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INDIVIDUAL INVESTMENT ACCOUNTS AS MECHANISM OF INDIVIDUAL INVESTORS' ATTRACTION

The article considers the notion, essence and functioning mechanism of a new significant financial category - individual investment accounts. The main advantages and disadvantages of this financial instrument were described and some possible functional options were analyzed. The article suggests the potential income calculation of individual investment accounts and compares it with the potential income of the bank deposits. The opportunities of personal investment accounts, considering the current economic situation in the Russian Federation, were evaluated.

Key words: individual investment accounts, tax deduction, individual investors, stock market, investment

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MANAGEMENT OF PROFESSIONAL SELF-DETERMINATION WHILE PLACING UNIVERSITY STUDENTS IN A JOB WITH THE USAGE OF DECISIVE TREES

The employment of university graduates is one of the efficiency indexes of higher professional education system, labour market and economy as a whole. Thus the task to define the factors influencing the effective employment of graduates becomes very topical and there is a strong need for the regulation mechanism for specialists training.

The article presents a flow-oriented model of a university activity, defines the functional correlation between the acceptance rate and professional self-determination of a student.

Using the quantitative and qualitative data of respondents' answers to a questionnaire and the method of decision trees, the authors developed general models for university graduates employment as well as the models for a specific faculty graduates. The trees presented have different roots depending on the faculty and priorities of attributes. The findings provide a system of regularities serving as recommendations to manage trajectories of graduates' professional self-determination.

Key words: graduates' employment, intellectual data analysis.

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ECONOMIC EFFICIENCY ASSESSMENT OF REGIONAL INDUSTRIAL ENTERPRISES' SUSTAINABLE DEVELOPMENT MODEL BY MEANS OF ANGULAR DISTANCE BETWEEN ACTUAL AND EQUILIBRIUM VECTORS OF DEVELOPMENT

Measurement and evaluation of sustainable development are an essential condition for the successful operation and development of industrial enterprises. The measurements and estimation indicators are grouped according to the effectiveness of internal resources use, services' output, productivity, etc. Eventually we get the calculated "efficiency groups," which cannot be always compared with each other and other performance groups. A comparison of efficiency between enterprises performing different activities by group indices causes difficulty.

Article suggests a technique for the evaluation of economic efficiency of the model for the regional industrial enterprises' sustainable development by means of the angular distance between the actual and equilibrium vectors of development. According to the author the technique will enable to avoid the mentioned drawbacks. The fundamental assumptions of economic theory, the Russian and foreign scientific investigations form the theoretical and methodological background for the research.

Based on the methodological principles of comprehensiveness, the unity of theory and practice, the data obtained from the analysis of production and economic activity of industrial enterprises in the region, the author suggests a balanced scorecard as a tool for analysis and effectiveness evaluation of the industrial enterprises' sustainable development model; the model and the technique to evaluate its effectiveness by the means of the angular distance between the actual and equilibrium vectors of development. The technique also includes the coefficient of sustainable development, control action coefficient, the index of aggregate income growth. They enable to bring together a wide variety of characteristics and create a single scale of measurement and evaluation.

The use of methodological provisions contributes to the reliable economic efficiency estimation of the industrial regional enterprise' sustainable development model.

Keywords: *efficiency, sustainable development, matrix, angular spacing*

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STRATEGIC PLANNING AND NEW APPROACHES TO POLICY OF SMALL AND MEDIUM-SIZED ENTREPRENEURSHIP DEVELOPMENT AND SUPPORT

The article considers new opportunities to enhance the effectiveness of public policy for small and medium-sized enterprises support and development within the transition to strategic planning on the example of the Russian Federation and the Republic of Belarus. The paper indicates the need to develop new approaches to the objectives and tools of this policy based on long-term goals setting, stabilization of its fiscal base, increasing the interest of the sub-national level authorities. The importance of more intensive use of various "institutions of development" in order to ensure structural changes in the SME sector and its greater industrial-innovative orientation is pointed out.

