

ANNOTATION OF THE ARTICLE

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**COMPREHENSIVE EVALUATION MODEL OF CONDITIONS AND DEVELOPMENT
OF COMPETITIVE ENVIRONMENT IN THE REGIONAL MARKET
OF CONSUMER GOODS AND SERVICES**

Creation of a competitive environment favorable for all participants of the consumer market, providing necessary conditions for doing business and solving important social and economic problems, is impossible without a conceptual evaluation approaches to the analysis of conditions and development of competitive environment. In this regard, the development of methodological bases for research of the competitive environment associates with the development of comprehensive evaluation model of conditions and trends of competitive environment of goods and services in the regional market.

The purpose of the article is the theoretical and methodological justification and development of a comprehensive evaluation model of conditions and development of competitive environment of consumer goods and services in regional market.

The methodology of the research is based on the works of Russian and foreign authors on economic theory, statistics, market economy theory, management, marketing, economic analysis.

The results. The proposed model is based on the implementation of three approaches to the analysis of a competitive environment: an analytical one that deals with a system of quantitative and qualitative indicators of conditions and development of competitive environment in consumer markets; a network approach, based on the management and implementation of long-term relationships with partners; an action-oriented approach that includes methods for expert evaluation of potential opportunities for development in a competitive environment, when a subjective assessment of the market situation and the existing experience of the experts' practical activities make it possible to formulate new ideas of the development in the market situation.

These approaches include various social, economic and strategic aspects of the analysis of the competitive environment. The combination of approaches supplements the possibilities of information and analytical support for making management decisions at the competitive environment of the markets of consumer goods and services.

Development of comprehensive model of the analysis of trends of changes of competitive environment can be useful to government authorities in creating measures to develop a competitive environment in the region, as well as to enterprises producing consumer goods and services to develop their own mechanism of adaptation to the situation on the market.

Keywords: *competitive environment; market of consumer goods and services; a complex evaluation model; analytical approach; network approach; an action-oriented approach.*

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SYSTEM OF INDICATORS OF ECOLOGICAL AND SOCIAL DEVELOPMENT OF THE EXTRACTIVE REGION

Objective: to develop a system of indicators based on a refined definition of the region's environmental and social development. Methods of research: during the research methods of analysis of the content of scientific publications of domestic and foreign scientists, as well as methods of generalization, synthesis, are applied. Relevance of the study: Specialization of the economy of the regions in the extraction of minerals on the one hand brings significant revenues to the budget and GRP, on the other hand, it causes significant damage to the environment, which subsequently affects the social processes in the region. For example, there is an increased incidence, mortality. Significant impact of poor ecology and has a level of crime and migration. To make effective management decisions, it is required to determine: what is the state of the region's environmental and social development, what factors influence it, and what measures to improve the situation. To solve these problems, it is urgent to develop a system of indicators that would characterize the ecological and social development of the region. The developed system of indicators of ecological and social development of the region takes into account the specifics of the extracting region, and also makes it possible to analyze the situation not only in static, but also in dynamics.

Keywords: system of indicators, ecological and social development of the region, extracting region

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TRINITARIAN SYSTEMS IN ASSESSING THE QUALITY OF MANAGEMENT SYSTEMS OF ORGANIZATIONS

The assessment of the effectiveness and quality of enterprises management systems plays the leading role in improving their organizational development.

However, the processes of globalization, informatization, strengthening of uncontrolled risks, politicization of international relations lead to the impossibility of effectively using the traditional rationalistic binary approach. Obtaining correct results based on a binary approach and their further use to increase the competitiveness of organizations becomes difficult.

The relevance of the problem of the assessment of management systems studied by the authors of this article is caused by the need for a scientific and practical justification for a new worldview.

In this item the terminological basis of the methodology of scientific knowledge of the trinitarian approach is specified, the need for its application to the evaluation of management systems is justified.

The leading approach to the study of this problem is modeling in its species diversity. It helps to identify the main existing possible structural relations of the elements, to develop algorithms and to determine trends in the development of management systems.

The main results of this item are the author's interpretation of the trinitarian approach, and detailed description of the trinitarian model of the assessment of enterprise management systems.

The materials of this item can be useful to management of modern enterprises in the assessment of management systems, as well as to researchers in the field of improving management systems and increasing the competitiveness of domestic enterprises.

