ANNOTATION OF THE ARTICLE

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AGRARIAN POLICY OF THE SAMARA REGION IN THE CONDITIONS OF IMPORT SUBSTITUTION

The need for ensuring the food security of the Russian Federation has become of paramount importance for domestic farmers. Its implementation required the development of new measures of state support both at the federal and regional levels aimed at stimulating accelerated import substitution in the agro-industrial complex. The purpose of the work is to characterize the changes that have occurred in the agrarian policy of the Samara region in 2014–2017, to assess their effectiveness and performance, and to prepare proposals for their improvement. The paper compares the volumes and directions of budget funds allocated for the development of the region's agriculture before and after the introduction of the sanctions regime. The author's assessment of the results obtained from the changes was given. Suggested and justified are the priority directions for changing measures of state support and state regulation aimed at accelerating development and increasing competitiveness of priority sectors of the regional agribusiness.

Keywords: *agrarian policy, food security, import substitution, state support, cluster, innovation, efficiency, competitiveness*

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ASSESSMENT OF THE IMPACT OF INTER-REGIONAL INTEGRATION ON THE ECONOMIC EFFICIENCY OF THE FUNCTIONING OF THE REGIONS OF THE RUSSIAN FEDERATION (ON THE EXAMPLE OF THE VOLGA FEDERAL DISTRICT)

The relevance of the research problem due to the fact that the functioning and development of regional economic complex is not in isolation, but in relationship with other regions and the outside world. Interregional economic relations represent a system of economic relations and interests of the regions, which develop in the process of financial and economic activities and intensive integration of regional markets within production chains. The purpose of this article is to evaluate the effectiveness of the functioning of the economies of individual regions of the Volga Federal district and interregional economic system as a whole. In the course of the work the degree of correlation of both intraregional and interregional indicators was determined by. The main result of the study is the approach assessment of the interregional economic system, based on socio-economic and transport indicators of the regions.

Keywords: *the economy of the region, interregional integration, correlation, synergy, transport and logistics infrastructure*

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ORGANIZATIONAL ECONOMIC MECHANISM OF USING OUTSOURCING AT AN INDUSTRIAL ENTERPRISE

The active use of outsourcing in recent decades in various spheres of economic activity generates the need for its system research, but most scientific publications cover only some aspects of this complex problem. In this connection, the task of accumulating and using available scientific developments of a theoretical, methodical and applied nature on issues of effective interaction of subjects within the framework of the outsourcing mechanism is urgent.

Purpose of the study: based on the review and system analysis of scientific works on various types of outsourcing as a form of inter-firm cooperation, it is necessary to propose a structural-logical model of the organizational and economic mechanism of outsourcing. Research methods: monographic method, structural-functional method, system analysis, general scientific methods - of formalization, generalization, comparison and others.

Results of the study: an organizational and economic mechanism for outsourcing in industrial enterprises was developed that includes theoretical components (principles, functions, tasks, risks, impact factors, methods and approaches) and applied components (methodical, normative-legal, technical, information). The content, significance and role of components are revealed. It is shown that the organizational effect of the proposed mechanism is expressed in the transformation of the organizational structure of the firm, since in its management there is a reduction of horizontal and vertical ties through the transfer of individual processes to the external executor. The economic effect is achieved by reducing the costs of implementing the transferred process. At the same time, the competitive advantages and quality of servicing of this process are increasing. The mechanism has passed approbation at the enterprises of electric power industry in the Orenburg region.

Keywords: *outsourcing, organizational and economic mechanism, theoretical and applied components.*

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METHODICAL TOOLS OF THE SELECTION OF MANAGEMENT INNOVATION PROJECTS OF THE BALANCED STRATEGY OF INDUSTRIAL ENTERPRISES DEVELOPMENT

The relevance of the issue determined by the necessity of increasing the innovative activity of domestic enterprises, which can be achieved by providing a balanced strategic development, production and management sphere on the basis of a harmonious application of technological forms of innovation and innovation in the management system.

The method of selection is aimed at forming optimal balance portfolio of strategy of innovative development of the enterprise is proposed in the article. Its application will allow to select the projects of management innovations, the implementation of which will allow to create necessary conditions for the development and implementation of innovations in the industrial sector.

The proposed methodological tools of selection are based on the development of the method of analysis of hierarchies T. Saaty, based on the system analysis. The criteria for optimal choice are criteria of the resource, structural and functional balance. The compliance of innovative projects by the balance criteria will ensure the creation of necessary conditions for the implementation and management strategy.