Keywords: *strategic planning, small and medium-sized enterprises (SME), government support, fiscal instruments, institutions of development.*

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ON SOME ASPECTS OF BRITISH EXPANSIONISM PARADOX

The article considers expansionism as the most topical issue of our time. The article identifies and analyzes the fundamental "ontic" factors of effective expansionist systems' origin and functioning. According to the authors, only the reference to the past experience enables to make an appropriate philosophical analysis for the reasons of the expansionist systems' success. Thus, the expansionist system comes out in its true colour from its birth to its death.

The newness of the article is that the authors identified and substantiated the paradox of expansionism.

The less resources and opportunities for its efficient development and functioning the expansionist system can boast for at early stages, the more it is successful. The more ambitious the expansion goals are, the greater possibilities the ruling elite has got to carry them out into life.

The crucial role in the creation and successful functioning of an effective expansionist system is assigned to two spiritual factors. The first one is called “energeiya” or “entrepreneurial spirit” and the second one is the ability of the ethnos to turn the inherited “cons” in to the “pros”.

Keywords: expansion, paradox, entrepreneurial spirit.

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IMPACT OF ACADEMIC LITERATURE RELEVANCE ON STRATEGY FOR LIBRARY FUND ACQUISITION

Due to enhanced role of University scholarlike libraries in the current period of knowledge-driven economics the acquisition of library fund becomes one of the priority tasks of the University corporate strategy. Based on the analysis of the demand for textbooks at different faculties of Orenburg State University, available from the application of software modules "Statistical library performance" and "Statistics of academic literature relevance" the issues of the library fund usage are considered. The relevance of data is supported by the full automation of library processes, including the circulation of educational literature.

The study, based on the technique of creating the Boston consulting group (BCG) matrix, identified the most promising users among the faculties. The research findings allow to form the library stock properly both in the context of its quantitative and qualitative characteristics. In conditions of uncertainty and mobility of the University external environment, a correct assessment of opportunities and threats is the key to its successful operation. The compliance with licensing and accreditation is one of the opportunities for the University. Taking into consideration the tough competition on the market of educational services among universities, scholarly library with the competent stock is a major competitive advantage at the contest for intending students. Besides, the financing of educational materials, considering the needs of users, enables to optimize the budgeting of the University expenses.

Key words: competitive strategy, relevance of academic literature, matrix of the Boston consulting group.

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INTERACTION OF THE REAL AND THE IMAGINARY IN SOCIAL IMITATIVE PROCESSES: CULTURAL AND ANTHROPOLOGICAL ASPECTS

The paper presents some results of the research which shows growing awareness of the importance of the phenomenon of imitation for man and society among our philosophers. The emergence and development of this trend is determined by the presence of imitating within widespread practices of social interaction as well as the extension of the range of carriers of this trait, its gain and steady transformation into an attribute of modern culture.

The author attempts to summarize a number of ideas by foreign philosophers Berger, Luckman,

J.-P. Sartre, F. Fedje and C. Taylor about the real and the imaginary in order to connect on this basis the content of the relevant concepts and to identify their general interrelation. Further on, the paper reveals the ideas developed by Russian philosophers Y.G. Volkov, A.A. Zinoviev, A.J. Beam, J.T. Toshchenko and T.A. Shalyugina about imitation in its social form as one of the processes that dominate the existing system of cultural realities. The author's ideas of the ratio of the real and the imaginary are projected on his ideas of the social imitation carried out by a person in the contemporary cultural context.

Nowadays social and imitation processes play a dominant role in human life and society. Deploying these processes distorts people's ideas about the natural ratio of the real and the imaginary, mixing them and replacing each other. In this case, social imitation does not make only negative impact on people and culture. Social imitation processes generate new models of socio-cultural reality revealing to people previously inaccessible options of their development.

Keywords: *the real, the imaginary, social imitation, social imitation process.*

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CONCEPTUAL ASPECTS OF OIL AND GAS CORPORATIONS EFFICIENCY MODEL

Profit-making and its distribution in the conditions of economic relations transformation, formation of a new technological process and adequate institutional environment for Russian corporations gain relevance. The economic theory of profit in the context of Russia remains understudied. Research of profit is directly connected with the tendencies of competition development between corporations which results in reduction of profit or its disappearance.

