

## ANNOTATION OF THE ARTICLE

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**EVALUATION OF EXTERNAL AND MUTUAL TRADE OF THE RUSSIAN FEDERATION  
ON THE BASIS OF DATA OF CUSTOMS STATISTICS**

*The purpose of the research is to assess the effectiveness of external and mutual trade of Russia within the framework of the Eurasian Economic Union. During the research, the author used such scientific methods as graphical analysis, historical analysis, etc. The empirical base was the data of the official website of the Eurasian Economic Commission. As a result, the dynamics and structure of the main indicators of Russia's activities were analyzed from the moment of the formation of the Customs Union in 2010 to the present day as the EAEC. The scientific novelty is the revealed positive and negative points in the part of conducting mutual and foreign trade of Russia with other member countries of the EAEC. It was revealed that participation in the EESP for the Russian Federation has a more political effect, in view of the almost identical trends in the development of foreign and mutual trade. As for the remaining members of the EAEC, the highest growth in mutual trade with Russia is observed among the countries that joined the EAGE later than all - Armenia and Kyrgyzstan. The conclusions and results obtained can be applied in the future within the framework of the development of customs statistics, as well as for the teaching of economic and statistical disciplines of the appropriate profile.*

**Keywords:** Eurasian Economic Union, customs business, external and mutual trade, customs statistics

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**MODERN TRENDS OF DEVELOPMENT OF SMALL BUSINESS ENTERPRISES  
IN THE COAL INDUSTRY**

*Relevance: small business development is a universally recognized and extremely important task. Small businesses operate in all spheres of the economy, including in the coal industry. On the one hand, they saturate markets with products with high added value, on the other hand they process waste from the main production into marketable products. Strategy 2030 determined the growth of these business entities by 26% by 2030. The goal: to identify problem areas in the development of a strategically important branch of domestic industry – coal, to identify opportunities to increase the number of small businesses in the coal industry. When writing the article, the following research methods were used: study and generalization of the content of scientific publications of scientists engaged in research of the coal industry and economic entities in this field. The research methodology is based on the application of general scientific and special methods, including comparison, abstraction, analogy, and concretization. Main results: the paper presents a methodology for forecasting the development of small businesses in the coal industry in the short term. The models showed the growth dynamics of small business entities in the coal industry.*

**Keywords:** coal industry, small business, growth, forecast, development strategy.

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### THE FUTURE OF EMPLOYMENT: TRANSFORMATION CLASS OF THE PRECARIAT

*At the present stage of development of society, one of the important problems of the economy is the rapid increase in the proportion of the informal working population in the total workforce. The relevance of the issue is due to the growing unrest in the society, arising as a result of the increase in the number of informally employed population, non-compliance with labor laws and, as a consequence, the uncertainty of workers in the future.*

*The purpose of the research is to analyze the reasons for the emergence of such a class as precarious and to consider possible methods of reducing this class in the world.*

*Also in this article describes the causes and preconditions of the emergence and development of the social class – the precariat. The main features of the considered class are revealed, the analysis and generalization of the groups making the precariat is carried out, the negative consequences and risks that are borne by the workers referred to this class are considered. Tendencies of further development of a class taking into account modern computerization of workplaces and development of hi-tech society are outlined. Possible ways to reduce the number of informally employed population are also presented. The general scientific method of generalization is based on the study of the theoretical provisions of the article.*

*The result of the study, as reflected in this article is to identify features inherent in this class in modern society and the possibilities of using foreign experience in the Russian reality in order to reduce the level of informal employment of the population. The findings can be used as the basis for the concept of the settlement of informally employed citizens.*

**Keywords:** *informal employment, precariat, labor flexibility, globalization, temporary employment.*

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**INFORMATION SUPPORT FOR EXTERNAL FINANCIAL CONTROL  
AT THE MUNICIPAL LEVEL**

*The last years in Russia are marked by a rapidly growing anti-corruption company, as a result of which a clear request has been formed in the society to create effective institutions of financial control at the state level that have up-to-date data on the real state of the inspected facility. In this regard, we can formulate the purpose of this article, it is to improve the quality of information support for monitoring activities, by searching for new sources of information, identifying new subjects of information exchange. The author analyzes the content of the regulatory framework that determines the basis for information and methodological support of control and accounting activities, defines the basics of interaction between external financial control bodies and public institutions at the municipal level. The sources of information used in the implementation of control measures are defined and structured. The research materials can be used to form the regulatory and legal framework and conduct state audit by the municipal control and accounting authorities.*

**Keywords:** financial control, public control, state audit, control and auditing activities, information base, rules of the control and accounting body.