The practical testing method has allowed identifying the priority from the standpoint of the balance of the management innovations project. It will contribute to the success of the implementation of the strategy of innovative development.

The use of hierarchies in terms of a balance for the selection of projects of management innovations will allow for informed choices of innovative projects development of management system. It will ensure the creation of necessary conditions for realization of innovative development strategy and achieving goals.

Keywords: *balanced strategy, management innovation, analytic hierarchy process, criteria balance, methodological tools.*

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INSURANCE OF INTELLECTUAL PROPERTY IN THE IT-MARKETS: LESSONS FOR PUBLIC POLICY

The article discusses the most common programs of insurance of intellectual property rights in the world. The relevance of the problem is determined by the need of changes in regulatory requirements to the activities of insurance companies. The article is aimed at summarizing the current practices of system insurance intellectual property development in the IT - markets. A leading approach to the study is the analysis of contemporary sources, including plans for ongoing reforms in Australia and review insurance products in the United Kingdom. The results of the research can be used to the IT - companies and the insurance companies.

Keywords: *results of intellectual activity, insurance, intellectual property, insurance of intellectual property, intellectual property litigation insurance, responsibility insurance.*

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CASCADING OF THE SYSTEM OF BALANCED SCORECARDS AS A TOOL FOR IMPROVING THE EFFECTIVENESS OF THE BUSINESS BANK'S ACTIVITIES

In the practice of modern enterprise management, Balanced Scorecards (BSS) systems are increasingly being introduced at the corporate level. However, the issues of distribution of the MTSP to the levels of the units remain insufficiently developed. In this regard, the goal of the work is to develop a technology for cascading a balanced scorecard (BSS) using the example of a commercial bank using fuzzy logic models. As methods of research, the possibilities of realizing the cascading of the SSP on the basis of the apparatus of the theory of fuzzy sets are demonstrated. The implementation of this approach for departmental levels becomes a link between the strategy of the enterprise and tactical solutions for its implementation. The cascading of the balanced scorecard will lead to more effective support of the activities of employees and managers, which, in turn, will ensure the necessary level of reliability of the performed processes and increase their productivity.

Conclusions. Cascading of the SSP allows implementing the planned strategies by developing balanced scorecard systems for the lower levels of the organization. These systems, being influenced by the favorable opportunities and problems existing on the ground, contribute to the unity of the organization regarding the mission and strategy.

The materials of the article may be of interest for managers and employees of IT departments when implementing the BSC and cascading it to departmental levels.

Keywords: *balanced scorecard, performance indicators, cascading.*

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RISKS OF OPEN INNOVATION MODEL AND THEIR NEUTRALIZATION IN THE STATE INNOVATION POLICY

The article deals with the problem of finding the optimal innovative openness of companies, taking into account the risks of the open innovation model. Purpose of research – evidence and systematization of risks of the open innovation model at the macrolevel of the economy. The article deals with scientific-factual, descriptive and retrospective analysis, as well as methods of system, comparative analysis, classification and analogy. Attention is drawn to the dual nature of the impact of "open innovation" risks: reduction due to the distribution of innovation activities risks between the innovation network participants and at the same time increase due to the emergence of innovation security risks. As results of the research four groups of the open innovation model risks are presented ("devastation" of the innovation sector, the reduction of competition in innovative markets, loss of intellectual property control, costs of relations coordination between partners). Causes of these risks are analyzed in each group and directions of their neutralization are proposed including instruments of state regulation that can increase the validity of managerial decisions for the development of cooperative innovation processes within the framework of state innovation policy.

Keywords: *risks, open innovation, innovation openness, innovation policy, state regulation.*

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INNOVATION IN HEALTH SERVICES: CHARACTERISTICS, TRENDS, PRIORITIES

The relevance of the researched problem stems from the need for a thorough justification for innovative solutions in the field of health services. The purpose of article is to study the specifics of innovation in health services, development trends, priorities of public funding of innovation in medicine. Leading method to study this problem is the analytical method, which enables you to substantiate the author's point of view. In the article, the author reveals the meaning of «innovation», «innovation in health», «innovative medical services». The differences between the innovative health care and high-technology medical care are identified. Examples of product and technological innovation are capable of becoming the basis of innovative medical services. Justifying the relevance of marketing innovation in health services is their specificity. The author characterizes the factors shaping innovation development in the health sector: scientific and technical progress, the emergence of the consumer society, the globalization of the economy, changes in the priorities of the State and business. Proven priority financing of innovative medical services in the area of disease prevention. The material of the article can be useful both for further scientific justification of the ways of development of the health sector, and to develop practical solutions to the market development of innovative medical services.