The research of profit-making and its distribution within the frames of formation and development of market relations, their institutional registration and interrelation with a technological process in the economic system is of scientific significance. The article analyzes the phenomena inherent to Russian corporations when making a monopoly profit, that arises from a super-competitive price and redistribution of resources, and creation of deliberate artificial scarcity of resources.

The characteristics of the profit-making processes contributes to the theory of profit, the most important category of microeconomics. Russian corporations' profit quality assessment techniques as well as scientific hypothesis for profit distribution between the corporations and model of profit generation are of significant interest for the research.

Keywords: corporation, oil and gas sector, profit, corporate sector

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SYSTEMS OF AUTOMATIC INSIDE ILLUMINATION TO LIGHTEN COMMON FACILITIES OF BLOCKS OF FLATS

The introduction and the development of information and communal technologies in the sphere of public and housing utilities remains an urgent task. This paper considers the automatic systems of inside illumination with the help of which the costs on lighting common facilities of blocks of flats may be reduced. The paper represents the classification of these systems. It is noted that switching off the presence sensors and lamps on timer helps to economize energy by 60–70%, while energy-saving sources and their proper placement increases the cost-effectiveness up to 80%. Thus, the introduction of the automatic systems of inside illumination to lighten the common facilities in blocks of flats reduces communal costs and determines their social value. The paper also describes the scheme of gradual introduction of these systems, when a certain amount of the money, saved at the first stage, is spent on the introduction of the next stage.

Key words: systems of automatic inside illumination, classification, information technologies, Homeowners Association, housing association.

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ON EDUCATIONAL PATHS FOR STUDENTS WITH HEALTH RESTRAINTS

The article suggests the results of research and experience evaluation of individual educational paths for the students with health restraints.

The material, describing peculiarities of communication with such students, was analyzed.

The idea, that the educational technologies enable to solve the problems arising due to specificity of communication, was substantiated in the article.

Such factors as individual peculiarities, age, environmental relations and health regulate the process of adaptation and make social and natural adaptation efficient.

According to the authors, self-protection, self-improvement, flexibility, striving for comfort, conformity to ethno-cultural demands are the basic motives for health protection and promotion and compose socialization and adaptation.

The article describes the characteristics of team development, considering the category of disease and cluster principle. The factors, enabling the development of individual educational path for the students with health restriction, are identified.

Keywords: team development from students with health restrictions, individual educational path, natural and social adaptation.

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RUBLE CURRENCY ISSUE IN CONCEPT OF EMISSIVE BANKING CORE FOR CONTROL OF ECONOMICS

This article describes the research “Hard Core Power” by complex systems theorists of Zurich Federal Technology Institute in Switzerland. It explains the existence of the bank issuing core management of the economy, which influences the ruble issue by the Bank of Russia in the context of its gold reserves usage.

Considering the development of a theoretical model for the mechanism, that describes the use of gold reserves of the Bank of Russia when issuing ruble currency, the article describes the dependence of the emission from the energy export procedure in foreign markets.

The problem of reducing the economy control emissive bank core impact on the ruble currency

issue has assumed great importance due to currency wars and sanctions against Russia and retaliatory measures of the Bank of Russia, as well as the price-reduction on the energy sources.

The article substantiates the theoretical model, describing the mechanism for gold reserve implementation during the ruble currency emission.

The method of abstraction based on I.M. Vallerstein's theory was used for the analysis. The method of double deduction enabled to make a conclusion concerning the currency dependence of the Bank of Russia from the individual banking authorities controlled by the US Federal Reserve System.

The article suggests graphical method for describing the emissive core banking of economy control, power vertical monetary chain as well as the mechanism of using gold reserves of the Central Bank of the Russian Federation to issue ruble currency.

