGES

The article analyses the usage of debt financial instruments when financing the house building. Considered were two types of valuable securities: german mortgage bonds and pass-through mortgage backed securities. Suggested were methods on improvement of debt valuable securities usage when crediting house building in the Ukraine.

Key words: debt instrument, mortgage bank, mortgage bond, pass-through mortgage backed securiti	ies.

O. G. Skuzovatova

Doctor of Science (Economics), Professor, Department of Accounting and Audit, Orenburg State Agrarian University

REGIONAL BANK SYSTEM INFLUENCE ON ECONOMIC DEVELOPMENT (ON EXAMPLE OF THE ORENBURG REGION)

Currently Russia faces structural reorganization of economy. We should seek the domestic funds, without relying on extensive foreign investments. The article substantiates the necessity for searching the domestic sources of financial accumulation including the national bank system.

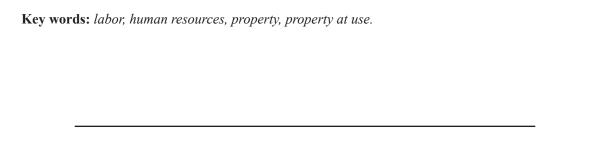
Key words: bank system,	region, economy, credit	s, debts under credits,total	regional product, investments.

E. N. Raznodezhina

Candidate of Economic Sciences, Assistant Professor, Professor, Department of Economic Theory, Ulyanovsk State Technical University

THE DEVELOPMENT OF PROPERTY RELATIONS AS THE BASIS FOR THE FORMATION OF HUMAN RESOURCES

The article considers the obstacles to the formation of human resources under the influence of various forms of ownership, which the Russian economy needs for its development.



A. G. Ivanova

Doctor of Historical Sciences, Professor, Head of Department, Department of Home History and Social-Political Theory, Orenburg State Pedagogical University

IDEOLOGICAL PLURALISM AND PRIMARY MULTIPARTY SYSTEM ELEMENTS IN SOUTH URALS (1987–1991)

The article researches the multiparty system primary elements formation based on the materials of the South Urals region. The peculiarity of the informal associations` institutionalization and their restructuring into political organizations is studied.

Key words: political party, multiparty system, informal movement, election campaign.

V. V. Amelin

Doctor of History, Professor, Director of Research Institute for South Ural History and Ethnography, Orenburg
State University

MIGRATION IMPACT ON INTER-ETHNIC RELATIONS IN MULTIETHNIC REGION

The article considers the inter-ethnic relation issues and migration as a conflict factor in a multiethnic region.

Key words: migrants, interethnic relations, ethnic communities, tolerance.

R. N. Akhmetshina

Doctor of Historical Sciences, Professor, Department of World History, Orenburg State Pedagogical University

SWEDISH AGRICULTURAL COOPERATION DEVELOPMENT AT END OF 19THAND BEGINNING OF 20TH CENTURIES

The cooperative movement in Swedish agriculture started due to the activities of the Swedish Mortgage Bank and developed rapidly though lagged from the industrial cooperatives. At the turn of the XIX–XX centuries the peasant cooperatives competed actively with each other. They already owned a quarter of arable land, and agricultural funds were organized to help the mutual crediting in small and medium cooperatives that often led to the large cooperative establishment.

Key words: centralized and supply cooperation, peasant cooperatives, cooperative association, agricultural funds, export situation, control unions.

R. N. Akhmetshina

Doctor of Historical Sciences, Professor, Department of World History, Orenburg State Pedagogical University

WESTERN EUROPEAN SOCIAL, ECONOMIC AND AGRICULTURAL DEVELOPMENT CONDITIONS AT TURN OF THE XIX–XX CENTURIES

The article deals with the restructuring importance of the Western European bourgeois states` economy at the turn of the late 19th and early 20th centuries. The creation of the link between one or another variant of economic solution and comparability of agricultural and industrial production growth is outlined in the article. The article presents the background of all the bourgeois agrarian reforms in Western Europe as the revolutionary and reformist steps for the large domestic and global markets emergence.

Key words: *small farm, rural bourgeoisie, landed estates, tenant farmer, farmer-owner, peasant issue.*

I. A. Belyaev

Candidate of Pedagogic Science, Associate Professor, Department of Philosophical Anthropology, Orenburg
State University

A. M. Maksimov

Doctor of Philosophy, Professor, Head of Philosophy Department, Orenburg State Agrarian University

PERSONALITY FREEDOM AS INTEGRAL PART OF NATURAL-SOCIAL-SPIRITUAL HUMAN BEING

The article researches the phenomenon freedom in the context of the idea that a personality is a natural-social-spiritual human being. Having analyzed the phenomenon at the natural, social and spiritual levels, the article substantiates the idea that the original freedom having the spiritual background is always in the center of the vital human being searches.



Key words: personality, freedom, integral natural-social-spiritual human being.

M. N. Efimenko

Doctor of Philosophy, Professor, Head of Department, Department of Philosophy and Religion, Orenburg State Pedagogical University

A. M. Maksimov

Doctor of Philosophy, Head of Department, Department of Philosophy, Orenburg State Agrarian University

HISTORICAL FEATURES OF PERSONALITY PARADIGMATIC MODELS IN MULTICULTURAL WORLD

Some modern multicultural educational field peculiarities are analyzed in the article. The theoretical models of personality suggested by modern western, American and home philosophers are considered. The article makes conclusion about the complexity of personality's social development and spiritual formation in the modern society that stipulates the implementation of the suggested models within their positive features in the educational and coaching practice.