Keywords: *innovation, innovative development in the health sector, innovative health services, disease prevention.*

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TRENDS ANALYSIS, AS AN INFORMATION BASE FOR STRATEGY DEVELOPMENT.

The key step in the strategic planning process is the analysis of the external and internal environment, which allows you to collect and interpret the information necessary for the development of the strategy. The purpose of this article is to justify the need to complement existing methods of analyzing the organization's macroenvironment using trend analysis, to show that trend analysis is a proactive method, unlike existing reactive methods. Analysis of trends is relevant, as it allows you to get information not only about the current state of affairs, but also about the prospects, trends in the development of certain factors, macroenvironment, which must be taken into account already now when developing a strategy. This is a new look at the formation of an information base for strategy development, a view from the future to the present. The aim of the article is to reveal the importance of analyzing trends, correctly interpreting them and generating new, creative information for strategy development, not from the analysis of the past, but analyzing the probable future. Trend analysis includes consideration of economic and geopolitical trends, technological, social and behavioral trends. The authors also proposed a tabular form for conducting trend analysis, which makes it convenient to present and structure the collected information.

Keywords: *macro-environment analysis, trend, dynamics, strategy development, environmental factors, information base.*

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APPROACHES TO THE CONSTRUCTION OF THE SKORING SYSTEM OF INTEGRATED ASSESSMENT OF CREDITORITY OF POTENTIAL BORROWERS

The urgency of the problem is caused by the need to improve approaches and methods for assessing the creditworthiness of borrowers in the current economic and financial conditions for the development of banking institutions. The article is aimed at systematization and comparative analysis of formalized methods of building credit scoring. Among the main algorithms and techniques, the authors singulate discriminant analysis models that make it possible to distribute potential borrowers to one or another group of clients in order to minimize the bank's risks; binary choice models that describe the relationship between customer characteristics of customers and the likelihood of their meeting financial obligations. Considered in the article algorithm Random Forest allowed to systematize the characteristics characterizing the borrower, to obtain an unambiguous algorithm for determining the potential solvency of customers. The obtained results can be used by banking institutions to improve the quality of the credit portfolio of risks, increase the accuracy of the borrower's assessment, and also in order to reduce the level of defaults, reduce the formed reserves for possible losses on credit obligations.

Keywords: *creditworthiness, the borrower's credit rating system, credit scoring, scoring model, binary choice models, decision trees.*

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MONITORING AND DIAGNOSTICS OF INNOVATION DEVELOPMENT LEVEL OF MANUFACTURING SYSTEM

Too many transformations of present socio-economic and business environment, significant growth of its possibilities and need for actuality of creation and accelerated development of innovative manufacturing systems caused the actuality of this article.

The task of this article consists in reviewing innovative development patterns including production renewal, lowering of production cycle duration, work content and materials consumption, increasing productivity of labor upgrading production quality and also in elaborating complex method of monitoring of these processes.

Methods of contrastive analysis, coefficient analysis, method of dynamic classification and fuzzy sets theory's tools form the methodological basis of research.

As a result of theoretical review the article considers the patterns of innovation systems development and four most significant groups of areas to the innovative development are distinguished – production quality, innovative equipment, resources economy and technological process intensity. As a result of practical research the main rule of innovative level classification is formed, distinctive characteristics of each class are built. The diagnostic procedure is determined on the basis of monitoring of industrial objects (processes) totality, described by n-dimensional vector of quantitative indicators.

This article may be useful for manufacturing subdivision managers as the performed diagnostics and classification allows estimating the depth of enterprise innovative development, forming conclusions of dynamics, problems development guidelines of manufacturing system.

Keywords: *innovative development, manufacturing system, dynamic classification, production rule, innovation activity indicators, fuzzyset, linguistic variable.*