Keywords: central bank, gold reserves, monetary system, money issue, currency, net

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APPROACH FOR CREATING MODEL FOR THE PAK DATA BASE TO MAINTAIN AND REPAIR HIGH-TECH MEDICAL EQUIPMENT

The article analyses the issues related to the organization of maintenance and repair of high-tech medical equipment and describes the factors affecting the equipment availability for intended application. To improve the organizational processes of maintenance and repair of high-tech medical equipment the development of software and hardware complex for control functions automation, assessment of high-tech medical equipment and maintenance planning.

The article outlines high-tech medical equipment technical readiness problems for immediate use in the medical area, to be achieved through measures to control technical condition, maintenance and repair of medical equipment. In this respect, repair and maintenance of medical equipment is always a top priority task, as both patients and medical staff are looking forward to the repaired equipment. However, the speed is should not affect the quality of repairs, since the human life and health depend on the accuracy of the medical equipment.

Keywords: *medical equipment, system maintenance and repair, object Model, Information Database, records of medical equipment, reliability parameters.*

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IMPORTANCE OF INNOVATIONS IN ECONOMIC RELATIONS DYNAMICS

Modern analysis of prospects for economic development in Russia still poses challenges to the theory. The key point in the construction of the economic change evolutionary theory is the concept of «routine».

The formation of institutions as special routines in the historical process has been subject to various random and targeted actions. Particular interaction of routines and innovations does not guarantee the survival of the best things.

The article suggests the definition for routines, identifies their types and species and their relationship with innovations. The author defines macro-routines as driving and structuring forces of the economy and society dynamics.

Keywords: innovations, routines, economic relations, evolutionary methodology, synthesis, institutions, macroroutines, microroutines.

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ON ORGANIZATIONAL AND ECONOMIC MECHANISM OF REGIONAL DIVERSIFIED AGRICULTURAL ENTERPRISE` INVESTMENT MANAGEMENT

A variety of economic, organizational and legal arrangements with the appropriate variety of forms and restrictions for economic activity are used by the agricultural enterprises, investors, government when investing an enterprise. Thus the modern economy faces challenges to retain and reproduce the production capacity without an effective organizational and economic mechanism of investment management.

Agribusiness companies with diversified activities, flexible to external environment changes, are of particular importance to support the economy of the region. The goal of the research is the development of an effective organizational-economic mechanism to control agribusinesses` investment activity. The process, system, functional, situational mechanisms are distinguished by the researchers. According to the authors, the functional and system approaches are of primary interest and ideally suite for the development of organizational and economic mechanism for diversified businesses.

The article considers the basic content of the organizational-economic mechanism for the regional diversified agribusiness companies` investment activity management. The method of the organizational and economic mechanism development, as well as its variant from the standpoint of the system and functional approaches which depends on the investment attractiveness of the agricultural enterprises are suggested.

Keywords: investment, economic mechanism of management of investment activity, agribusinesses, investment agribusinesses.

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ORGANIZATIONAL AND ECONOMIC MECHANISMS OF OPTIMIZING CONFIGURATION OF NBIKS-CONVERGENCE MACRO PROCESSES

Post-industrial change of market processes of scientific and technological development in the world economy saw the super-concentration of added value and profit in some sectors of science and technology. Primarily it concerns the generating and turnover sector (commercialization and monetization) of NBIKS-innovation.

To catch up with the foreign innovation centers in the area of competitiveness it is necessary to configure with optimization the NBIKS-convergence macro processes, which aim to establish a new technological framework of the Russian industrial system and form new markets in the global economy through the global construction of new market fields for commercial products, called for in future and based on NBIKS-innovation.

The implementation of import substitution priorities, especially important in the context of sanctions against the Russian economy, provides the basis for the organizational and economic programming of scientific and technological development to create new types of industries on the scientific and technological base of NBIKS-innovation.

The combination of complex innovation agents control processes may prove to be efficient. The establishment of the RF State Committee on Research Planning to implement comprehensive research policy on the background of favourable research and cultural environment is suggested in the article.

