

**E. V. Zakalyukina**

Credit Officer, Department of Credit and Financing, Severo-Kavkazsky Office, Sberbank of Russia, Russia,  
Stavropol, Postgraduate Student, Stavropol State University

**ESSENCE AND SIGNIFICANCE OF ENVIRONMENTAL PAYMENTS  
FOR ENVIRONMENTAL ACTIVITIES**

*The article generalizes theoretical basis for environmental payments to encourage the enterprises for arranging environmental measures. Historical background for initiating environmental payment was analyzed.*

**Key words:** *environmental payments, economy, environment.*

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**M. V. Chuvashlova**

Candidate of Economic Sciences, Assistant Professor, Department of Accounting and Audit, Ulyanovsk State  
University

**I. S. Kruglova**

Chief Accountant, CJSC «Simbirsk KTB»

**BUDGETARY CONTROL AS INSTRUMENT TO MANAGE  
ENTERPRISE'S COSTS**

*Based on theoretical and scientific achievements the article considers managerial accounting and budgeting as methods to manage costs at the enterprise CJSC AVIASTAR-SP. The article suggests to implement budgetary control as a management tool for enterprises' costs.*

**Key words:** *cost mangement, budgetary control, budgeting, instrument of management, managerial accounting, industrial enterprise, CJSC AVIASTAR-SP.*

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**S. M. Rasulova**

Senior lecturer, department of economic theory Dagestan state institute of national economy

**CONDITION ANALYSIS OF DIVERSIFICATION PROCESSES IN  
FOOD INDUSTRY OF DAGESTAN**

*The article analyzes diversification in food industry of the Republic of Dagestan. The goals, reasons and types of production diversification at Dagestan enterprises are considered. The interrelation between the reasons and types of production diversification is revealed.*

**Key words:** *production diversification, food industry, types of diversification.*

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**A. A. Shmarin**

Chairman of Municipal Nonprofit Organization «Association of HSW Carries»

**A. P. Shmarin**

Lecturer, Department of Control Theory and Marketing, Orenburg State Institute of Management

**M. Z. Shakirov**

Assistant, Department of Economics, Orenburg State Institute of Management

**HOUSEHOLD SOLID WASTES MANAGEMENT IN ORENBURG:  
PROBLEMS AND LINES OF DEVELOPMENT**

*The article analyzes the environmental situation in Orenburg and in the Orenburg region. Key issues in the sphere of household solid wastes management were identified. The principal lines of efficiency increase of household solid wastes management on the basis of current statistics and successful experience of other regions and countries were suggested in this article.*

**Key words:** *Household Solid Wastes (HSW), development concept, municipal service and facilities.*

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**D. A. Yafizova**

Candidate of Economic Sciences, Head of Department, Department of Scientific Activity Support, Institute of Economy and Finance, Senior Lecturer, Department of Marketing, Commerce and Business, Institute of Management and Territorial Development, Kazan Federal University

**ON MECHANISM TO CONTROL SERVICE ENTERPRISES`  
INTELLECTUAL POTENTIAL**

*The article gives a definition to a control mechanism of service enterprises` intellectual potential. Bibliographic sources on the subject were analyzed, stages of the control mechanism model were identified.*

**Key words:** *control mechanism, intellectual potential, service sector, enterprise*

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**O. A. Sviridov**

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**A. V. Menshikov**

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**V. A. Kitchenko**

Assistant Lecturer, Department of Control Theory and Marketing, Orenburg State Institute of Management, Postgraduate Student, Samara State Technical University

**MAIN MECHANISMS OF SOCIAL AND ECONOMIC SYSTEMS`  
FUNCTIONING**

*The article considers closed and open social and economic systems, laws of economic systems` equilibrium and divergence as well as main mechanisms that determine social and economic system functioning.*

**Key words:** *social and economic system, closed social and economic system, equilibrium of social and economic system, law of divergence.*

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**R. G. Fedorov**

Assistant Lecturer, Department of Personnel Management, Tourism and Service, Orenburg State Institute of Management