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### FEATURES OF BANK MARKETING IN THE REPUBLIC OF KAZAKHSTAN AT THE MODERN STAGE OF ECONOMIC DEVELOPMENT

*The main reasons of using marketing in the activity of national commercial banks are advancing financial market in Kazakhstan, aggravation of banking competition, development of information technologies and communication facilities on the basis of modern technology. Customers place high demands on the characteristics of products and financial services, and the quality of service. To meet conditions of high competition, banks must competently manage their customer base, its individual segments, product line and improve communication policy.*

*The aim of the article is to study the specifics of banking marketing and identify its characteristics in the current conditions of the financial market in Kazakhstan. In this regard, the author analyzes the main changes in the activity of commercial banks in the current conditions of economic development, the revealed influences on business organization processes, the revealed features of bank marketing.*

*It is established that accurate segmentation of the market and customer base is a necessary condition for the bank's market success, as it is the basis for rational marketing and highly effective means of competition, and also allows formulating a reasonable development strategy. The paper also pointed out an increased interest on the part of commercial banks to develop a sound communication policy, showing interest not only in information advertising, but also in creating and maintaining a bank's positive image in the public.*

*In conclusion, based on the analysis of bank marketing features in commercial banks, the relevant conclusions were drawn and recommendations were made for improving marketing activities.*

**Keywords:** banking marketing, banking sector, customer base segmentation, communication policy.

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**COMPETITION POLITICS AS INSTRUMENT OF INNOVATIVE MODEL FORMING  
OF THE ECONOMIC DEVELOPMENT**

*The relevance of the research is that, on the one hand, there is a clear lack of competition in the Russian economic policy to solve the key problems of socio-economic development: increasing the rate of economic growth, achieving progressive structural changes, increasing the efficiency of large public and private corporations. On the other hand, we do not have breakthrough theoretical developments to effectively solve these problems. The aim of the study is to propose the choice of the best of them for use in Russian economic policy based on the analysis of two most probable models of the organization of competition and their impact on economic development.*

*Research is founded on methods-system historical-genetic, comparative, statistical analysis. The results of the study: the paper reviewed and analyzed two basic models of competition, the application of which varies considerably according to their socio-economic consequences. The potential advantages of the East Asian model over the liberal one are revealed: the ability to achieve the subordination of private goals of individual market players to the national, greater adequacy to the needs of human capital development, time and cost gains in the implementation of structural adjustment of the economy. The authors conclude that it is necessary to form a competitive policy in Russia on the basis of the East Asian model of competition in order to build an innovative model of the economy. The article is aimed at scientists and practitioners interested in the possibilities of using competition to solve the problems of economic policy.*

**Keywords:** competition, liberal and East Asia models of competition, social capital, sixth technological mode, innovative development.

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### CLASSIFICATION OF COSTS FOR GRAIN PRODUCTION AS OBJECTS OF ADMINISTRATIVE ACCOUNTING

*Subject.* This article deals with the problems associated with the generalization of costs for grain production in the accounting management of agricultural enterprises.

*Objectives.* Systematization of modern theoretical and practical approaches to the classification of costs for the production of grain as objects of management accounting

*Methodology.* The methodological basis of the work was general scientific principles and research methods: analysis and synthesis, induction and deduction, systematization of theoretical foundations and practices of organization of management accounting of costs for grain production. In the framework of the integrated approach, methods of observation, grouping and comparison were also used.

*Results.* The authors substantiate the authors' position on the possibility of using not only conventional groups for the management accounting of grain production costs, but also for the allocation of four additional classification characteristics.

*Application.* The results of the research have theoretical and applied spheres of application, which can be used in the management accounting practice of business entities specializing in grain production, as well as for further research in the field of accounting.

*Conclusions.* In management accounting, a grouping of costs for the production of grain is necessary, with the allocation of various classification characteristics. In particular, the division of expenditures by types of cereals grown, in the context of field teams, grain fields, and agrotechnical measures, will increase the objectivity of management information for making decisions of a tactical and strategic nature at the level of departments and the enterprise as a whole.

**Keywords:** grainproduction, costs, managementaccounting, responsibilitycenter, costcenters, costelements, costitems.

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**FEATURES OF CHANGES IN THE COURSE OF ECONOMIC POLICY OF RUSSIA**

*The article deals with the peculiarities of risk elimination in the conditions of instability of the transition period in the world economy in the historical retrospective. Purposes. The comparative analysis of the main indicators of the world monetary policy of the USA for two periods: 1924-1932 and 2008-2017, allows drawing conclusions about similarity and differences of monetary policies, their features in the context of world events. Methodology. The General scientific method of scientific knowledge, analysis of monetary indicators, from 2008 to 2017 is applied for the assessment of macroeconomic risks and protectionist policies, which allows assessing the degree of impact of the state on the main monetary indicators. Results. The analysis shows what the state and society should expect when comparing processes in historical retrospect, identifying a mechanism that destroys the protective conditions of the state. Summary. In the context of the economic policy of protectionism, administrative reform is important, including the creation of a state body for the development of the country under sanctions and risks of uncertainty, which will allow developing a program of measures to consolidate all forces.*