Keywords: *innovation, research and technological development, information systems, strategic management.*

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AUTHORITARIANISM IN THE CONTEXT OF PERSONALITY'S MENTAL DEVELOPMENT

The article is devoted to the topical issue of relations between an individual, society and the government. A factor of necessary subordination of the individual and society to the government plays the important part in these relations. This need arises due to the government authority that influences consciousness. The absolute predominance of the authority forms an authoritarian type of the government, that subordinates and strictly controls both the society and the individual.

Authoritarianism, being a form of the government and a form of consciousness, implies the generation and functioning of a particular type of reality with an authority idea – the ideal (material or spiritual). Authoritarian consciousness constructs a special type of mentality designed to subordinate a man to the government. A mechanical conformism, which serves as a public behavior pattern and a life-saving solution for the majority of individuals in the modern society, is the main feature of authoritarian consciousness. Authoritarian consciousness and the factors forming it are the main topic of this article.

Key words: *authoritarianism, authority, power, authoritarian consciousness, authoritarian character, authoritarian personality, conformism.*

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ORGANIZATIONAL AND ECONOMIC ASPECTS OF INNOVATION QUALITY MANAGEMENT

The article describes the conditions for the formation of an effective mechanism to control the quality of innovation, ensuring the development of high-tech industries, the creation and a market turnover of intangible assets with an intellectual component. The essence of the notion “improvement of the efficiency of the quality management system to draw enterprise innovative assets into the financial and economic cycle” was suggested. A package of measures for administrative relations market and state regulation in the area of innovation was analyzed.

The goal of the research was to identify the problems that lead to updating the standard of innovation quality management and its effectiveness criteria, to identify the background and factors of the current period, affecting the degree of effectiveness of the mechanism of quality management and development of innovative high-tech activities.

The author concludes that good regulation management relations in the innovation quality management system will ensure the development of high-tech industries and help to boost the Russian economy to overcome economic sanctions imposed against Russia in 2014.

Keywords: *quality management, management relationship, innovation, intellectual capital, turnover of intellectual property, competitiveness, innovative economy launch.*

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DIGITAL ADVERTISEMENT AND MARKETING TRENDS AND THEIR APPLICATION IN CONDITIONS OF MARKETING AND ADVERTISING BUDGETS SEQUESTERING

Tough conditions, dictated by the modern economy, induced many companies to marketing and advertising budget sequestering. Some business units aim for maximal optimization of advertising campaign expenses, develop spot advertising strategy, search efficient promotion strategies and ways of ROI maximization.

Digital strategy construction, digital marketing are the main trends at modern Russian and foreign advertising markets. Economic volatility and advertising budget reduction can create conditions for the reinforcement of the advertising digital component.

Expecting the effect from advertising and marketing investments, business people count on online that enables to analyze the advertising effects up to single contact with the receivers, to identify and improve both economic and communicative advertising efficiency.

Internet and digital advertising advantages are indisputable and cause the budget reallocation in favour of online as it suggests variety of formats, audience targeting, the opportunity to change the rate of the advertising campaign, personal appeals, etc.

These reasons stipulate the relevance of the article, which goal is the review and detailed consideration of current trends of digital advertising and marketing in the conditions of economic volatility and sequestering of advertising and marketing budgets.

Key-words: digital-advertisement, digital-marketing, content-strategy, types of the content, eDM – marketing, social media, technologies of the m-Commerce

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PUBLIC ADMINISTRATION DISORDERS AND WAYS TO OVERCOME THEM

The methodological article considers theoretical and practical aspects of economic dysfunction formation during economy reforming. The article makes an attempt to classify dysfunction factors and basic ways to overcome dysfunctions in economic development. The theory of economic dysfunction is the result of interdisciplinary research. Based on the identified economic dysfunctions the suggestions to amend industrial policy in accordance with the interests of the national economy were developed.