Key words: tolerance, personality, education, multicultural world.					
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M. N. Efimenko

Doctor of Philosophy, Professor, Head of Department, Department of Philosophy and Religion, Orenburg State Pedagogical University

ON MORAL EDUCATION IN MODERN SYSTEM OF HIGHER EDUCATION

The article analyzes the characteristics of modern moral education and substantiates the statement that humanistic secular moral should be complemented by the religious moral. The conclusion is made that tolerance becomes one of the most important moral principles in multicultural Russia.

Key words: spirituality, morality, religion, religiousness, tolerance.

G. V. Korableva

Doctor of Historical Sciences, Professor, Deputy Head of Distant and Professional Skills Improvement
Department, Orenburg State Agrarian University

PROFESSIONAL TEACHING SKILLS DEVELOPMENT IN 1970–1980'S IN URAL REGION

The article considers the professional teaching staff development in the Urals in 1970–1980's which is notable for its impact on the Soviet and post-Soviet educational system. The teaching staff training in the regional higher and secondary educational institutions are analyzed. Special attention is pointed out to the qualitative and quantitative constituents. The factors that influence secondary schools' professional teaching staff development are outlined in the article. The positive experience relevant to the modernization process of educational area is described.

Key words: secondary educational schools transformation, mass school, teaching professional groups training.

N. L. Morgunova

Doctor of Historical Sciences, Professor, Orenburg State Pedagogical University

CATTLE-BREEDING MODEL OF THE VOLZHSKO-URAL BETWEEN RIVERS REGION STEPPES WITHIN THE BRONZE AGE

The article suggests the cattle-breeding reconstruction model of Yamnaya culture tribes of the early Bronze Age based on some archaeological and ethnographic sources. The complex research records of the natural sciences (paleozoology, palynology, soil science, anthropology and radio-carbon science) are represented in the article. The conclusion made is that the early Bronze Age witnessed the beginning of the nomadic cattle-breeding.

Key words: nomadic cattle-breeding, early Bronze Age, reconstruction model, culture tribes.

E. A. Solonchenko

Candidate of Sciences (History), Associate Professor, History of Russian Department, Orenburg State
Pedagogical University

«FORBIDDEN GOODS» IN RUSSIAN-CHINESE RELATIONSIPS CONTEXT IN 1840–1850'S

The article analyzes the Russian-Chinese relations in 40–50's of the 19th century and Russian Customs policy in this field. The Russian Customs Law on «forbidden goods» was an important part of the state external economic activity at that time. The Russian customs system was influenced by the political relations with China. The essential factors for the customs policy are analyzed in the article. The Russian government basic measures taken in the sphere of the «forbidden goods» customs and tariff regulation within Russian-Chinese trade is described.

Key words: Russian-Chinese relations, forbidden goods, customs policy, Russian-Asian trade in the 19th century.

R. R. Hisamutdinova

Doctor of Historical Sciences, Professor, Head of Department, Department of History, History Teaching Methodology and Social Studies, Orenburg State Pedagogical University

LETTERS AS UNIQUE KNOWLEDGE SOURCE ABOUT PECUNIARY BACKGROUND OF URAL COLLECTIVE FARMERS DURING GREAT PATRIOTIC WAR

The Ural farm workers` declassified letters of the war time to the front as a unique historical source revealing their difficult pecuniary background during the Great Patriotic War intercepted by the military censorship are considered.

Key words: declassified letters, pecuniary background, Great Patriotic War, historical source.

A. V. Fedorova

Doctor of Historical Sciences, Professor, Head of National History Department, Orenburg State Agrarian
University

ORGANIZATION OF PATRONAGE ASSISTANCE TO HOSPITALS DURING GREAT PATRIOTIC WAR YEARS (ON THE MATERIALS OF CHKALOV REGION)

The article considers the patron work for hospitals in the Orenburg region during the Great Patriotic War. The industrial enterprises gave a hand to the hospitals with the equipment, clinical furniture, fuel, transport facilities and food. The cultural support of the wounded was of great importance.

Key words: Great Patriotic War, evacuated hospitals, patronage.

A. V. Fedorova

Doctor of Historical Sciences, Professor, Head of National History Department, Orenburg State Agrarian
University

CHKALOV REGION DURING SECOND WORLD WAR: SOME MILITARY ORGANIZATIONAL ACTIVITIES PROBLEMS

The article deals with the military – organizational work of Orenburg region during the Great Patriotic War. The contribution of the Orenburg people into the victory over the Nazi Germany is considered in the article.

Key words: The Great Patriotic War, the contribution to the victory, the military reserves.

D. A. Safonov

Doctor of Historical Science, Professor, Head of Department, Department of Contemporary History of Russia, Orenburg State Pedagogical University

SOVIET POWER IN PROVINCES IN 1917–1918 (ON MATERIALS OF ORENBURG REGION)

The article analyzes the initial stage of Soviet power establishment at provinces on the example of the Orenburg region. The analysis of the historical documents suggests the lack of coordination between the centre and provinces. On this basis the conclusion about the independent activity of the Soviet power at the provinces is made.

Key words: soviet power body, revolution, centre and localities, coordination.