**Keywords:** monetary policy, macroeconomic policy, forecasting.

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**APRIORI TECHNICAL MODELING OF THE WORLD IN THE MECHANISMS  
OF CONSCIOUSNESS**

*The growing processes of globalization significantly change not only the field of social interactions, but also the social subject. Integrative tendencies in society actualize problems concerning quality of life which, in many respects, are provoked by a technical component in development of society. In particular, the environmental consequences of accelerated technical production, the emerging dependence of mankind on technical devices in the home and in information exchange, are of particular importance. At the same time, the peculiarities of communication processes begin to dominate in the laws of society. As a result, today the social subject can be described as a communication one. In turn, this characteristic inevitably removes the technical component of human existence. Accordingly, the theory has acquired special relevance technicism as a self-contained objectified the phenomenon of this component.*

*Traditionally, technicism is seen as a result of the civilizational development of mankind, indicating the negative consequences of scientific and technological progress. However, in such a case, it is necessary to recognize a certain inconsistency of the human attitude towards the world, in particular, an unreasonable transformation of the environment. But the real history proves the opposite: the destructive moment is removed by creation of the technogenic world which becomes the place of development of culture. Consequently, it is necessary to determine the actual roots of technicism. The logic of historical development clearly shows the objective existence of the possibility of technical development of the world. This article attempts to prove a priori technicism to human consciousness. In the sphere of ideal any laws manifest themselves in the marked forms of culture. Any interpretation of technicism suggests its essential relationship with the rationality of man. In this study, the search for proof of a priori technicism is concentrated in the analysis of the concepts of Genesis of science. As an example, two concepts of the origin of science are selected. In each approach irrefutable proofs of existence of technical potentials in consciousness of the person are found.*

**Keywords:** science, technicism, consciousness, social subject, theory, cognition, society

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**HUMAN AS THE MORTAL BEING IN COGNITIVE SCIENCE:  
PHILOSOPHICAL-ANTHROPOLOGICAL PERSPECTIVE**

*This article represents cognitive science (like transhumanism) as the actual practice of the modern human from mass society, which allows these people to avoid issues related to the human's mortality. This issue is considered from the position of studying the meanings and mechanisms of the functioning of the modern society and the modern human and its current methods are based on the works by J.-P. Sartre, J. Baudrillard, and M. Foucault. As a result, it has been shown that during the scientific work a modern human looks for the opportunity to avoid critical questions of the existence, and the mortal nature of human, and simultaneously looks for the ways to cope with his own fears and experiences, in the context of the consequences of the death of God and the fragility of human as the philosophical concept.*

**Keywords:** the concept of human, philosophical anthropology, cognitive science, mortality, symbolic exchange, mass society, transhumanism.

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**MICHEL FOUCAULT'S «MICROPHYSICS OF POWER» IN THE THEORY OF POSTANARCHISM**

*Being one of the most influential philosophers of the 20th century, M. Foucault in the new millennium also remains a significant figure in case of the analysis of such problematic and relevant areas as human subjectivity, sexuality, knowledge, discourse. And part, and sometimes the determining factor of all these phenomena in Foucault's philosophy is power, its functioning and forms of existence. The article considers the reception of Foucault's ideas, undertaken by theoreticians of the so-called postanarchism to rationale the revision of the notions of the subject and power inherent in classical anarchism, and the formation of new strategies and tactics of political resistance, which in the realities of the 21st century should not be limited to criticism of state institutions.*

*Starting from the analysis of the relationship of power undertaken by Foucault, postanarchist theorists (T. May, L. Call, S. Newman) try to formulate a different type of anarchist subjectivity that would overcome the anti-statist, and therefore limited position of classical anarchism. Such subjectivity, according to these theorists, destabilizes the image of power, concentrated in the institution of the state, and extends resistance beyond the political. With this approach, however, all spheres of human and social activity, as well as aspects of personal existence,*

*acquire a political dimension, giving rise to a situation of permanent resistance to those forms of power whose «microphysical» level Foucault ascertained.*

**Keywords:** postanarchism, power, knowledge, domination, resistance.

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### SUBJECTIVITY AND OBJECTIVITY IN ASPECT OF ELECTRONIC VIRTUAL REALITY