Keywords: *economic dysfunction, institutional field, industries with increasing and decreasing returns, global value chain*

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MYRON'S DISCOBOLUS TO REPRESENT HERACLITUS' DIALECTICS

The article clarifies the true philosophical meaning of such a masterpiece of ancient Greek art, as sculpture "Diskobolus", created by Myron. The sculpture is believed to depict an athlete at the Olympic competitions and considered to lack a whatever deeper meaning. According to the hypothesis of the authors, the sculpture "Diskobolus" represents the main content of the Heraclitus dialectics; it expresses the dialectical idea of unity and struggle of opposites as the source of life and harmony of the Universe.

The article points out that two geometrical schemes are harmoniously combined in the figure of the Diskobolus - the scheme of a bow with an arrow and the scheme of a lyre. The bow represents the idea of war, struggle, hatred; and the lira expresses the idea of peace, harmony, identity of oppositions. The article suggests the compositional formula of the sculpture "Diskobolus", which expresses the main artistic idea of Myron's masterpiece, according to authors.

Keywords: visible plan of artwork, hidden plan of artwork, dialectal philosophy of Heraclitus, unity and struggle of oppositions, compositional formula and artistic idea, bow with arrow and lyre as representatives of war and peace, harmony of war and peace – the source of eternal gyre of the solar system.

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TRANSGRESSIVE CONCEPTS OF POSTMODERNISM PHILOSOPHY AS POSTMODERN SOCIAL REALITY EXPRESSION

The article analyzes the concepts («text», «rhizome», «simulacrum», «deconstruction», «event» and others) that were introduced by the postmodern philosophers (R. Barthes, G. Deleuze, J. Baudrillard, J. Derrida, and others.) and describes the characteristics of the postmodern society: diversification, transgression, polyphony, singularity, transparency. The notion of «concept» in a postmodern aspect was researched.

The article identifies key features of relevant modern postmodern concepts, immanent to the postmodern social reality: semantic ambiguity; wide, but not deep conceptuality; uncertainty and indeterminability; proliferation – the ability to continuously generate new values, meanings, concepts; transgression – can be used in various fields of science to describe various, often unrelated, phenomena.

Keywords: transgression, transgressive concepts, singularity, event, simulacrum, postmodernism, postmodern society

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DESIGN STYLE OF ADDITIONAL AEROFOIL SURFACES OF FLYING VEHICLE AS CONTROLLING ELEMENT

The article in question considers the automated design process of additional aerofoil wing surfaces of long-range aircraft. The method resulted into measured data that enable to investigate the model behavior, changing with the time, to identify the required parameters with the given geometrical and aerodynamic characteristics and to study the model properties for specified geometry.

Key words: control system, additional aerofoil surface, flying surface, automated design, simulation modeling.

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ADAPTIVE SOCIETY: PROBLEMS AND PROSPECTS OF ITS CONSTRUCTION

The article raises the problem of constructing an adaptive society as a social system that provides conditions for the development of its citizens to disclose their individual abilities and characteristics. The criteria for adaptive society such as its functioning based on solid moral, ethical and value standards, the ability to keep them; historical responsibility and political patience; ability to be flexible to external environment variations are substantiated in the article.

The classification of studies on the construction of adaptive social environment is suggested. These studies are proved to be unsystematic, «local and applied», and the topic of constructing an adaptive social space is considered to be not insufficiently advanced. The basic principles of adaptive society functioning such as economic prosperity and stability; a well-developed system of control and enforcement of laws, rules and moral principles are identified. The article suggests the authors' forecast for adaptive society development prospects.

Keywords: *adaptive society, adaptability, goal setting, responsibility, adaptive social environment.*

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ON ADAPTATION OF INSTITUTIONS OF HIGHER EDUCATION TO EXTERNAL ENVIRONMENT CHANGES

The article considers the institution of higher education as an open system with external and internal environment. The institution can influence the elements of inner environment to one extent or another; but it can only adapt to the external environment. To adapt efficiently the institution top executives should provide the following conditions: to strengthen the collegial decision-making of the most important issues for the institution strategic development; to apply the transformational leadership; to develop more flexible adaptive organizational structures.

