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**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).*

**Key words:** *monitoring, energy saving potential, resource saving, energy efficiency.*

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**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 PROSPECTS**

*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.*

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**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.*

**Key words:** *food-processing industry, development, strategy, competitiveness.*

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**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, financial market.*

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**V. M. Myasnikov**

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.

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**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.

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**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.*

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**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.*

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**A. G. Polyakova**

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.*

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**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.*

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**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.*

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**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.*

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**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.*

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**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.*

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**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.*

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**D. I. Sorokin**

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, its 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.*

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**S. P. Lyubchich**

Accountant, 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.*

*However, the generation of a development strategy faces some challenges which may affect the quality 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.*

**Key words:** *strategy, socio-economic system, strategic plan, planning.*

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**N. A. Barannick**

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**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.*

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**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.*

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**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.*

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**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.*

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**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.*

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**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:** *M. Wallstonecraft, W. Godwin, "Memoirs about author of «Women Rights Defense»".*

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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.*

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**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.*

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**Z. A. Veterkova**

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**G. Yu. Evstifeeva**

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

**A. A. Albaksova**

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.*

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**G. E. Kudinova**

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**M. N. Ivanov**

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

**Y. D. Karpenko**

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**A. G. Zibarev**

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**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.*

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**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.*

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**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».*

**Key words:** *principle, regularities, advanced training technologies, methodology, competent-contextual approach, academic and teaching staff, higher school.*

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**N. A. Zhernova**

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**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.*

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**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.*

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**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.*

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**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.*

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**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.*

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**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 securities.*

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**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, credits, debts under credits, total regional product, investments.*

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**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.*

**Key words:** *labor, human resources, property, property at use.*

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**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.*

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**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.*

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**R. N. Akhmetshina**

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

**SWEDISH AGRICULTURAL COOPERATION DEVELOPMENT  
AT END OF 19<sup>TH</sup> AND BEGINNING OF 20<sup>TH</sup> 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.*

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**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 19<sup>th</sup> and early 20<sup>th</sup> 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.*

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**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.*

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**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.

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**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.

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**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.

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**E. A. Solonchenko**

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

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

*The article analyzes the Russian-Chinese relations in 40–50's of the 19<sup>th</sup> 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 19<sup>th</sup> century.*

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**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.*

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**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.*

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**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.*

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**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.*

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