Keywords: management system, assessment, trinitarian systems, assessment model, feedback

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THEORETICAL ASPECTS OF INNOVATIVE-INVESTMENT ACTIVITY OF COMPANIES OF THE TRADE INDUSTRY

Subject. Theoretical features of innovative and investment activities of enterprises of the trade sector.

Goals. Analyze the existing conceptual apparatus used by domestic and foreign scientists in the field of innovation and investment. To formulate author's definitions to the categories of «innovation», «investment», «innovation activity», and «innovation-investment activity», taking into account the industry features of trade enterprises. Identify the features of innovation and investment activities of trade enterprises.

Methodology. Applied general scientific methods, such as analysis, synthesis, induction and generalization. To identify the features of innovation and investment, the modeling method was used.

Results. The domestic and foreign conceptual apparatus of innovation-investment activity is systematized; features of innovative and investment activity of the trading enterprise are revealed. Author's definitions of the concepts «innovation», «investment», «innovation activity», and «innovation-investment activity» are given.

Conclusions. Innovation and investment activity of an enterprise can be characterized as a set of enterprise processes for the implementation of created or purchased innovative solutions for the implementation of strategic objectives of the enterprise. As a result of the analysis of the features of the innovation and investment activities of the trading enterprise, a scheme was constructed that reflects the research activity of the trading enterprise.

Keywords: innovation; investment; innovation activity; innovation and investment activities; trade industry

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THE IMPORTANCE OF INTELLECTUAL CAPITAL FOR HIGH-TECH SCIENCE INTENSIVE ENTERPRISES

The importance of the reviewed problem is based on the fact that the intellectual resources of high-tech science intensive enterprises which are focused on innovative products must play a significant role in solving strategic tasks in Russia's transition to a competitive, diversified economy. The purpose of the article is to determine the role of intellectual capital and its significant assets in the activities of such enterprises. The leading approach in the study of this problem is the economic method of comparative analysis and data synthesis, which made it possible to identify those areas that need further elaboration, including HR terms and problematic aspects of forming and development of the intellectual capital market. It is determined that intellectual capital provides unique advantages to high-tech science-intensive enterprises in a competitive environment. Following tasks should be considered as a priority: the development of the competence of employees, taking into account their personal qualities and interests, developing objective methods for assessing intellectual capital.

This article can be useful for solving the problems of forming and development of intellectual capital in the implementation of innovative activities.

Keywords: *personnel potential, intellectual capital, innovations, high-tech science intensive enterprises*

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THE RETROSPECTIVE ANALYSIS OF DEVELOPMENT OF INDUSTRIAL PRODUCTION OF THE REPUBLICS OF THE USSR IN 1950–1990

The purpose of the conducted research consists in the analysis of dynamics of development of the industry of the republics of the USSR by means of statistics. During performance of a research such methods as the analysis and synthesis, tabular and graphic, relative and average sizes have been used. Results of a research: throughout the analyzed period of 1950–1990 growth of industrial production of the Soviet Union, both in absolute, and in relative expression is observed; process of industrialization of the country has resulted in considerable results, so at the time of the collapse of the USSR quantitative indices of industrial release exceeded values of the USA twice; the contribution of the certain republics to all-union values of indicators of industrial release wasn't identical, RSFSR which gave from 50% to 90% of all-union release is so allocated, it is adjoined by the Ukrainian SSR, the Belarusian SSR, the Uzbek SSR and the Kazakh SSR with more modest values of indicators. The received conclusions will be useful to researchers in the field of integration and disintegration of the Post-Soviet countries.

Keywords: statistics, dynamics, retrospective, republics of the USSR, industrial production.

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**MODERN CONCEPTS ON THE ECONOMIC ESSENCE OF CRYPTOCURRENCY:
BITCOIN CASE STUDY**

The development of a new technological mode led to the emergence of a new concept – «cryptocurrency». The purpose of the study is to reveal its economic essence by determining key influence factors. Methods used are description, analysis, modeling, hypothetical and ideographic methods. Relevance of the study is proved by modern growing trends at cryptocurrency markets and appearance of the draft on Federal Law «On digital assets» in Russia.

The author suggested definition of the cryptocurency using asset approach. It was substantiated by analysis of main money functions on the example of Bitcoin (BTC) according to Marx and marginal utility school. Its economic benefits are expressed in the return received through a rise in price. Bitcoin also fits the definition of an investment asset.