**ON ISSUE OF SOCIAL AND ECONOMIC SYSTEMS`  
CHARACTERISTICS**

*The article studies main characteristics of social and economic systems which are considered as continually changing and dynamically developing phenomena. This approach enables us to research regularities of systems` functioning and development in detail.*

**Key words:** *cycles SES, waves, S-shaped curve, additivity of system.*

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**O. A. Sviridov**

Doctor of Economics, Professor, Department of Control Theory and Marketing, Rector, Orenburg State Institute of Management

**A. N. Sunteev**

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

**SOCIAL BASIS FOR MODERN ECONOMIC CRISIS: FROM CRISIS  
TO CHAOS**

*The article reveals the essence of the crises` rise. The transition of a society from economic chaos to economic crisis was described.*

**Key words:** *crisis, chaos, cyclicity, society, economic crisis.*

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**A. N. Sunteev**

Lecturer, Department of Economics, Orenburg State Institute of Management

**V. A. Kitchenko**

Assistant Lecturer, Department of Control Theory and Marketing», Orenburg State Institute of Management;  
Head of Resource Centre, Orenburg State Institute of Management

**A. V. Menshikov**

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

**DEVELOPMENT OF CORRECTIVE ACTION LEADING INDICATORS  
FOR RUSSIA**

*The system of sustainable development indicators was developed in the article. A system of corrective action to identify priority levers and spheres of influence on the social and economic system was suggested.*

**Key words:** *indicator, social and economic system, indicators of corrective action.*

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**A. K. Ramazanova**

Postgraduate Student, Department of Accounting, Analysis and Audit», Ulyanovsk State Technical University,  
Assistant Lecturer, Department of Finance and Credit, Inza branch of Ulyanovsk State University

**INNOVATION ACTIVITY DEVELOPMENT TRENDS IN RUSSIAN  
FEDERATION**

*The article studies the innovation activity in the sphere of science and technology as well as estimation of operating mechanisms in the sphere of public support. According to funding source analysis, innovation enterprises finance innovation projects from their own funds without bank credits and venture capital investments. Conclusion is made that the same situation is peculiar for most regions in the Russian Federation.*

**Key words:** *development trends of innovation activity, intellectual property, competitiveness, innovation activity, innovation risk.*

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**D. Ya. Sinelnikov**

Postgraduate Student, Department of Economy and Management Bryansk State Technical University

**E. N. Sklyar**

Candidate of Economic Sciences, Assistant Professor, Department of Economy and Management Bryansk State Technical University

**ON CREATING OF MARKETING INFORMATION SYSTEM AT  
MODERN INNOVATIVE INDUSTRIAL ENTERPRISE**

*Methodical recommendations to improve the efficiency of innovation activity information support at an industrial enterprise with the help of the marketing information system were suggested in the article. The recommendations include the algorithm of choice and work at electronic trading facilities.*

**Key words:** *innovations, innovation development, innovative activity information support.*

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**I. V. Shulgina**

Candidate of Economic Sciences, Senior Staff Scientist, Centre of Science and Sociology of Science, Institute of Natural Sciences and Technology named after S. I. Vavilov, Russian Academy of Science

**CAN RUSSIA MOVE TO INNOVATION ECONOMY?**

*Statistic indicators of science for 2000–2008 that characterize scientific and technical achievements (technologies, patents, innovations) were analyzed. The causes of science productivity decrease were considered.*

**Key words:** *research and development, advanced manufacturing technologies, export and import of technologies, costs, patents, innovations.*

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**L. O. Serdjukova**

Candidate of Economic Sciences, Assistant Professor, Department of Management, Commerce and Law, Saratov State Technical University named after Yu. A. Gagarin

**HUMAN AND STRUCTURAL CAPITAL IN INNOVATIVE SYSTEMS**

*The article considers human and structural capital for formation and development of innovative systems. Concepts of the human and structural capital were identified, their structure at the level of regional innovative system was developed.*