*The article deals with the actual problem of modification of categories «subject» and «object» appearing as categories «subjectivity» and «objectivity». Such modification is due to the necessity of significant theoretical correction of classical understanding of subject-object type of relationship when analyzing different aspects of human existence and development in the 20th and the beginning of 21st century. Subjectivity is regarded as manifestation and deployment of man's being activity in aspect of entire possible completeness of his actual and potential capacities. And also from the point of view of their realization not just in present as well in future. The concept «objectivity» is opposing the concept «subjectivity» and characterizes actual and potential aspects of things, phenomena and situations incoming within the scope of human attention and activity. The novelty in investigation of this problem is meaningful analysis of categories «subjectivity» and «objectivity» in aspect of the development of new artificial type of reality – electronic virtual reality (EVR). The comparative analysis of existing types of reality and EVR permits to create a new type of methodology based on investigation of the current reality as especial which contributes to a better understanding of world's capacity and human capacity.*

**Keywords:** subjectivity, objectivity, reality, potential, electronic virtual reality.

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**SIMULATION OF THE RHYTHMICITY OF THE SYSTEM «ROUTES OF TRANSPORTATION-STORAGE-RETRAINING ITEM»**

*The relevance of the study is due to the need to improve the efficiency of passenger transportation by road on regular routes. The list of factors influencing efficiency is large and constantly updated. The new factors include a multiple increase in passenger traffic, typical for mass cultural and sports events, during mass recreation in the relevant areas. Features of the organization of the transport system in such conditions require additional study.*

*The goal is to increase the efficiency of passenger transportation by road on the basis of ensuring the rhythmic effect of the system «transportation routes-stop-transplant point», taking into account the multiple increase in passenger traffic.*

*The theoretical-methodical approach is based on the provisions of the theory of passenger road transport, the theory of transport processes and systems, mathematical statistics, field studies. In the work, the rhythm of the stopping point was studied, as the properties serve passengers and vehicles without delays at a given periodicity in accordance with the schedule, taking into account permissible deviations from it.*

*The results of the study can be used to optimize the processes of passenger transportation by road.*

**Keywords:** transportation, passengers, transport, stopping point, rhythm.



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### INCREASE OF EFFICIENCY OF PETROLEUM PRODUCTS DELIVERY TO BUILDING OBJECTS BASED ON USE OF LINEAR PROGRAMMING METHOD

*Goal. In this paper, studies are conducted on the development of optimal route schemes for the transportation of petroleum products simultaneously from several oil depots to the filling stations of construction organizations upon their application. Relevance. The cost of transport work for the delivery of petroleum products from oil depots to the filling stations, which is included in the market value of the petroleum product itself, is very high considering the specifics of transportation and handling of such cargo. In this regard, the implementation of such transport by optimal transport schemes is very relevant. Methods. To solve this problem, the linear programming method is used. On the basis of this, an improved algorithm for solving the problem of transport routing during the transportation of portion cargoes has been developed. The following optimization criteria were adopted: minimum length of the route and (or) the cost of transportation if the customer's needs are met in the timely delivery of the goods in full volume and nomenclature. The optimal route was determined by a specially developed program on a PC. Results and its discussion. Planning and delivery of oil products from oil depots to the filling stations of construction organizations in different periods of the year, quarter, etc. can not be rigid. Their planning by operators of tank farms manually by intuition from the "achieved" is not effective. The fulfillment of this work under the developed program allows very quickly to obtain the optimal scheme for the delivery of petroleum products to any filling station in the required volumes and terms. Conclusions. In order to increase the efficiency of the transporta-*



tion of petroleum products from oil depots to the filling stations of construction organizations, it is recommended to select the optimal transport scheme for such transportation using a computer program whose functional scheme is given in the work.

**Keywords:** oil products, delivery, gasoline tankers, transport scheme, optimization, filling stations of construction organizations.

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## DEVELOPMENT OF DIAGNOSTIC ASSURANCE OF HEAT EXCHANGERS VEHICLES

*The article reflects the problem of diagnosing and monitoring the performance of heat exchangers of vehicles at the stage of their operation. The relevance of the problem is due to the lack of methods and means of instrumental control, suitable for diagnosing the performance of heat exchangers of vehicles at the stage of their operation.*

*The purpose of the article is to consider options for improving the methodology of diagnosing heat exchangers based on the use of instrumental control.*

*The leading method of research of this problem is experimental determination of technical condition of heat exchangers at the stage of their operation on parameters of heat transfer.*

*The paper considers the specifics of design, especially the functioning of cooling systems, the organization of their maintenance and maintenance. To diagnose the technical condition of heat exchangers at the stage of operation, a method for diagnosing heat exchangers with the definition of heat transfer on a special stand is proposed.*

*The prospects of new developments in the field of diagnostic support with the ability to measure the most important parameter– heat transfer, as an integral index of efficiency of the heat exchanger. Possible variants of determination of technical condition of heat exchangers on the basis of use of new principles of measurement of output parameters are presented.*

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*The presented method of measuring the heat flux can be used as a basis for the instrumental and diagnostic complex with the prospect of using the heat exchange equipment in operating conditions.*

**Keywords:** vehicles, heat exchangers, cooling system, diagnostics, stand, control, heat transfer.

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