Analysis of the BTC exchange rate proved that the cryptocurrency market, like many others, is influenced by news background. Moreover, fifteen other factors were analyzed and regression model was made that passed statistical tests. Only 3 explanatory variables – number of transactions, Google queries for BTC and Wikipedia BTC page views – were significant with coefficient of determination about 95%. Empirical results confirmed that traditional macroeconomic indicators do not influence the rate and no standard market model is suitable for predicting it.

Keywords: cryptocurrency, cryptocurrency market, Bitcoin, exchange rate, regression.

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ONTOLOGICAL ASPECTS OF EXISTENTIAL IDENTITY IN THE PHILOSOPHICAL CONCEPTS OF K. MARX, F. NIETZSCHE AND M. SCHELER

The article discusses the ontological aspects of existential identity in the context of the explication of this phenomenon in the framework of socio-philosophical doctrines of Karl Marx (social being, social relations, consciousness, objectification, labor), immorality Nietzsche (the «will to power», which manifests itself in existence as the emancipation from the common value-semantic system and the ascent to the strata of the ideal of «superhuman») and phenomenological and anthropological conception of M. Scheler («spirit» as an authentic manifestation of existence). The article focuses on the correlation of philosophical definitions of the concepts of existence and existential identity as determining the uniqueness of human existence and being. In the course of the analysis it was found out that despite the polarity of semantic theoretical and methodological constructions, built relatively existential subjects in the works of K. Marx, F. Nietzsche and M. Scheler, they contain axiomatic correlates, positioning the specificity of human existence as a permanent confrontation causal-practical natural existence.

Keywords: existential identity; «Superhuman», spirit; existential; consciousness; social being.

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NEW WORLD ORDER AND HUMAN FREEDOM

Using primarily critical and dialectical approach, the classical methods of analysis and reconstruction, the article give full consideration to features of understanding and implementation of idea of freedom in the context of the theory and practice of the «New world order», that is proposed for the World.

The article shows that notions of freedom and order, as they are within this structure, is a logical continuation

ANNOTATION OF THE ARTICLES

of the Renaissance anthropocentrism and the rationalism of Modern Times, with their tendency to achieve maximum independence of man from any external power and the desire for personal self-affirmation.

The semantic content of the term «freedom» in the framework of the «New World Order» is revealed taking into account not only theoretical constructs, but also attempts of practical implementation of this concept.

The interconnections of ideas of pluralism, tolerance and human rights with the concept of the «New World Order» and its image of freedom is described. It is shown that these ideological constructs, as well as the idea of freedom itself act as tools to establish a «New world order», and their meaning depends on the creators of this construct. Based on that what is the ultimate goal and the highest value for creators of the New world order is indicated.

Also the analysis points out the incompatibility of religious understanding of life and the concept of the «New world order».

It follows that nowadays there is a global confrontation between the supporters of the New world order and the world of traditional values and cultures.

Keywords: *New world order, freedom, pluralism, tolerance, human rights, global confrontation.*

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ON THE ESSENCE OF ANTHROPOCENTRASM IN MODERN PHILOSOPHICAL CONCEPTS

The article is devoted to one of the most important manifestations of human culture – anthropocentrism. The main approaches to the phenomenon of anthropocentrism in modern philosophical concepts are considered. Among them, the authors identify four key systems of relationships, through which the essence of this phenomenon is revealed: man and nature, man and society, man and God, man and the universe. The most important characteristics of anthropocentrism in these systems are determined. An emphasis is placed on the axiological and epistemological aspects of anthropocentrism as anthropological ethics. The authors consider it as a universal principle by which a person retains his ontology and identity at any point of space. Attention is drawn to the fact

that the opposing positions in the assessment of anthropocentrism by contemporary thinkers are a reflection of its antagonistic nature.

Keywords: *anthropocentrism, anthroposociomorphism, ecological ethics, anthropic principle, mass culture, technocentrism.*

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THE PROBLEM OF THE RELATIONSHIP BETWEEN HUMAN AND SOCIETY IN PSYCHOANALYTIC PHILOSOPHY

The article is devoted to the actual topic of the relationship between man and society, which is one of the most important theoretical problems of modern psychoanalysis. Throughout the entire article, the idea is being held that the application of psychoanalytic methods, in particular psychoanalytic typologization of personality, allows one to explore the social and philosophical problems of modern man. Analysis of the socio-cultural foundations of the essence and existence of the individual allows considering many processes and phenomena of the social life of people. Turning to the models of human social existence makes it possible to identify the necessary links between the individual's freedom, identity and self-realization, as well as various forms of alienation of the individual. The problems of social existence of «authoritarian» personality, «mass person» are the leitmotif of this article. The author believes that within the frameworks of society there are pseudo-personalities, the cause of which is the substitution of the genuine inauthentic in the thinking, feelings and desires of people. Unsatisfied with their position in society, they seek to escape from the realities around them and gain integrity and autonomy.