**Key words:** *intellectual capital, human and structural capital, national and regional innovative systems.*

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**E. Sh. Gibadullina**

Postgraduate Student, Bashkir State University

**EPISTEMOLOGICAL POTENTIAL OF INTUITION IN CONTEXT OF  
CONTEMPORARY RELIGIOUS PHILOSOPHY**

*The article researches the philosophical aspects of intuitive knowledge in the light of contemporary religious concepts. The phenomenon of intuition is considered as a way to get knowledge about the transcendent.*

**Key words:** *intuition, cognition, transcendent, God.*

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**D. Ya. Friesen**

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Aktobe State Pedagogical Institute, Republic of Kazakhstan

**ON FUNCTIONING AND DEFORMITY OF NOMADIC  
CATTLE-BREEDING IN WESTERN KAZAKHSTAN  
IN XVIII–XIX CENTURY**

*The article considers the issue of the nomadic cattle-breeding functioning, principles and characteristics of seasonal nomadism, the issues of communal ownership of pastures. The analysis of historical records reveals conflicting aspects in the development of nomadic cattle-breeding as well as deformation causes of the economic sector against the background of transition to arable agriculture and settled life in the Kazakh steppe.*

**Key words:** *cattle-breeding, pasture, land use, agriculture.*

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**P. P. Krasnov**

Postgraduate, Lecturer, Department of Philosophical Anthropology, Orenburg State University

**FASCISTS' ROAD TO POWER IN ITALY: ROLE OF HOLY SEE**

*The word «fascism» is traditionally associated with Germany in 1933–1945. This is due to a typically Soviet viewpoint, which considers the regimes of Hitler and Mussolini to be a single force and «a response of the upper middle class to the triumphant march of the communist ideology». The regimes of Hitler and Mussolini have really much in common, including the fact that the Catholic Church actively contributed to the accession of these regimes to power. The research analyzes the events and the role of the Holy See in the development of Mussolini's fascist regime in Italy.*

**Key words:** *Vatican, fascism, diplomacy, Pius XI, Pius XII, Cardinal Pacelli.*

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**U. I. Gryzova**

Postgraduate Student, Department of Philosophy of Science and Sociology, Orenburg State University

**SOCIAL TECHNOLOGIES: INFORMATION AND COMMUNICATION  
TYPOLOGY**

*The article considers the social technologies as the information-communication processes. Classifying these technologies according to fundamental information and communication objectives, the article identifies five types intrinsic to them: positioning, stimulating, stabilizing, prognosticating and designing.*

**Key words:** *social technology, information-communication processes, typology, type of social technology.*

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**A. N. Ksenofontova**

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

**DIDACTIC ANALYSIS OF LANGUAGE BEHAVIOUR**

*The article suggests the results of language behaviour research in educational process. Main types of speech situation, which is considered to be a key technologic element for language behavior, were characterized.*

**Key words:** *language behaviour, speech situation, forms of language behaviour, activity approach, stages of language behaviour, forms, characteristics and functions of language behaviour.*

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**N. N. Kust**

Postgraduate Student, Department of Finance and Banking, St.-Petersburg State University of Engineering and Economics

**WAYS OF CDS-RELATED COUNTERPARTY RISK REDUCTION**

*The article considers the market of credit default swaps. The article analyzes the factors that cause CDS-related counterparty risks. The issue of increasing CDS-related counterparty risk was identified and measures to reduce risks by using a central counterparty were suggested.*

**Key words:** *credit derivatives, credit default swap, security.*

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**E. I. Masalov**

Candidate of Economic Sciences, Chief of Department, Southwest State University

**NET PRESENT VALUE METHOD TO EVALUATE INNOVATION PROJECT EFFICIENCY**

*The article considers the possibility of innovation projects economic efficiency evaluation with the help of the net present value method. To make a correct innovation projects' evaluation, modernization of the NPV method, taking into account the cash flows both from the implemented innovations and from prudent enterprise development was suggested.*