Key words: adaptation of institution of higher education, external environment, macro-environment, internal environment

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RESEARCH OF RETAILING BUSINESSES LOGISTICS ACTIVITY TRADE NETWORK (On MATERIALS Of the ORENBURG REGION)

Retail trade system is an intermediary element between a producer and a consumer that effects the delivery and has got a lot of functions: from the industrial assortment building to its transformation into commercial range due to consumers' needs, terms of delivery and storage. The trading network aims at improving the delivery schedule and provides the wide range of goods and additional services.

The article considers the characteristics of network trading development and logistics aspects in the retail chain outlets activity. Due to research findings the share of outlet chains in the Orenburg region in 2013 comprises 22,5%. The structure is heterogeneous and constantly varies. The trade systems "Magnit", "Soseddushka", "Ring", "Polushka" are key participants on the retail trade chain market. The Orenburg market witnesses new market players, represented by "O.K.", "Lenta", "Karusel".

The article suggests the description of the trade chains' activity that includes such background information as the date of foundation, range of activity, growth strategy, price policy, terms of cooperation with the producers, sales promotion, logistics system and organization of IT support.

As a rule the logistic system includes the distribution centres and vehicle fleet. The research identifies the characteristics of the logistic activity, its advantages and disadvantages and suggests the areas of development.

Key words: logistics, logistic activity, retail trade chain, goods distribution, costs.

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PRACTICAL IMPLEMENTATION OF MULTIDIMENTIAL CLASSIFICATION FOR DISTRIBUTED INFORMATION AND COMUTER SYSTEMS WHEN SOLVING PROJECT TASKS

The identification of the best data processing route configuration is of the basic tasks for structure synthesis of distributed information and computer systems. The article considers the development of the methodological approach to solve this task.

Practical implementation of a classification multi-dimensional model is relevant and significant for both the development of system classification methods and the substantiation of their use for synthesis and projecting. The OLAP-structure may be used as the information base for the automated computing system of.

Key words: multi-dimensional data model, cube OLAP, topology of a distributed information system, simulation model, algorithm of optimization.

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PROBLEMS OF IMPORT SUBSTITUTION IN MODERN RUSSIAN AGRICULTURE

The article studies main trends in import substitution of agricultural products. The problem of import substitution during the economic crises of 1998–1999, 2008–2009 is considered. The problems of geopolitical and economic nature, that influenced the current state of the market for agricultural products in Russia, are identified.

Scientific analysis of official statistics enabled to define indicators of the structure of food imports in Russia, dynamics of gross agricultural production, consumption figures of basic agricultural products per capita.

The paper summarizes the measures that the state undertook to regulate the agricultural sector of the Russian economy in modern conditions of imports embargo for agricultural products which is induced by countermeasures to the EU and the US sanctions. Various approaches to implement import substitution policy in modern conditions are described.

Key words: agriculture, import substitution, economic slowdown, sanctions, state support of farmers, state regulation, anti-crisis plan.

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CONTEMPORARY PRACTICE OF SUBCONTRACTING DEVELOPMENT

Subcontracting as an effective mechanism of market interactions of business entities constantly proves to be efficient in the global and domestic practice. Analysis of foreign and domestic experience of the issue shows the diversity of schemes, participants and tools, which makes the background for continuous improvement and development of the mechanism. The relevance of subcontracting is stipulated by the necessity to systematize variants of possible interactions and the subsequent evaluation of their nature and effectiveness to make recommendations to individual members on the form of the enterprise, foreign trade, etc.

The Subcommittee on the development of subcontracting and clustering technologies as a part of the RF CCI Committee for the development of private enterprise, of small and medium-sized businesses was created to facilitate the development of small and medium-sized manufacturing business in the Russian Federation due to creation of favorable environment for the development of subcontracting, the introduction of the cluster technologies for the development of small industrial and scientific - manufacturing business in the parts of the Russian Federation.

The article describes the modern aspects of the interaction of subcontracting in the domestic and foreign practice; special attention is paid to the development of subcontracting aspects in the Russian Federation

Keywords: *a sub-counteraction, subcontract interactions, risks in sub-counteractions, centers of a sub-counteraction.*

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