Keywords: *personality, freedom, «social character», self-determination, sadism, conformism, masochism.*

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PRACTICE AS THE EPISTEMOLOGICAL CATEGORY

The purpose of the article is to substantiate the categorical status of the concept of «practice» in the philosophy of science. In epistemology, practice is seen as an antonym of the concept of «theory». From other forms of human activity, it is distinguished by a material and conscious nature. The article analyzes the cognitive possibilities of practice. It is considered as: a) the basis of knowledge; b) the purpose of cognitive activity; c) the criterion of the truth of knowledge; d) the source of knowledge. The main role of practice in scientific and cognitive activity is seen in its ability to act as the basis for the formation of logical thinking. It is pointed out that the origins of the theory of the formation of thinking should be sought in the psychological concept of interiorization. The strengths and weaknesses of the theory of interiorization are revealed. It is concluded that the contradictions that have arisen in it can be resolved only in recognition of the correctness of the pan logical doctrine of Hegel.

Keywords: practice, logical thinking, interiorization, experiment, material production, structure.

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**REGIONAL AIRPORT TIMETABLE OPTIMIZATION CONSIDERING
TRANSFER PASSENGER TRAFFIC**

The relevance of the problem is conditioned by the desire of air carriers to increase economic efficiency by attracting passengers for transportation with a transfer at the regional airport.

The purpose of work is to optimize the schedule of the regional airport, involving the search for such moments of arrivals and departures of aircraft that would minimize the airline's losses because of the outflow of potential transfer passengers, given the restrictions on the admissible times of arrival and departure of each flight, and productivity of technological resources of the airport.

The solution of the problem uses widely known methods of mathematical programming.

Parameters of the regional airport timetable optimization, taking into account the transfer passenger traffic, allows increasing the load of flights, providing the most acceptable time of transfer at the airport. At the same time, the most significant factors remain such as the wishes of the originating and final passengers, the requirements for the fulfillment of the schedule for the turnover of their aircraft and the capabilities of the airport's production facilities. A model example of using the developed optimization algorithm is considered, which indicates the possibility of increasing the airline's profit only due to the timetable optimization.

Keywords: regional airport, hub airport, transfer passenger traffic, timetable, technological schedule

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THEORETICAL BACKGROUND OF THE TECHNOLOGY OF AUTOMOBILES SPRINGS FROM HARDENED SPRING WIRE RECOVERING

The relevance of the investigated problem is caused by need of improvement and theoretical justification of technologies of springs recovering at the stage of their development.

The aim of the work is to present theoretical justification of technologies of springs recovering with the use of low-temperature thermo-mechanical hardening and contact predeformation and similarly with the use of low-temperature thermo-mechanical hardening, and contact predeformation. The variation in height of the operating part of the hardened spring with respect to elastic core of coil cross-section area is obtained. Compression of spring when it undergoes peen hardening have been theoretically specified. Theoretical research of strain-stress state of valve spring when it undergoes peen hardening subject to increase yield limit of material in hardened area has been done.

The results of the study are recommended to use during development of the recovering technique of expensive automobile springs.

Keywords: *hardening of springs, recovery of springs, contact predeformation, peen hardening, power characteristics of springs.*

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DEVELOPMENT OF MODEL OF A THERMAL CONDITION OF THE AUTOMOTIVE ALTERNATOR

The relevance of the studied problem is caused by the intensive growth of quantity of the electronic and electrical systems installed on the car and also, the constant growth of a thermal mode of behavior of the generator. The purpose of article consists in development of thermal model of the automotive alternator which application is possible under production conditions. The leading approach to a research of this problem is the analysis of a thermal condition of the automotive alternator allowing to establish degree of a contribution to the general temperature background of separate elements of a node. The developed thermal model which includes the main sources of heat energy which are available in the automotive alternator; thermal resistances and heat fluxes belongs to the main results of a research. Materials of article can be useful to the large motor transportation enterprises, parks of cars of special services when carrying out diagnosing of technical condition of the automotive alternator.

Keywords: thermal model, automotive alternator, thermal state, thermal resistance, heat source

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