**Key words:** *business-plan, innovation, net present value method.*

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**T. N. Gubaidullina**

Doctor of Economics, Professor of the Economic theory department at the Institute of Economics and Finance of FSAEI HVE «Kazan (Volga region) Federal University»

**E. A. Grigorieva**

Candidate of economic sciences, assistant teacher of statistics, econometrics and natural science department at the Institute of Economics and Finance of FSAEI HVE «Kazan (Volga region) Federal University»

**FINANCIAL AND ECOLOGICAL AND ECONOMIC SUSTAINABILITY OF ECONOMIC ENTITIES: RESEARCH METHODOLOGY ISSUES**

*The article considers methodological issues of researching financial and ecological and economic sustainability of economic entities. It shows the interrelation between the approaches at the macro- and microeconomic levels of social and economic systems. It also researches the «sustainable development potential» category content, its structure and problems of efficient use are shown.*

**Key words:** *ecological and economic sustainability, financial sustainability of economic entities, sustainability potential of social and economic systems, macroeconomic parameters and ratios, sustainable development indices.*

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**A. A. Gavrilova**

Candidate of Technical Sciences, Assistant Professor, Samara State Technical University, Department of «Control and System Analysis in Heat and Power Engineering»

**V. V. Saksonova**

Post-graduate Student (aspirant)

**ON SYSTEM ANALYSIS OF ENVIRONMENTAL MONITORING IN MUNICIPAL ENTITY**

*The concentration-time pattern of emission was analyzed, main pollutants of the city air and causes of changes were identified. The lines of future research (mathematical model development for estimating components and total number of emission, forecasting on the basis of enterprises' ecological compatibility monitoring data) to work out region's development control mechanisms were suggested.*

**Key words:** *system analysis, emission, maximum permissible concentration (mpc) of hazardous substances, monitoring of ecological compatibility, lines of region development.*

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**A.V. Vasiliev**

Postgraduate student, Department of World Economy and International Economic Relations, Don State Technical University

**MECHANISM OF INVESTMENT ACTIVITY SYSTEM ORGANIZATION IN REGION**

*The notion of the investment activity system organization mechanism in the region is considered in the article. The basic elements, necessary and sufficient for the system functioning, are described. Measures to improve organization and economic mechanism of investment activity in the Rostov region were analyzed.*

**Key words:** *investments, investor, investment activity, investment legislation, investment attractiveness.*

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**K. A. Tchernov**

Postgraduate Student, Department of Economics and Organization administration, Voronezh State University

## **ESSENTIAL INDICATORS OF REGIONAL DEVELOPMENT AND STRATEGIC MANAGEMENT IMPROVEMENT IN VORONEZH REGION**

*The article considers important indicators for the development of regional strategy. Questionnaire of Voronezh small and medium-sized business representatives to identify the significance of regional economic indicators provided the basis for the research part. The results of the research are recommended for regional strategy development, and the research technique – for various regions.*

**Key words:** regional economy, strategy of social and economic development, strategic management, indicators of region differentiation.

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**V. N. Afanasyev**

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**S. A. Zhuravlyov**

Competitor of chair of statistics and эконометрики Orenburg state university

## **IMPROVEMENT OF METHODOLOGY OF STATISTICAL RESEARCH OF QUALITY OF SERVICES TO THE POPULATION IN THE MARKETS OF MUNICIPALITIES**

*In this article results of the executed complex statistical research of quality of the paid services rendered to the population are presented. Methodical improvement of its carrying out, in an assessment of quality of services and detection of quantitative regularities of influence of factors on volume and quality of paid services is recommended.*

**Key words:** quality of services; methodology of statistical research; selective inspections; analysis of non-numerical information.

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**K. V. Ryzhenkova**

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## **DATA OMISSION RECOVERY METHODS IN STATISTICAL RESEARCH**

*The article studies and classifies the best known methods of processing the data omissions and presents some advanced approaches having a number of advantages for statistical research.*

**Key words:** data omission, data recovery methods, statistical analysis.

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