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PROGRESS IN CULTURE: VECTORS OF DEVELOPMENT OF COMPLEXITY

Complication is an objective trend that embraces nature and culture. Nature and culture allow us to observe the unfolding of diverse forms of complexity. At the same time, quite often, the general trends in the progressive development of techno sphere extrapolated to culture. The question arises: how much complexity and complication are suitable for describing culture and its specialized forms and what are the vectors of complication of culture? The aim of the work is to understand the role of complexity and trends of complexity in culture. On the basis of the dialectic approach fixed the problem of thinking about progress in culture and art, and the tendency of cultural complexity: an increase in «real» diversity, the virtualization of culture, «the spread of» epistemic objects, transformation, landmark – preferentiality. The author comes to the conclusion that progress in art may not be described as a transition from the simple aesthetic of forms to more complex. The measure of progress in art is the subjective ability of mankind to «encode» complex ideas in artistic forms, to state and concern the semantic complexity of an artistic work. Evolution and involution in art correlates with the complexity of thinking of both the author and the interpreter. The images of degradation, exhaustion of culture (popular in the twentieth century) author seen to be exaggerated. Progress in culture is contradictory. On the one hand, the cultural space of modern society is transformed under the influence of technically complex things and epistemic objects that change ideas about the reality and logic of cultural development. On the other hand, culture under the pressure of the described tendencies becomes more complicated in form, but at the same time it becomes more and more simplified, it breaks down into fragments, it begins to consist of separate images and signs that a person actively constructs and recombines.

Keywords: *virtual reality, art, culture, simplicity, complexity, simplification, complication, epistemic object.*

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SOCIAL RESPONSIBILITY OF POWER: ESSENCE, FORMS AND TRENDS

The paper presents a socio-philosophical analysis of government social responsibility of the authorities. The study contains an explication of this phenomenon from the position of the system approach: the structure of the responsibility of power as a system is disclosed, its elements are described. The social responsibility of power is presented as a construct that presents certain powerful messages, influences the evaluation of political reality by the object of power. The criteria for this phenomenon and levels of responsibility of the authorities are indicated. The study presents the content of social responsibility in various political environments. The basic mechanisms of the formation and implementation of the social responsibility of power have been designed. *The criteria for the social responsibility of the authorities within the framework of the power process are presented. The subject of this study is the social responsibility of the authorities as an open system. The work contains an analysis of the mechanisms for realizing the construct of social responsibility of the authorities from the standpoint of achieving national interests. The purpose of this work is to explicate the social responsibility of the authorities, to investigate the mechanisms for implementing the construct of responsibility.*

Keywords: *social responsibility of authority, power, imperious process, political environment.*

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RATIONAL AND IRRATIONAL IN THE SUBJECT OF SCIENTIFIC KNOWLEDGE

The problem of rational and irrational in the history of European philosophy has a long history, and today, within the framework of modern epistemology, has not lost its relevance. Such an interest in the irrational problem is associated with changes in the traditional notions of scientific rationality.

In the article the presence of irrational moments opens up in the article of scientific cognition in a context classic and non classical types of scientific rationality. In classic scientific rationality the irrational confesses only as a transient aspect rational, as yet-not-rational, ungot to know in the object of cognition, subject «to the removal» in the process of the theoretical mastering of object. Non classical rationality deepens on ideas about the presence of irrational moments in the article of scientific cognition, asserting a presence at the scientific free choice of the truths of science, «pictures of reality» in accordance with the occupied «points of review».

Keywords: *science, object of cognition, article of cognition, subject of cognition, scientific rationality, irrational, truth*

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TO THE QUESTION OF DETERMINING THE ACTUAL OPERATING TIME OF THE INTERNAL COMBUSTION ENGINES

The relevance of the studied problem consists in need to determine the actual technical condition of the internal combustion engines for planning maintenance schedules.

The purpose of article consists in assessment of the reliability of existing methods of definition of an operating time of the internal combustion engines by mileage and engine hours.

The method of research is the natural experiment made by means of the adapter for the diagnostic socket, the smartphone and the express software and also the further analysis of data at the table Excel environment which made it possible to clearly demonstrate the inefficiency of existing methods for determining the operating hours of the internal combustion engines.

The results of the experiment clearly show that the engine's running time in kilometers of the car's mileage is quite weakly related to the number of revolutions of the crankshaft and is in no way connected with the load on the engine. The operating time in a moto-hours also does not reflect the load regimes and wear rates of the parts. This shows the imperfection of the existing methods for assessing the technical state of the internal combustion engines by mileage and a moto-hours.

The conclusion of the article is proposed the method for solving the problem of determining the actual technical state of the internal combustion engine and the intensity of its wear, based on taking into account the crankshaft revolutions and the load on the engine at each revolution (the stroke, the angle of rotation of the crankshaft). This method will allow to more reliably determine the degree of engine wear, adjust the frequency of maintenance, evaluate the professionalism of drivers.

Keywords*: internal combustion engine, operating time, resource, monitoring, diagnostics.*

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